

# NATIONAL VOTER REGISTRATION DAY

As part of our **POLICY ADVOCACY INITIATIVE** for 2024, the **Neighboring Food Co-op Association** (NFCA) and the **New England Farmers Union** (NEFU) are encouraging our members to get involved in **National Voter Registration Day on Tuesday, Sept 17, 2024**. This is an opportunity for us to make a difference, raising awareness of our commitment to our communities and increasing engagement in our democracy.



According to U.S. Census data from 2020, **as many as 1 in 4 eligible Americans are not registered to vote**. Every year, millions of Americans find themselves unable to vote because they miss a registration deadline, don't update their registration, or aren't sure how to register. National Voter Registration Day efforts are designed to ensure every eligible voter has the opportunity to vote, creating broad awareness of voter registration opportunities to reach tens of thousands of voters who may not register otherwise.

**National Voter Registration Day** is a nonpartisan civic holiday celebrating our democracy. It has quickly gained momentum since it was first observed in 2012, with more than 5 million voters registered to vote on the holiday to date. Celebrated every September, this effort involves volunteers and organizations from all over the country hitting the streets in a single day of coordinated field, technology, and media efforts.



Co-ops can also get involved in NCBA CLUSA's **Twin Pines Voter Project**, a nonpartisan engagement activity working in partnership with Co-ops Vote to boost democratic participation among co-ops through voter registration and voting in public elections. As members of people-centered businesses, co-ops are uniquely positioned to support voter registration, share critical voting information and help community members make a plan to vote.

## WHAT YOU CAN DO

- **Sign Up your Food Co-op or Farm as an Organizational Partner** and request promotional materials at <https://nationalvoterregistrationday.org> and <https://ncbaclusa.coop/vote>.
- **Encourage Organizations in Your Community to Sign Up**, building momentum for civic engagement.
- **Start Recruiting Volunteers Now** to Run a Voter Registration Table at your food co-op, farmstand or CSA on Voter Registration Day or any time leading up to Sept 17 — or offer tabling space on a busy shopping day to another community organization working on voter registration.
- **Promote Voter Registration Day** on your website, social media, and in your community.

Let us know about your plans and send us your e-mail address for updates on our Policy Advocacy Initiative.

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