



Q2 2024

HOW TO HELP YOUR EMPLOYEES REGISTER AND VOTE

EMPLOYER TOOLKIT



BUSINESSFORWARD
FOUNDATION

INTRODUCTION



The 2024 election will be among the most contentious in recent history. It's okay for citizens of good faith to disagree, but we must reject those trying to divide us and undermine the integrity of our elections – and we must commit ourselves to helping the most vulnerable among us exercise their right to vote.

This Resource Guide features recommendations, best practices, and resources for business owners interested in helping their employees, colleagues, clients, and customers register and vote. We provide links to dozens of organizations and coalitions that can help.

If you need additional support – or would like to help Business Forward recruit other businesses, please contact us at info@businessfwd.org.

FOUR THINGS YOU CAN DO

1. HELP YOUR EMPLOYEES REGISTER AND PREPARE TO VOTE.

2. GIVE THEM TIME TO VOTE ON ELECTION DAY.

3. SPEAK OUT ABOUT POLICIES THAT ENCOURAGE VOTING AND MAKE IT EASIER.

4. STAND UP FOR VOTERS MOST LIKELY TO BE SILENCED OR SUPPRESSED.



WHY YOUR EMPLOYEES AND CUSTOMERS NEED HELP

1. REGISTRATION IS NOT AUTOMATIC.

Voters must register before the election in most states (27 out of 50).¹

2. VOTING RULES ARE COMPLICATED.

ID requirements, registration deadlines, and early voting and absentee voting rules vary by state.

3. VOTING TAKES TIME.

One in four non-voters say scheduling conflicts with work or school kept them from voting.²

4. VOTING REQUIRES INFORMATION.

Among young voters in particular, would-be voters are unfamiliar with campaign issues and do not appreciate why their vote matters.

DID YOU KNOW?



<50%

Less than half of eligible voters vote in midterms.³

The U.S. ranks 31st out of 50 developed democracies in voter participation.⁴

FOUR LESSONS FROM FORTUNE 500 CEOS

Hundreds of America's largest companies encourage and help their employees vote, and many of them are also helping their customers. Here's what they've learned:⁵

HELPING EMPLOYEES VOTE ISN'T "POLITICAL"

1,000+ companies
support
ElectionDay.org⁶

ELECTIONDAY.ORG

2,000+ companies
support
MakeTimeToVote.org⁷

Time
To Vote

YOU DON'T NEED TO SPEND A LOT OF TIME OR MONEY TO SUCCEED



Awareness is the
critical barrier:

short emails,
quick reminders,
& social media work.

CEO ENGAGEMENT IS KEY



Your support creates
a culture of voting.

IT'S GOOD FOR TEAM CULTURE



81%

OF EMPLOYEES

say that CEOs should take
the lead on change rather
than waiting for government
to impose it
(up 5 points from 2020).⁸

GETTING STARTED

1. HELP YOUR TEAM FIND THE BASICS ON REGISTRATION, EDUCATION, AND WHEN/WHERE/HOW TO VOTE.



	CHECK YOUR REGISTRATION → Not sure if you're registered to vote? We'll help you check and register if you can.
	REGISTER TO VOTE → It takes less than 2 minutes to register.
	VOTE BY MAIL → Can't or don't want to vote in person on Election Day? Request an absentee ballot.
	POLLING PLACE LOCATOR → Need to find your polling place? View the list of state polling place websites.

2. FIND A PARTNER THAT FITS YOUR COMPANY'S CULTURE AND YOUR EMPLOYEES' POINT OF VIEW.



Artists coming together to make art that encourages people to #GoVote.



Encouraging young Hispanic and Latinx voters to register to vote and become more politically involved.



Linking culture and policy to create a voter mobilization campaign that's bigger, more diverse, and more powerful.



Works with musicians, labels, and concert promoters.



Led by Gen Z women for Gen Z women.

3. REMEMBER "DOS" AND "DON'TS."



DO

ENCOURAGE EMPLOYEES TO VOTE



DON'T

ENCOURAGE THEM TO VOTE FOR A PARTICULAR CANDIDATE

FOCUS ON EARLY VOTING OPTIONS

Lines are shorter during early voting than on election day. It's also easier for workers with young children, a second job, or earning a degree. But, chances are, your employees do not know when early voting starts.

KEY DATES



#1

REGISTRATION DEADLINE

MAKE SURE YOUR EMPLOYEES ARE REGISTERED.

[REGISTER ONLINE](#)

[CHECK YOUR STATUS](#)

[CHECK YOUR STATE'S DEADLINE](#)

#3

ABSENTEE REQUEST

ABSENTEE DEADLINES AND RULES VARY BY STATE AND COUNTY.

