

Q2 2024

DEBUNK FRAUD CLAIMS AND SPEAK OUT AGAINST VOTER INTIMIDATION

EMPLOYER TOOLKIT

 **BUSINESSFORWARD**
FOUNDATION

INTRODUCTION

The 2024 election will be among the most contentious in recent history. America's most respected CEOs are committed to protecting the most vulnerable among us – and to rejecting those trying to divide us. We encourage you to join them.

This toolkit is designed to help you talk with your neighbors who may support outside groups pledging to disrupt voting places across the country. These groups claim to be preventing voter fraud, but exhaustive research by law enforcement officials from both Parties and across the U.S. debunks these claims.

We also provide advice and links to non-partisan resources for helping you and your employees register and vote. For those who want to do more, we provide links for serving as a poll worker or watcher.

A COMPREHENSIVE INVESTIGATION OF VOTER IMPERSONATION FINDS 31 CREDIBLE INCIDENTS OUT OF ONE BILLION BALLOTS CAST

The Washington Post

AUGUST 6, 2014
JUSTIN LEVITT

MINNESOTA'S 0.000004% VOTER FRAUD CITED AS GOP SUIT TOSSED

Bloomberg

OCTOBER 12, 2020
ERIK LARSON

TRUMP COMMISSION FOUND NO WIDESPREAD VOTER FRAUD, REPORT SAYS

Los Angeles Times

AUGUST 3, 2018
ASSOCIATED PRESS

A FEDERAL JUDGE ASKED THE TRUMP CAMPAIGN FOR EVIDENCE OF MAIL-IN VOTER FRAUD. THEY COULDN'T DELIVER

The  INDEPENDENT

AUGUST 22, 2020
RICHARD HALL

TO STOP VOTER INTIMIDATION, YOU MUST (1) DEBUNK THE LIES JUSTIFYING IT, AND (2) EXPLAIN WHAT THOSE LIES COST YOUR COMMUNITY

- 1.** Republican campaigns and outside groups are recruiting supporters to police polling places and deter what they describe as “widespread voter fraud.”
- 2.** They exaggerate the problem of voter fraud by a factor of 5,000 with two goals in mind: to (1) recruit poll “watchers,” and (2) spread distrust of election results.
- 3.** These groups are targeting our most vulnerable communities -- and they will be targeting polling places that are among our most poorly staffed (with the longest lines).
- 4.** Local business leaders can debunk false voter fraud claims. Perhaps more important, they can explain how important supporting vulnerable communities is to your state’s economy and competitiveness.

“

I’ll look for... well, it’s called racial profiling. Mexicans. Syrians. People who can’t speak American... I’m going to go right up behind them... I’m going to make them a little nervous.

”

