

Voter Registration and Engagement Timeline for Nonprofits and Community Organizations

6+ Months Out

- ☐ Designate a Staff Lead – an internal champion who will coordinate voter engagement efforts
- ☐ Establish buy-in and support from your Executive Director and senior staff
- ☐ Create a voter engagement plan, including goals and timeline
- ☐ Review the voting procedures and deadlines in your state
- ☐ Identify potential partners to help provide training or resources
- ☐ Meet with your local election office to establish a relationship
- ☐ Develop a system for returning completed voter registration forms

5 Months Out

- ☐ Gather materials and resources to raise program visibility and engage voters (e.g. posters, buttons, and flyers)
- ☐ Train and motivate staff and volunteers who will interact with voters
- ☐ Kick off your voter engagement programs

4 Months Out

- ☐ Continue voter registration efforts
- ☐ Inform your community and supporters about your voter registration and voter education activities
- ☐ Reassess goals – how far along are you? Should you adjust your goals?

3 Months Out

- ☐ Prepare your get-out-the-vote plans
- ☐ Make sure 100% of eligible staff is registered and ready to vote

2 Months Out

- ☐ Intensify your voter registration and pledge to vote campaigns

1 Month Out

- ☐ Continue intensive voter registration and voter pledge efforts through your state's voter registration deadline
- ☐ Do get-out-the-vote and voter education activities, primarily during the final 2-3 weeks before Election Day
- ☐ Promote early voting and vote-by-mail opportunities
- ☐ Identify and prepare staff who can answer voting questions

Election Day!

- ☐ Participate in visibility and celebrate with an Election Day event
- ☐ Give staff time off to vote

Month After Election

- ☐ Review, debrief, and evaluate your voter engagement efforts