

Voter Registration and Engagement Timeline for Nonprofits and Human Service Agencies

2017

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 rules and deadlines in your state
- Identify potential partners to help provide training or resources
- Meet with local elections 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
- Include 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 clients' voting questions

Election Day!

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

**Month After
Election**

- Review, debrief, and evaluate your voter engagement efforts