- STEVE WEBB
FAIRFIELD, OHIO
OCTOBER, 2016¹

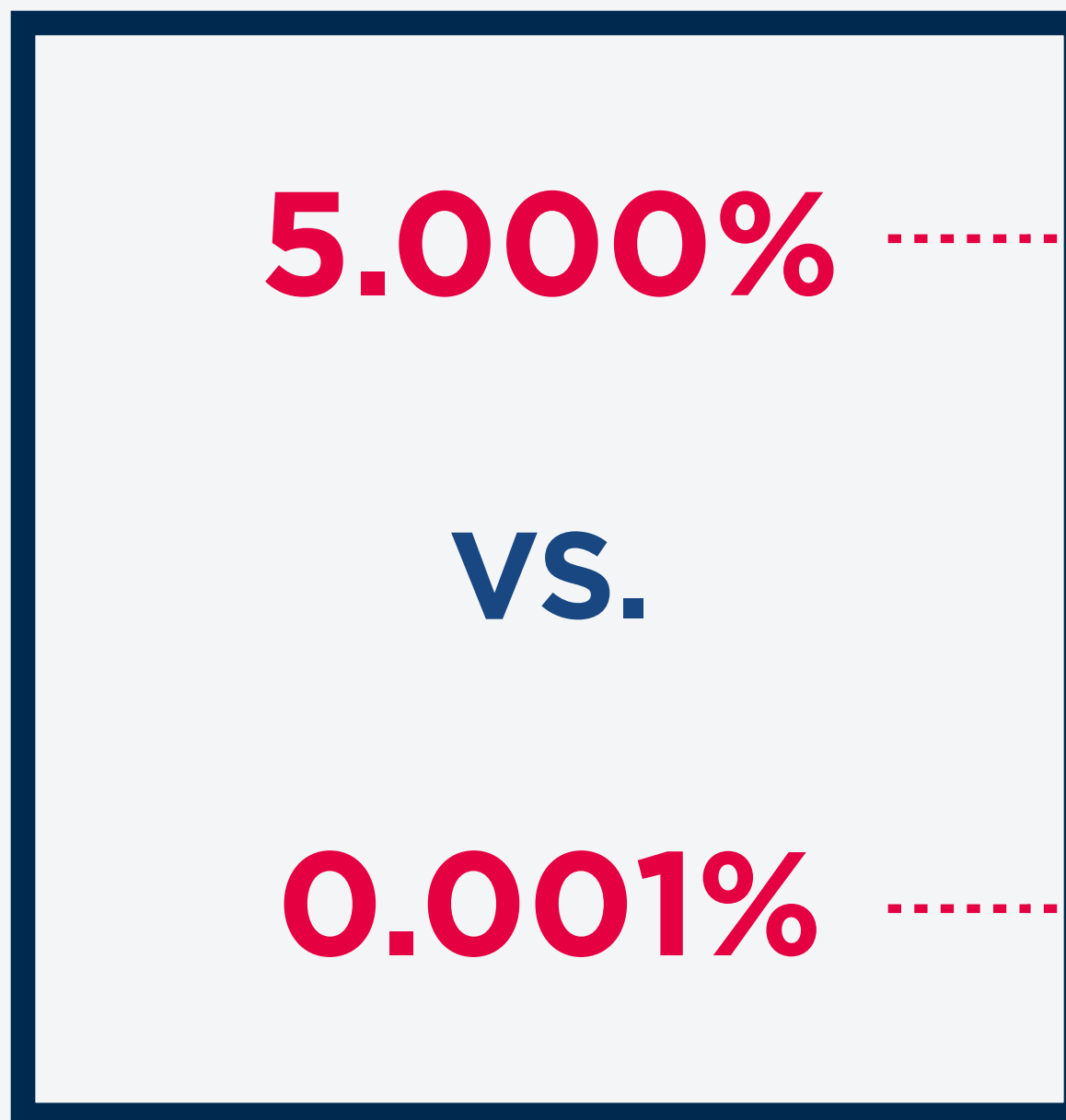
OUTSIDE GROUPS EXAGGERATE VOTER FRAUD BY 5000X

COMPREHENSIVE EVIDENCE VS. UNSUPPORTED CLAIMS

Outside groups claim up to 5% of votes cast are fraudulent.²

The most recent and comprehensive investigation by U.S. election officials examined nearly 12 million ballots across five states (2016). It found only 0.001% may have been fraudulent.³

What's the difference between 5.000% and 0.001%?



ACROSS 140 MILLION VOTES

UNFOUNDED CLAIM
(1 IN 20):

7,000,000

FRAUDULENT VOTES

ACTUAL AUDIT
(1 IN 100,000):

1,400

FRAUDULENT VOTES

EXPLAIN THE COST TO YOUR COMMUNITY

CASE STUDY: INDIANA

In Indiana, the CEOs of Cummins and Eli Lilly, two of the state's biggest employers, have pledged to work for social justice and are urging every Hoosier to vote.⁴

Why? Indiana competes for new jobs and investment with 49 other states, and growing companies look for strong communities just as they look for good schools, sound infrastructure, and a talented workforce.

A few years ago, Indiana landed thousands of new jobs and more than \$40 million in new investment from Salesforce. This election, Salesforce has joined with Cummins and Eli Lilly in promoting the Indy Racial Equity Pledge in Indiana.⁵

“

We live in a representative democracy and each of us needs to make sure that our elected officials represent all of the population...

If we vote, we can reshape our country and put in place leadership that cares for and reflects the diversity of our communities...

What we have today is simply not enough. We need to work together to root out hate and replace it with a deep and abiding appreciation for diversity, equality, and inclusion.

”

OP-ED: WE MUST SPEAK UP AND ACT TO END RACIAL INEQUALITY

IndyStar.

JUNE 5, 2020
TOM LINEBARGER
AND DAVE RICKS

INDY RACIAL EQUITY PLEDGE

“

We pledge to take meaningful action to address the issues of racial equity and justice in central Indiana. As leaders in this community, we must hold one another accountable for creating short- and long-term change for African Americans. We pledge to share our progress toward the goal of a racially equitable community.

”



43%
of Americans voted
by mail and
26%
voted early in
the 2020 election.⁶

28 STATES
already encourage
vote-by-mail (without
asking for a reason).⁷



It's enjoyed bipartisan
support for years.⁸



The 8 states that
allow all elections to
be conducted entirely
by mail have
higher turnout and
lower costs.⁹

.0019%
POTENTIAL
VOTING FRAUD

In 2020, six
battleground states
reported 475 cases of
potential fraud - out of
25 million ballots.¹⁰



Their experience
demonstrates there's
higher risk of error or fraud
from in-person voting
than mail-in voting.¹¹

That's because voters often
show up at the wrong polling
location, whereas mailed
ballots go to only those who
can use them.



