

# Voter Registration & Engagement Timeline for Your PTA

## Jan. - Feb.

- Designate a project lead – an internal champion who will coordinate your voter engagement efforts
- Establish buy-in and support from your unit or state leaders

## June - July

- Meet with your local elections office to establish a relationship
- Train and motivate volunteers who will interact with voters
- Plan and execute 1-2 summer voter registration events
- Develop and test a system for retuning completed voter registration forms
- Gather materials and resources to raise program visibility and engage voters

## September

- Intensify your voter registration and pledge campaigns
- Celebrate National Voter Registration Day on September 23, 2014

## Nov. 4th ~ Election Day!

- Create visibility and opportunities to celebrate with ideas like an Election Day party
- Have appropriate volunteer identified and prepared to answer voting questions

## March - May

- Create a voter engagement plan, including goals and a timeline
- Review the voting rules and deadlines in your state
- Identify potential partners to help provide training and/or resources

## August

- Kick off your voter engagement programs
- Inform your community and supporters about your voter registration and education activities
- Hang signage throughout all facilities to create positive reminders and to affirm your organization's commitment to voter participation

## October

- Continue intensive voter registration and voter pledge efforts through the registration deadline
- Include get-out-the-vote and voter education activities, primarily during the final two weeks before Election Day
- Promote early voting and vote-by-mail opportunities

## Nov. - Dec.

- Review, debrief, and evaluate your voter engagement efforts