[REQUEST A BALLOT HERE](#)

[CHECK YOUR STATE'S OPTIONS](#)

* USPS RECOMMENDS MAILING YOUR BALLOT AT LEAST 1 WEEK BEFORE ELECTION DAY

#2

EARLY VOTING

EARLY VOTING CAN BEGIN AS SOON AS SEPTEMBER 20TH.

[CHECK YOUR STATE'S OPTIONS](#)

#4

ELECTION DAY

MAKE SURE YOUR EMPLOYEES ARE PREPARED FOR NOVEMBER 5TH.

[FIND YOUR POLLING PLACE](#)

[KNOW YOUR STATE'S ID LAWS](#)

ACT NOW



CLICK HERE TO:

- REGISTER
- CHECK REGISTRATION STATUS
- FIND POLLING LOCATION AND HOURS
- FIND VOTER ID INFO
- REQUEST ABSENTEE BALLOT
- FIND INFO ON ABSENTEE BALLOTS



CLICK HERE FOR A SAMPLE EMAIL TO YOUR EMPLOYEES

HELP THOSE WHO NEED IT MOST

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

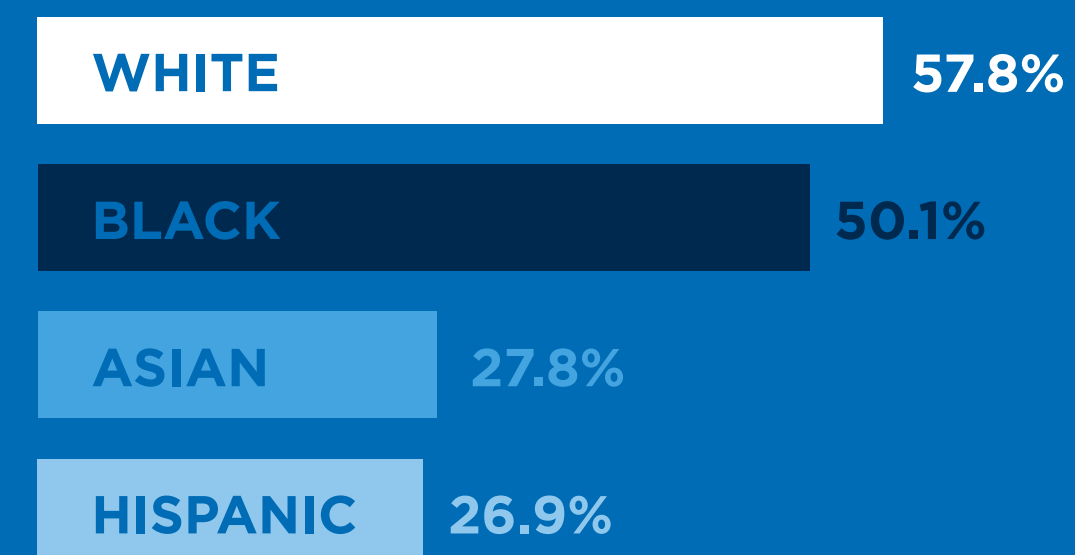
ONLY 1 IN 2 YOUNG PEOPLE VOTED IN THE 2020 ELECTION⁹



MINORITIES ARE MORE LIKELY TO FACE OBSTACLES TO VOTING



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



“As American business leaders, we stand together to protect the physical safety of our employees and communities while also protecting their right to be heard on Election Day.”¹¹

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 

HELP THOSE WHO NEED IT MOST

“

Racism, injustice and violence have no place in our society and cannot be tolerated. Yet we continue to be unable to make enough progress in this country – so at this moment it is critical to step back, face the hard subjects and try to reflect.

”

- MIGUEL PATRICIO
CEO, KRAFT HEINZ
PITTSBURGH, PA¹²

KraftHeinz

“

Far too often, the burden of seeking equality rests on the shoulders of those most marginalized. This simply won't work. The change we need is broad and deep and requires us all to be active.

”

- DAVID TAYLOR
CEO, P&G
CINCINNATI, OH¹⁴

P&G

“

The sad and tragic truth is that many Americans continue to face deeply rooted discrimination and unconscionable violence due to the color of their skin.

”

- ALLY FINANCIAL
DETROIT, MI¹⁶

ally

“

We believe in inclusivity, equality and justice for all. We stand in solidarity with our employees and our communities who rightfully – and righteously – demand change.

”

- VALASSIS
LIVONIA, MI¹³

Valassis

“

First, let me be clear: racism, injustice and intolerance have no home in the Rite Aid organization or in our communities. I do not accept anything other than the notion that diversity and inclusion make us better as a country and as an organization... And while I don't have the answers, I know the worst thing we can do is stay silent.

