



Voter Registration and Engagement Timeline

for Nonprofits and Community Organization

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 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
- Check-in with staff and partners to see which strategies and/or outreach locations are showing the most success so far and make adjustments to your plan as necessary.

1 Months 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