

Seven Reasons to Do Voter Registration



1 Get the Attention of Candidates

Candidates and campaigns generally pay close attention to communities with high voter registration and turnout rates. This is reflected in more frequent candidate appearances and campaign contacts, including campaign literature, reminders to vote, etc.

2 Build Community Clout

Office holders notice who turns out to vote. As a result, communities with high turnout have better access to elected officials, increased clout, and are in a better position to raise awareness about their issues.

3 Create Community Advocates

Voters are more likely to advocate for their communities and to participate in other ways, such as volunteering for a campaign, contacting an elected official, signing up to be a poll worker, and staying involved in local affairs.

4 Foster Community-Based Leadership

As community members are mobilized to vote, leaders from within the community often emerge, including those interested in seeking office.

5 Elect Representatives that Reflect the Diversity of Your Community

Communities that register and vote are more likely to elect representatives that reflect the diversity and interests of their community.

6 Reach Voters No One Else Can

Because of the work you do, you have access to community members traditional campaigns are often unable to reach. Furthermore, because you are both trusted and respected, your clients and constituents are more likely to respond to your nonpartisan appeals to vote.

7 Create a Community of Life-Long Voters

A registered voter is a likely voter. Typically, more than eight of ten registered voters turn out to vote in a presidential election.¹ Because voting is habit forming, helping someone register and reminding them to vote in one election can dramatically increase the likelihood that they'll vote in future elections.