”

- HEYWARD DONIGAN
CEO, RITE AID
CAMP HILL, PA¹⁵

**RITE
AID**

“

We cannot operate as a civilized society when parts of our population feel marginalized, victimized or targeted just for who they are... It is our responsibility to acknowledge injustices and commit to the actions and behaviors that will make Kohl's and the world a better place.

”

- MICHELLE GASS
CEO, KOHL'S
MENOMONEE FALLS, WI¹⁷

KOHL'S

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

Advice from Gap, Inc.:

“

Our employees were already looking to us to speak up and it felt like a miss not to.... The employees come to expect a certain outreach. There was more risk in doing nothing and not having any communication about this election. We had an imperative to do something.²¹

”



ACT NOW



CLICK THE LOGOS BELOW TO JOIN

ELECTIONDAY.ORG

Time To Vote

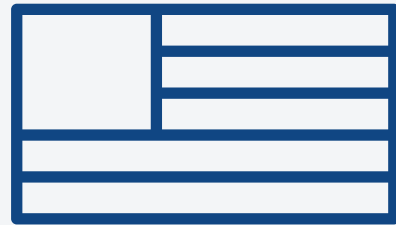


A Day for Democracy

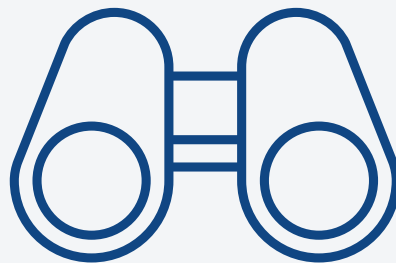


BECOME A POLL WORKER OR POLL WATCHER

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



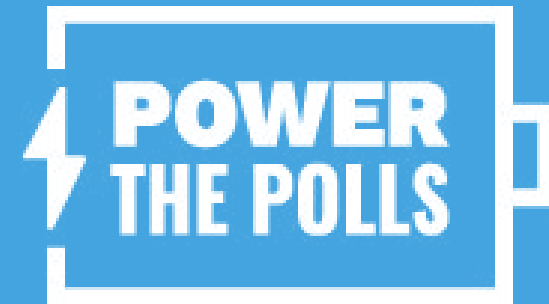
POLL WORKERS are trained by local election boards to identify problems and serve at polling places on Election Day. It's a nonpartisan role that simply works to ensure a successful election process.



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](#).

KEY FACTS ON MAIL-IN VOTING

43%
of Americans voted
by mail and
26%
voted early in
the 2020 election.²²

28 STATES
already encourage
vote-by-mail (without
asking for a reason).²³



It's enjoyed bipartisan
support for years.²⁴



The 8 states that
allow all elections to
be conducted entirely
by mail have
higher turnout and
lower costs.²⁵

.0019%
**POTENTIAL
VOTING FRAUD**

In 2020, six
battleground states
reported 475 cases of
potential fraud - out of
25 million ballots.²⁶



Their experience
demonstrates there's
higher risk of error or fraud
from in-person voting
than mail-in voting.²⁷

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



PREPARE YOUR EMPLOYEES FOR “ELECTION WEEK”

A CONCLUSIVE OUTCOME ON ELECTION NIGHT IS UNLIKELY

1. Some states will accept ballots postmarked on election day, which means vote totals for some 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

npr

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

RESOURCES: GET INFORMED AND INVOLVED

VOTER REGISTRATION



#VOTETOGETHER



I am a voter.

HeadCOUNT.ORG

VOTE.ORG

ELECTIONDAY.ORG

IGNITE

ROCK THE VOTE

TurboVote

THE VOTING INFORMATION PROJECT



INFORMATION ABOUT CANDIDATES AND ISSUES

BallotReady

BALLOTPEDIA

WHEN, WHERE & HOW TO VOTE

VOTE.ORG

GET TO THE POLLS

VOTER ACCESS

Democracy is GOOD FOR BUSINESS

VoteSafe

FAIR ELECTIONS CENTER

FAIR FIGHT

ALL VOTING IS LOCAL

ACLU

WHEN WE ALL VOTE

VOTERS NOT POLITICIANS



2024 ELECTION DAY

NOVEMBER 5TH IS ELECTION DAY IN THE U.S.

All employees are allowed three hours paid time off to vote, and managers must accommodate. If you are delayed at the polls by long lines, please notify your manager — and stay in line.

[CLICK HERE TO FIND YOUR POLLING LOCATION.](#)

To learn more about the upcoming election, check out the non-partisan voter guide at ballotpedia.org.

HAVE MORE QUESTIONS ABOUT VOTING THIS FALL?
[FIND MORE INFO HERE.](#)

We know change can't be made without participation, so we encourage you to vote and make your voice heard.



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