SHARE THE FACTS ON VOTE SECURITY

PROTECTIONS AGAINST FAKE BALLOTS

Each city or county produces its own ballots, with specific paper stock and color, security envelopes, return envelopes, and time stamps.

This makes it impossible for a foreign country to manufacture millions of fake ones, as President Trump suggests.¹²

PROTECTIONS AGAINST DOUBLE-VOTING

President Trump has asked his supporters in NC to vote twice (once by mail, then again in person).¹³

They'll be wasting their time. NC, like other states, removes voters who've already voted by mail from the rolls on election day.

Also, ballots are numbered and bar-coded, so they can't be counted twice.¹⁴

CLAIMS OF "BUSLOADS" OF OUT OF STATE VOTERS

President Trump claims he lost NH in 2016 because thousands of non-residents were bused in from out of state to vote against him.

Investigators found that buses were filled with NH voters being transported from their NH nursing homes, apartment buildings, and college dorms to local polling locations. Some of the buses were rented from companies in MA, VT, and ME.

In other words, the buses had out of state plates, but they were filled with in state voters.¹⁵

CLAIMS OF "THOUSANDS" OF DEAD VOTERS

High-profile investigations in GA, MD, MI, MO, NH, NJ, and NY disproved fraud involving deceased voters.

Each attributed the problem to flawed matches of lists from one place (death records) to another (voter rolls).

The most common causes were matching errors (the voter list had multiple "John Smiths") or clerical errors (the clerk checked the wrong John Smith off the list).¹⁶

PREPARE YOUR EMPLOYEES FOR “ELECTION WEEK”

A CONCLUSIVE OUTCOME ON ELECTION NIGHT IS UNLIKELY

1. Some states will accept ballots post-marked on election day, which means vote totals for these states could take more than a week.
2. On election night, some states count mail-in ballots first; some last. This could affect early vote totals -- but not the final result.
3. Setting expectations early will encourage patience and help your employees manage anxiety.

A WINNER ON ELECTION DAY IN NOVEMBER? DON'T COUNT ON IT

The New York Times

JUNE 24, 2020
SHANE GOLDMACHER

THIS NOVEMBER, ELECTION NIGHT COULD STRETCH INTO ELECTION WEEK OR MONTH

n p r

JUNE 13, 2020
MILES PARKS

DECLARING 2020'S WINNER COULD WELL HINGE ON HOW QUICKLY STATES COUNT MAIL BALLOTS

THE WALL STREET JOURNAL.

SEPTEMBER 19, 2020
ALEXA CORSE

HELP THOSE WHO NEED IT MOST

Some voters need more help than others. Looking out for younger voters and vulnerable communities is critical.

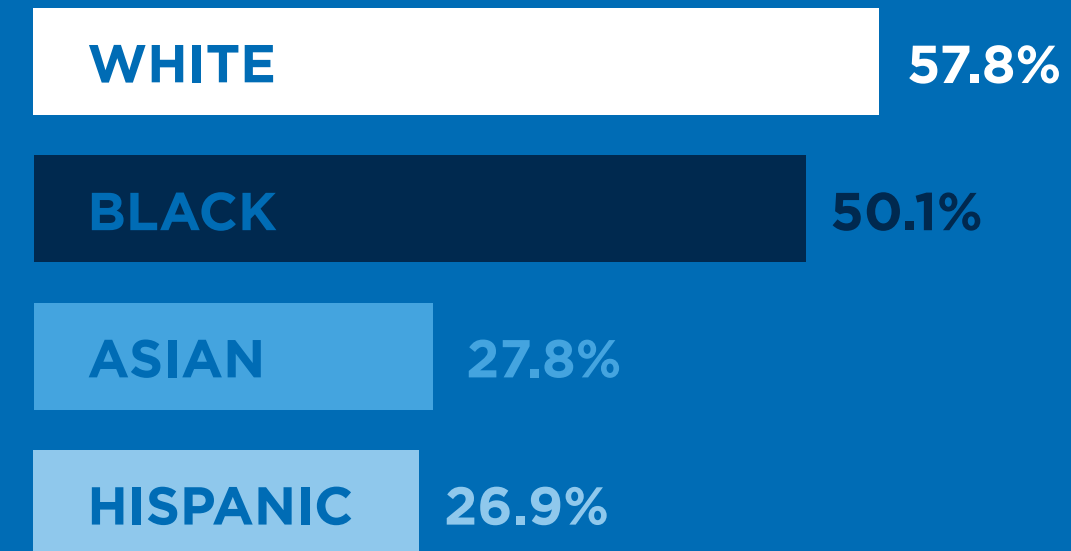
ONLY 1 IN 2 YOUNG PEOPLE VOTED IN THE 2020 ELECTION⁹



