

**FOR IMMEDIATE RELEASE**

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**Sec. of State Toulouse Oliver Distributes Digital Toolkit to Promote Getting Registered on National Voter Registration Day**  
*Public Officials Encouraged to Utilize Toolkit to Promote Voter Participation*

SANTA FE – Secretary of State Maggie Toulouse Oliver has produced a voter registration digital toolkit that public officials and the public can use to encourage New Mexicans to get registered to vote as part of National Voter Registration Day. National Voter Registration Day, which began in 2012 and is the largest one-day voter registration effort of the year, is happening this year on Tuesday, September 25, 2018.

“The 2018 general election is right around the corner and we are doing everything we can to make sure as many eligible New Mexico voters as possible are registered and ready to participate,” said Secretary Toulouse Oliver. “This digital toolkit is an easy way for individuals, public officials, governmental agencies and others to let their fellow New Mexicans know about how to get registered to vote through [NMvote.org](http://NMvote.org) and how important it is to participate in the upcoming election.”

Secretary Toulouse Oliver is distributing the digital toolkit – which can be found attached to this email – and is encouraging participating individuals, organizations, and departments to post online between 10am-2pm tomorrow about how New Mexicans can use [NMvote.org](http://NMvote.org) to register to vote or update their voter registration. The voter registration deadline in New Mexico is Tuesday, October 9, 2018.

The toolkit includes sample Facebook and Twitter posts, hashtags, digital graphics, and other information that can be used to promote National Voter Registration Day and the [NMvote.org](http://NMvote.org) online portal. Anyone who uses the toolkit should feel free to copy and paste the messages, hashtags, and/or graphics to their own social media accounts, or simply use the resources as inspiration to create unique content of their own.

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Follow Secretary Toulouse Oliver on [Facebook](#) and [Twitter](#).



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# NATIONAL VOTER REGISTRATION DAY 2018



*Digital Communications Toolkit*



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Hi New Mexico leaders and opinion makers!

National Voter Registration Day, Tuesday, September 25, is the largest one-day effort of the year to register voters and my office is encouraging as many organizations, individuals, elected officials, and government institutions as we can get to promote voter registration in New Mexico.

As a nonpartisan “holiday” for democracy, National Voter Registration Day counts on thousands of partners and volunteers across the political spectrum. Started in 2012, National Voter Registration Day is designed to create an annual moment when the entire nation focuses on registering Americans to exercise their most basic right – the right to vote.

Getting registered, updating your voter registration, and finding information on voting and elections in New Mexico is as convenient as ever with our [NMvote.org](http://NMvote.org) online portal.

**We encourage you and your organization or institution to utilize the resources in this toolkit to promote voter registration through [NMvote.org](http://NMvote.org) as a part of my office’s participation in National Voter Registration Day between 10am-2pm on Tuesday, September 25.**

Or maybe you know of individuals or organizations in your community that are having a voter registration drive on or around that day. That’s great! Promote those amazing activities using some of the hashtags and resources below so we can get as many eligible voters registered as possible.

As always, feel free to contact my office with any election-related questions you may have. We’re always here to help.

Happy National Voter Registration Day!

Best wishes,

A handwritten signature in black ink that reads "Maggie Toulouse Oliver".

Maggie Toulouse Oliver

New Mexico Secretary of State



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## OVERVIEW

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National Voter Registration Day is Tuesday, September 25.

We're encouraging a social media "thunderclap" among anyone in New Mexico who wants to educate the public about the importance of voter registration and how to get registered **on Tuesday, September 25, 2018 between 10am-2pm.**

This digital communications toolkit provides interested parties with the creative assets they need to promote their participation in National Voter Registration Day through social media.

You can copy and paste the sample messages and graphics below or you can feel free to make your own original content tailored to your particular audience(s).

## MESSAGING

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National Voter Registration Day is supported by a broad spectrum of organizations from across the political spectrum, including Secretaries of State, state and local elections administrators, major nonprofits and nonprofit networks, schools and universities, libraries, technology firms, and other civically-conscious businesses across America.

***Problem:***

In the last general election, millions of Americans didn't vote because they missed a registration deadline or didn't know how to register.

Many Americans are not aware that they must register to vote before they can cast a ballot. In New Mexico, eligible voters must be registered 28 days before the general election, falling this year on Tuesday, October 9.

If you turned 18 recently, changed your name, moved, or haven't voted in recent elections, then you should update your voter registration.



