



CAMPUS TAKEOVER



Civic Celebrations: Making Democracy Fun!

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GET YOUR COMMUNITY #VOTEREADY



TUE. SEP. 15

NATIONAL VOTER
EDUCATION WEEK



OCT. 5-9

Election
Hero Day



TUE. OCT. 20

VOTE
EARLY
DAY



TUE. OCT. 27

CIVICHOLIDAYS.ORG



Tuesday, September 15, 2026

National Voter Registration Day is **nonpartisan** celebration of democracy which coordinates field, digital, and media efforts by thousands of partners across a broad spectrum of sectors throughout the country to **encourage and promote voter registration**. Held annually on a Tuesday in the latter half of September since 2012, the holiday has helped over **5 million** Americans get registered to vote in time for their next trip to the ballot box.

nationalvoterregistrationday.org

NATIONAL VOTER EDUCATION WEEK



October 5-9, 2026

National Voter Education Week (NVEW) is an open source, nonpartisan voter education campaign held the first week of October that equips voters with the tools, information, and confidence they need to cast their ballots.

nationalvotereducationweek.org

Election Hero Day



Tuesday, October 20, 2026

Election Hero Day is a nonpartisan, national day of recognition that falls on the day before Election Day. Nonprofits, business leaders, brands, public officials, and more work to create a communications echochamber that celebrates the tremendous contributions election officials, their staff, and poll workers are making to ensure a safe, secure voting experience for all.

electionheroday.org

[#ThankYouElectionHeroes](https://twitter.com/ThankYouElectionHeroes)

Tuesday, October 27, 2026

Vote Early Day is a nonpartisan movement
of media companies, businesses,
nonprofits, election administrators, and
creatives
working to ensure all Americans have
the tools to vote early.

www.voteearlyday.org



Why Celebrate?

- ★ Take voters through each step to participate in democracy!
 - ☒ Register
 - ☒ Educate
 - ☒ Make a plan to vote + vote early
 - ☒ Celebrate election heroes
- Deadlines, deadlines, deadlines!
- Fun & celebratory events = Lasting Memories associated with voting
- All of the holidays are open-source and we'll help you along the way!





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TAKE OVER YOUR **CAMPUS**

FOR THE 2026 ELECTIONS!

National Voter
Registration Day

TUE. SEPT. 15

National Voter
Education Week

OCT. 5-9

Election Hero
Day

TUE. OCT. 20

Vote Early
Day

TUE. OCT. 27

Sign up as a partner, find toolkits, & more!

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Event Organizing Fundamentals



Why Organize In-Person Events?

- ★ Help register, educate, and turn out as many students as possible
- Build campus relationships
- Garner attention towards our cause
- Level up student leaders to become campus voting ambassadors
- Make democracy fun, simple, and approachable



Principles for Planning an Event

- ★ Have a clear vision and specific goals
- Consider your campus and/or community culture
- Make things fun!
- Build diverse partnerships
- Meet students where they're at



Clear Vision + Goals

- ★ Go beyond voter registration/engagement goals
 - Number of Volunteers
 - Collaborations/Partnerships
- How are you measuring success?
- How will you build on success?



Partnerships

- ★ Student Leaders that represent diverse audiences
 - Student Gov
 - Faculty + Campus Admin
 - Campus Athletics
 - Basic-Needs Groups
 - Off-Campus Partnerships





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RESOURCES



CIVIC HOLIDAYS

Event Planning Worksheet

Use this worksheet to spark ideas, guide your event planning, and lay the foundation for a successful and meaningful Civic Holidays event.

1. Define Your Audience

Understand who your event is for, and what they should get out of your event so you can plan something meaningful and engaging.

Guiding Questions:

- ★ Who do we want to attend this event? (Families, seniors, youth, newcomers, civic leaders, etc.)
- ★ What are their interests, values, or needs?
- ★ How do they usually complete the actions of the Civic Holidays (registering, educating, voting, etc.)
- ★ Are there specific communities or groups we want to invite or include?

Brainstorm:

What do we want our audience to think at our event?	How do we want our audience to feel during our event?	What do we want our audience to do at our event?
★	★	★

Write It Down:

Primary audience(s): _____

Key considerations about our audience: _____

Inclusive practices to consider: _____

Walk Through Each Step of the Planning Process in This Worksheet!



The Ultimate Catch-All Resource



HOW TO USE THIS TOOLKIT



This toolkit is a step-by-step guide to planning and executing successful Civic Holidays events on college campuses. You can use this toolkit as a guide during your planning process, or for training student leaders and volunteers. Everything here is general guidance, and each campus is unique and may have different needs.

