

# Voter Registration and Engagement Timeline for Nonprofits and Community Organizations

## 2018

**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