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One out of nine of Americans have moved in the last year, rendering their former registration outdated.

Updating your voter registration is the surest way to ensure a trouble-free experience at the polls.

***Solution:***

As the Earth Day of democracy, #NationalVoterRegistrationDay – the largest one-day effort of the year to register voters – wants to make sure no one misses the opportunity to vote due to a registration problem.

It's celebrated on the fourth Tuesday of every September – September 25 in 2018 – by thousands of volunteers, organizations, businesses, schools, and election officials from all over the country.

With 4,000 community and online partners, and over 10,000 volunteers working in a massive, single-day event, National Voter Registration Day seeks to reach voters who haven't yet registered or updated their registration in the final weeks before the deadlines.

Over 1.4 million voters have registered or updated their registration as a result of National Voter Registration Day events since 2012.

***Why 2018:***

Aside from general elections, the midterm elections are the highest-profile elections in the country and give voters a chance to affect the makeup of both the U.S. House and Senate on the federal level and everything from the governor, to state house races, to judicial races and bond questions here in New Mexico.

While national elections get the media attention, local elections in many ways have a more direct impact on people's lives, including the quality of roads and transit systems, the schools our kids attend, parks and greenways, public safety, and more.

Democracy is built from the ground up and key decisions that affect our communities, our kids, taxes and the investments they support are determined locally.



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## SAMPLE SOCIAL MEDIA POSTS

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Here are some sample tweets/posts that you can copy or modify to share with your followers:

- ✓ Celebrate democracy in America and in #NM by registering to #vote on September 25! Visit [NMvote.org](http://NMvote.org) to register online or to update your registration. #NationalVoterRegistrationDay #NMPOL #Election2018
- ✓ Have you moved since the last Election Day? Make sure you're registered to #vote with your new address! Visit [NMvote.org](http://NMvote.org) to update now! #NationalVoterRegistrationDay #NMPOL
- ✓ Register in September to #vote in November! Get registered now at [NMvote.org](http://NMvote.org) and make your voice heard. #NationalVoterRegistrationDay #MidTermsOnMyTerms
- ✓ Did you know that if you're a 17 yr old who will be 18 by Election Day in New Mexico you can register now and then vote on Nov 6? Visit [NMvote.org](http://NMvote.org) to register now! #NationalVoterRegistrationDay #MyVoiceMyVote
- ✓ What's the old saying? "If you don't vote you can't complain." Get registered now so you can vote in the upcoming mid-term elections on Nov 6. Visit [NMvote.org](http://NMvote.org) to register online. #NationalVoterRegistrationDay #NMPOL



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## HASHTAGS

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#NationalVoterRegistrationDay

#NMVote2018

#Countdown18

#MyVoiceMyVote

#Election18

#MidTermsOnMyTerms

#NMPOL

#GetRegistered

#PromoteTheVote

#LocalElections2018

#VotingMatters

#EveryVoteCounts

#YourVotelsYourVoice

#SuVotoEsSuVoz

#BeAVoter

## RESOURCES FOR SOCIAL MEDIA

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These are some sharable digital graphics you can use to promote National Voter Registration Day on your social media channels (**the original files are attached to the email this toolkit came in**):





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Sec. Toulouse Oliver has recorded a short video for National Voter Registration Day that can be found and shared on [Facebook here](#) and [Twitter here](#).



**Office of the New Mexico Secretary of State: National Voter Registration Day 2018...**

Sec. of State Maggie Toulouse Oliver has an important message for you about #NationalVoterRegistrationDay. Register now at NMvote.org! #MidtermsOnMyTerms #Elections2018 #GetRegistered #EveryVoteCounts





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## IMPORTANT NEW MEXICO ELECTION DATES

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### **Tuesday, October 9**

- ✓ Last day to register to vote in the General Election.
- ✓ County clerks will begin sending absentee ballots.
- ✓ In-person voting will be available at each county clerk's office during normal business hours. In Bernalillo County, in-person voting will be available at the Clerk's Annex.

### **Saturday, October 20**

- ✓ Countywide early voting begins.

### **Friday, November 2**

- ✓ Last day for county clerks to send absentee ballots to voters.

### **Saturday, November 3**

- ✓ Last day of countywide early voting.

### **Tuesday, November 6**

- ✓ General Election Day.
- ✓ Last day for voters to return an absentee ballot to their county clerk's office or an Election Day polling location.