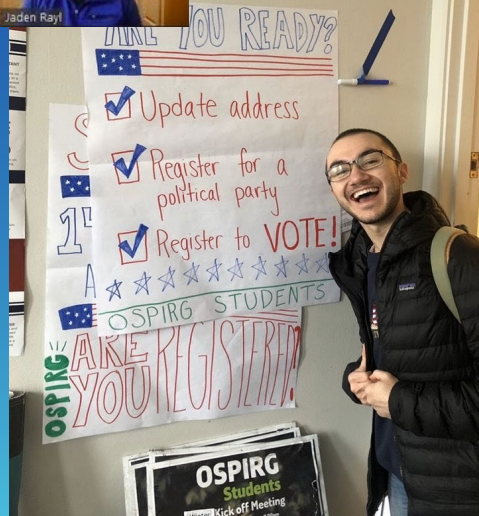
Most of the advice offered in this toolkit will be transferable to an online or in-person event. We recommend reading the whole toolkit through and then paying closer attention to the in-person or online guidance depending on your type of event.

Sample Events

- ★ BIG visible tables to register voters on National Voter Registration Day
- Unique candidate forums like a mock 'Hot Ones' interview, or sports competitions for National Voter Education Week
- “Stroll to the Polls” to early voting locations to celebrate Vote Early Day
- Create & send thank you cards to voting heroes for Election Hero Day



Sample Events









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RESOURCES



get ideas for
your activations!



CAMPUS TAKEOVER		
Ensure your events are nonpartisan and compliant with your state's election regulations by using Campus Takeover's Toolkits (linked below) and coordinating with local elections officials.		
Campus Takeover National Voter Registration Day Toolkit	Campus Takeover National Voter Education Week Toolkit	Campus Takeover Vote Early Day Toolkit
Holiday	Event	Description
Any/All	Block Party, Festival, Cookout, Voterpalooza	Host a fun event with local vendors, nonprofit organizations, student clubs, games, tabling, art, music, swag. Create a festive atmosphere around democratic participation where engagement opportunities are intertwined with cool activities and social interaction. For example, have a voter education presentation or a contest followed by fun performances. Consider having a booth selling your block party swag, or having voter hotline stationed at the event.
Any/All	Classroom Visits	Take your campaign to the classroom. They already have a captive audience. Some states require schools to have voter registration drives. Find out more about your state's requirements and how to get started. Classroom Visits and Classroom Visits are great resources on how to get started.
Any/All	Sharing Content - social media, campus newspapers, etc.	How you share content is important. You'll know where to get started. How to Share Content for setting up your social media platforms, creating content, and maintaining your presence. Ensure your communication efforts are personable to get a better result.
		Texting and calling students is great way to communicate information to them, and can be used to send out instructions on registering to vote and

- ★ **Research-backed ideas** to engage students in the civic process
- **Creative ideas for each Civic Holiday** that have been successfully executed by past campus partners
- **Ensure you're complaint and nonpartisan**
- **Newly added in 2026:** Recommended partnerships, capacity + funding estimates for each activation to help you decide what's best for your campus context.





KEEPING IT **NONPARTISAN**

We have three suggestions to ensure your Civic Holidays celebrations are about political empowerment and not partisanship:

1. Refrain from advocating for or against someone or something that is going to be voted on in the next election (For example: Candidates, political parties, or specific ballot measures).
2. Stay on message about the nonpartisan spirit of the day.
3. Make sure you're not focusing on party affiliation when identifying new voters.





KEEPING IT **NONPARTISAN**

Examples of Partisan Activities:

- Wearing candidate slogans
- Asking about one's political party preference or who they plan to vote for
- Criticizing or praising an elected official who is also a candidate in context of asking one to register to vote
- Express advocacy "Vote blue", "Vote Trump", "Defeat [candidate]"





KEEPING IT **NONPARTISAN**

Examples of Nonpartisan Activities:

- Asking one if they're registered to vote at their current address
- Wearing a "Vote like your life depends on it" t-shirt while registering voters
- Providing instructions on registering to vote, even if that includes a need to declare a party affiliation in states that require it
- Asking voters to take/sign a pledge to vote in the next election
- Asking voters to share why they are voting and what issues they care about





KEEPING IT **NONPARTISAN**

Freebies vs Incentives:

You CAN facilitate voting

You CANNOT buy someone's vote/voter
registration/absentee vote





Brainstorm + Pitch Your Own Event!

★ Break out into groups

- Each group will have an assigned topic to create an event around
- Each group will have **15 minutes** to brainstorm an event related to their topic and work through a few questions
- Each group will have **3-5 minutes** to pitch their event to the full group in a “shark tank” style presentation





Brainstorm + Pitch Your Own Event!

- ★ Questions you should cover in your group and pitch:
 - What is the title of your event?
 - What are strategies/ideas you want to pursue to make your event a little more creative and fun?
 - What are the goals of the event? (try and come up with 2-3)
 - What are types of partners you can work with to help increase attendance?





Group Discussions





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2026



To sign up, head to

CampusTakeover.org

TAKE OVER YOUR **CAMPUS**

For the Civic Holidays





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RESOURCES



Scan to visit the Campus
Takeover Website!

Questions? Contact Us!

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