MINORITIES ARE MORE LIKELY TO FACE OBSTACLES TO VOTING



VOTING RATES BY RACE
(AVERAGE TURNOUT AS % OF TOTAL VOTING AGE POPULATION: 2000-2022)¹⁰



ACT NOW



CLICK THE LOGOS BELOW TO HELP NOW

VOTOLATINO[★]

ROCK THE VOTE

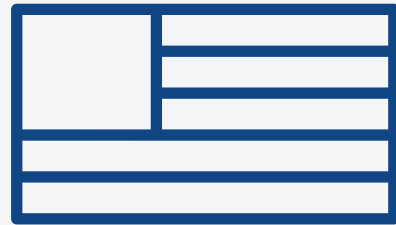
Student PIRGs
New Voters Project

THE NATIONAL
Coalition on Black
Civic Participation

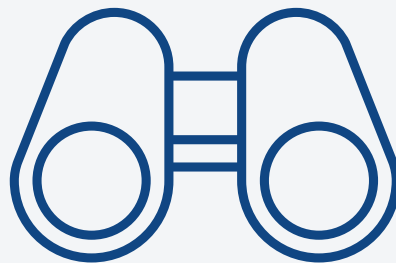
nextgen
america

BECOME A POLL WORKER OR POLL WATCHER

WHAT DOES IT MEAN TO BE A POLL WORKER VS. POLL WATCHER?



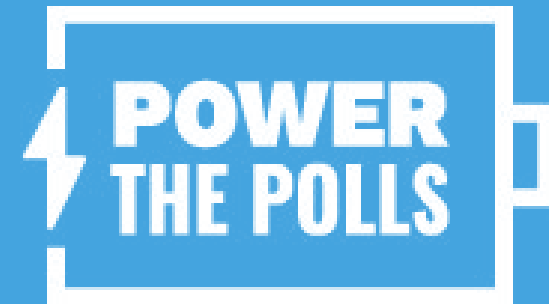
POLL WORKERS are trained by local election boards to identify problems and serve at polling places on Election Day. It's a nonpartisan role that simply works to ensure a successful election process.



POLL WATCHERS are recruited by political parties to protect people casting their vote. They monitor incidents of voter intimidation and work with voters and election officials to address problems at the polls.

BECOME A POLL WORKER

NATIONAL



POWER THE POLLS

We are proud to partner with Power The Polls, an initiative from Work Elections, which is teaming up with businesses and coalitions to promote civic engagement and poll worker recruitment.

HELP AMERICA VOTE

August 1st is National Poll Worker Recruitment day. Click here to learn more about working at your local polling place.

POLL WORKERS GET:

-  **TRAINING**
-  **PPE**
-  **PAID***

SIGN UP NOW AT [POWERTHEPOLLS.ORG](https://www.powerthepolls.org)

* Depending on locale



HELP YOUR PARTY AT THE POLLS

[CLICK HERE FOR MORE ON POLL WATCHERS](#)
[CLICK HERE FOR POLL WATCHER QUALIFICATIONS IN YOUR STATE](#)

Check with party leadership in your county for the opportunity to become a poll watcher. To see an example, [click here](#).

WORRIED ABOUT SPEAKING OUT?

CONSUMERS WANT THEIR BRANDS TO ENGAGE



80%

OF CONSUMERS BELIEVE COMPANIES SHOULD TAKE ACTION¹⁸



81%

WOULD PREFER TO BUY FROM COMPANIES THAT SUPPORT DEMOCRACY¹⁹



87%

BELIEVE COMPANIES THAT DO TAKE ACTION HAVE THE POWER TO MAKE A DIFFERENCE²⁰

AS MORE CEOS SPEAK OUT, BRAND RISK FALLS — AND THE RISK OF DOING NOTHING RISES

“ This campaign isn’t about any particular party or candidate or issue – it’s about encouraging more people to vote without having to make the hard choice between going to work and going to the polls. ”

- CHIP BERGH
PRESIDENT AND CEO OF LEVI STRAUSS & CO.²³



“ Demonstrating your company’s commitment to voting reinforces the idea that American businesses can protect our democracy. I have been heartened to see business leaders from every corner of the country and across a range of industries prioritizing the health of our democracy and I look forward to seeing this movement grow. ”

- ROSE MARCARIO
CEO OF PATAGONIA²⁴



“ The purest expression of any person’s freedom occurs in the voting booth - it is our collective moral duty as CEOs to accommodate every citizen in pursuing that privilege. ”

- TODD CARMICHAEL
CEO OF LA COLOMBE²⁵



ACT NOW



CLICK THE LOGOS BELOW TO JOIN

ELECTIONDAY.ORG

Time To Vote



Day for Democracy



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