YOU CAN'T
STOP OUR VOICE
Sport is about playing for something greater than ourselves.

The 2020 election season is here, and we are playing for the future. At Nike, we believe every voice matters and every vote counts.

In 2016, nearly 100 million eligible voters in our country did not vote. That is enough people to fill about 1,000 stadiums.

However, we are a brand that believes in human potential. And we believe that YOU have strong voting power and the potential to make a real difference.

We’ve teamed up with external nonpartisan experts Rock the Vote and When We All Vote to bring you tools, resources and programming to help you register, vote and inspire your community to take action.

Get informed. Get involved. Get out the vote.
Did you know?

Every vote matters.

There are 70 million young people in the U.S., representing the largest voting bloc in 2020.

Right now, one-fifth of eligible Americans are not registered to vote.

College students may use either their home address or their school address to vote. Being registered to vote in two locations is not illegal, but voting in both locations is illegal.
A record 32 million people (13% of the electorate) identify as Latino (Latinx) and will be eligible to vote in 2020.

Another critical bloc are American Indians/Alaska Natives who make up about 2% of the U.S. population, and had about 2.5M eligible voters in 2018.

Some states and counties periodically remove “inactive voters.” Between 2016 and 2018 17 million voters had their voter registrations removed.

It’s important to double-check your registration status and keep your information as up-to-date as possible – no matter what state you live in.
Game Plan

- Register to vote
- Vote
Once you’re registered, there are a variety of ways to vote, which vary by state.

1. **Vote by Mail**
Voting by mail allows you to vote safely from home instead of going to a polling place in person. Mail in ballots, also known as absentee ballots, are sent to you by your local election official’s office. Depending on your state’s rules, you may need to request your ballot, or a ballot may be automatically sent to you.

2. **Vote Early In-Person**
Most states have early voting, which enables you to cast your ballot at a polling location on specified dates before Election Day (that's as early as September 18th).

3. **Vote In-Person on Election Day**
Many people may still prefer to vote at the polls on November 3rd. If you are planning to vote in person, make sure you allow as much time as possible at the polls, double check your polling place location, and don’t forget to pack a snack, mask and hand sanitizer.

Your voice counts, whichever way you choose to vote.
Does my vote even matter?
Yes, every vote matters. Every vote counts.

Do I need to re-register if I’ve moved?
Yes, if you have changed your address or name, you must re-register.

Do I have to re-register if I’m currently social distancing somewhere I don’t usually live?
You have to update your voter registration when you move to a new permanent residence. If you are temporarily in a different location because you’re social distancing somewhere other than your permanent residence, request to vote absentee in the state where you are registered.

Do I need to pick a party when I register to vote?
No, you do not have to pick a political party to register to vote.

Is vote by mail more susceptible to voter fraud?
There are many rumors that vote by mail will lead to voter fraud, but it happens very rarely. In fact, it’s more likely for an American to get struck by lightning!
Do I have to vote for everything on the ballot?

No, you don’t have to answer everything on the ballot.

I’m a student. Can I register to vote at my school address?

YES! You have the right to register to vote at your school address – this includes a dorm room. Any student living in a dorm is entitled to the same rights as any other student. To imply otherwise is illegal. If you receive mail in a Post Office box you can sign an affidavit (or, in some cases, get a letter from your college’s Residential Life office) asserting that you live at your dorm address.

What if I go to the polls and they tell me I am not registered to vote?

First, make sure you are at the right polling place. If you are at the wrong polling place, they will not have your name on the list of voters. If you are at the correct location and are not on the list, you can still cast a ballot. Ask the poll worker for a provisional ballot. After the polls close on Election Day the state will check on the status of your voter registration and if there was a mistake made. The state must notify you as to whether your ballot was counted.
Will the address I use to register to vote interfere with my financial aid?

Not at all. The address where you register to vote has no impact on your financial aid.

Can someone register to vote if they don’t have a permanent address?

Yes, an eligible voter who lacks permanent housing or is experiencing homelessness can still register to vote using the address where they sleep as their place of residence on their registration application. This includes a temporary location, shelter, cross streets or landmark.

Can someone use a P.O. Box for their registration address?

No, a P.O. Box can not be used for the registration address, but it can be used for the mailing address for election related communications. You must use a valid place of residence for your registration application, even if that residence is temporary or unorthodox.
How can I vote by mail in my state?

KEY

- Request an absentee/mail-in ballot for any reason
- You need to provide an excuse to request a ballot
- You need to provide an excuse to request a ballot. Concern for contracting COVID-19 accepted as an excuse.
- A ballot is automatically sent to registered voters.*
  *MT - Depending on the county
  *NV - Litigation Pending
I can’t vote, now what?

Even if you’re not eligible to vote in 2020, your voice can still be heard.

Have a Conversation.

YOU are the best person to have a conversation with your friends, family, neighbors, classmates, and colleagues about registering and getting out to vote.

Talk to the people you know, they trust you.

They trust you, they know you, and each conversation you have with someone you know is more effective than hearing from any other messenger.

If you want to do more and mobilize your community, become a Voting Squad Captain.

A Voting Squad is a volunteer team of at least 3 people that works together to help register friends, family, neighbors, coworkers—any eligible voter in your community. Voting Squad Captains are volunteer leaders that build and lead the team. Learn more about becoming a Voting Squad Captain at WhenWeAllVote.org

Pledge to vote in the next election and make a plan.
State Voter Registration Deadlines

Registration methods (by mail, online or in person) and deadlines vary by state and may change. In addition, some states have same-day registration on Election Day. Check your Secretary of State’s website for the most current information on deadlines and ways to register.

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Dates are current as of September 28, 2020
Important Resources

Vote.Nike.com

RockTheVote.org/NikelInc  WhenWeAllVote.org  MoreThanAVote.com