



ALEX PADILLA | SECRETARY OF STATE | STATE OF CALIFORNIA ELECTIONS
DIVISION

1500 11th Street, 5th Floor, Sacramento, CA 95814 | Tel 916.657.2166 | Fax 916.653.3214 | www.sos.ca.gov

September 11, 2020

County Clerk/Registrar of Voters (CC/ROV) Memorandum #20208

TO: All County Clerks/Registrars of Voters

FROM: /s/ Paula Ritter
Elections Analyst

RE: Voter Education and Outreach: National Voter Registration Day

National Voter Registration Day is a formally recognized voter outreach initiative which aims at registering eligible citizens so they can be empowered to cast a ballot on Election Day.

This year, National Voter Registration Day occurs on September 22, 2020. The Secretary of State's Office encourages California's grassroots organizations, businesses, schools, and other civically minded groups to promote the vote within their communities. Secretary Padilla has issued a resolution (attached) detailing the importance of participating in this national event. Feel free to use this resolution as a tool to gain support and recognition from your Board of Supervisors or local community groups.

The National Voter Registration Day organization has resources available for participating groups and allows local events to be posted in a searchable calendar on their website at <http://nationalvoterregistrationday.org/events/>. The Secretary of State has added a webpage dedicated to this day and includes links to these resources. This page can be found at <http://www.sos.ca.gov/elections/voting-resources/voting-california/help-strengthen-our-democracy/national-voter-registration-day/>.

To promote registration among college students, our office is hosting the 2020 Ballot Bowl and encouraging colleges across the state to leverage National Voter Registration Day to increase campus participation. This friendly competition was designed to encourage universities and colleges to engage their students in the democratic process and register them to vote. The Ballot Bowl includes all of California's major higher education systems and is happening now. For more information on Ballot Bowl visit <https://www.sos.ca.gov/elections/ballot-bowl/> or contact the Students Vote Project Team at CASTStudentsVote@sos.ca.gov.

If you have questions about this or any other outreach related matter, please feel free to contact me at myvote@sos.ca.gov or (916) 695-1592. Thank you.

Attachment

State of California

SECRETARY OF STATE

RELATIVE TO RECOGNIZING

National Voter Registration Day

WHEREAS, *the Secretary of State's office is committed to empowering all Californians to be informed, active members of our democracy; and*

WHEREAS, *consistent civic engagement contributes to a more representative government; and*

WHEREAS, *increasing voter registration is essential to reaching the goal of having all eligible California citizens participate in our democracy by casting a ballot on Election Day; and*

WHEREAS, *California offers pre-registration to 16- and 17-year-olds to make civic engagement a priority among youth; and*

WHEREAS, *technology, including California's online voter registration application, is helping to remove barriers to voting, giving citizens greater access to voting resources; and*

WHEREAS, *every Californian can encourage their family, friends, co-workers, and neighbors to register and exercise their right to vote; and*

WHEREAS, *California businesses, community groups, nonprofit organizations, and public agencies can help mobilize their communities to vote in all elections; therefore, be it now*

RESOLVED, *that I, Secretary of State Alex Padilla, recognize September 22, 2020, as NATIONAL VOTER REGISTRATION DAY, and encourage all eligible Californians to register to vote.*

Subscribed this 11th day of September, 2020



Alex Padilla
Secretary of State

