



Q3 2020

# HOW TO HELP YOUR EMPLOYEES VOTE

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EMPLOYER TOOLKIT

 **BUSINESSFORWARD**  
FOUNDATION





In today's economy, communities compete with one another to attract new talent and investment. They compete with their schools, workforce, and infrastructure. They also compete with the strength of their community. For years, business leaders have shared a simple, powerful point with their employees, suppliers, customers, and neighbors: We cannot compete if we cannot get along. We need to work together, respect one another, protect one another, and bring out the best in one another.

The 2020 election will be among the most contentious in recent history. It's okay for citizens of good faith to disagree strongly, but we must reject those trying to divide us -- 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 and/or customers vote. We also 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](mailto:info@businessfwd.org).**



## FIVE THINGS YOU CAN DO

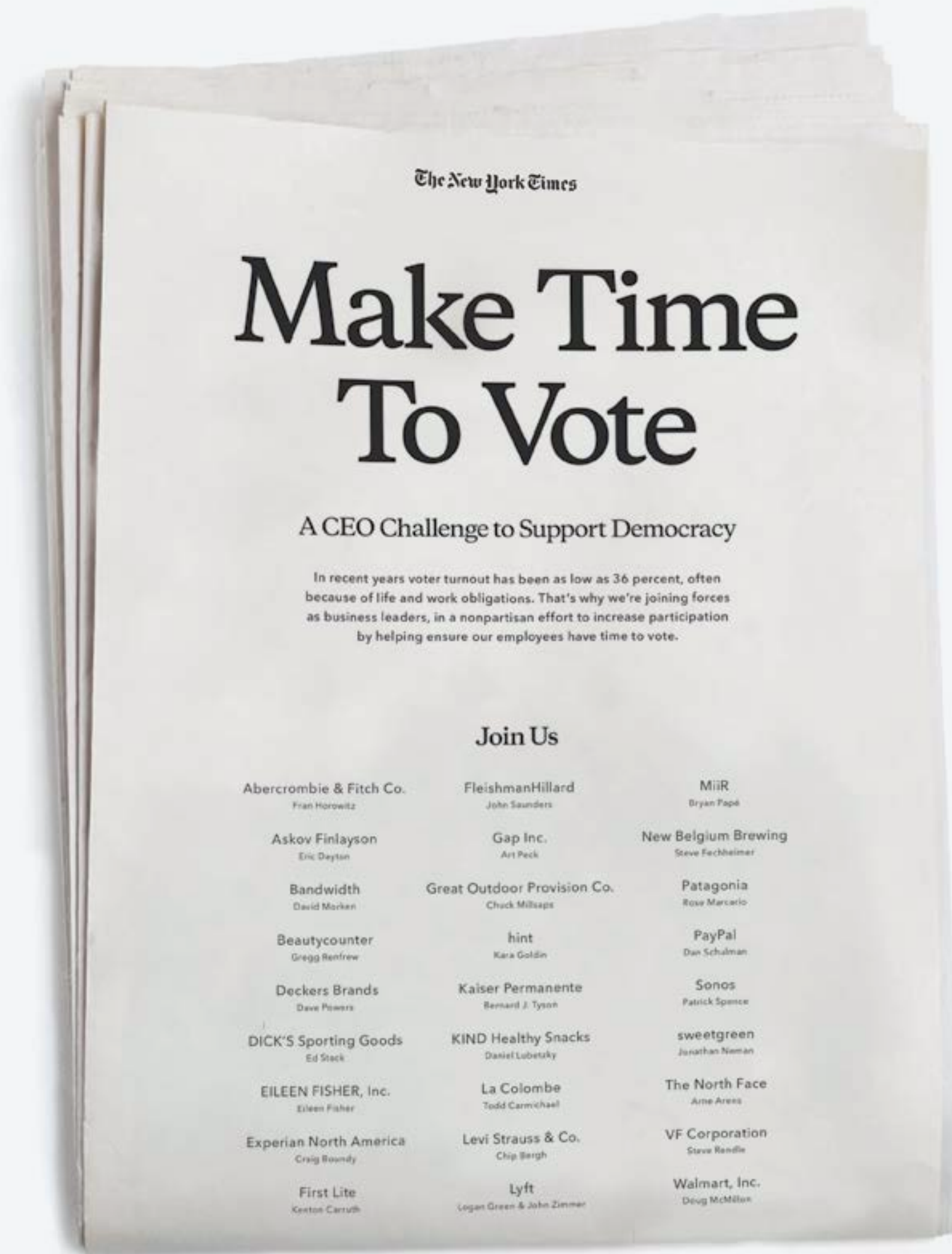
**1. HELP YOUR EMPLOYEES REGISTER AND PREPARE TO VOTE.**

**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.**

**5. PREPARE YOUR EMPLOYEES FOR EXTENDED BALLOT-COUNTING AND A DELAYED DECISION.**



# WHY YOUR EMPLOYEES AND CUSTOMERS NEED HELP

## 1. REGISTRATION IS NOT AUTOMATIC.

Voters must register before the election in most states (31 out of 50).<sup>1</sup>

## 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 three non-voters say scheduling conflicts with work or school kept them from voting.<sup>2</sup>

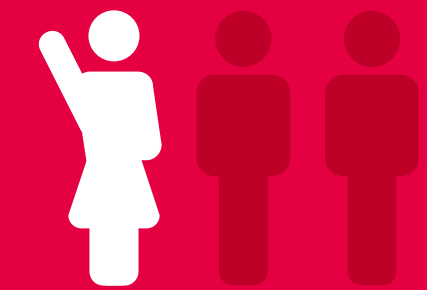
## 4. VOTING REQUIRES INFORMATION.

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

## 5. VOTING DURING A PANDEMIC CAN BE CONFUSING AND FRIGHTENING.

Vote-by-mail and early voting will matter more this election.

## DID YOU KNOW?



# <50%

Less than half of eligible voters vote in midterms.<sup>3</sup>

The U.S. ranks 26th out of 32 developed democracies in voter participation.<sup>4</sup>

# 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\*:

## HELPING EMPLOYEES VOTE ISN'T "POLITICAL"

500+ companies  
support  
ElectionDay.org<sup>6</sup>

ELECTIONDAY.ORG

600+ companies  
support  
MakeTimeToVote.org<sup>7</sup>

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



**76%**  
OF EMPLOYEES

say that CEOs should take  
the lead on change rather  
than waiting for government  
to impose it  
(up 11 points from 2019).<sup>8</sup>



# GETTING STARTED

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



	<b>CHECK YOUR REGISTRATION</b> → Not sure if you're registered to vote? We'll help you check and register if you can.
	<b>REGISTER TO VOTE</b> → It takes less than 2 minutes to register.
	<b>VOTE BY MAIL</b> → Can't or don't want to vote in person on Election Day? Request an absentee ballot.
	<b>POLLING PLACE LOCATOR</b> → Need to find your polling place? View the list of state polling place websites.
	<b>THE 2020 CENSUS</b> → Your vote counts, and so do you. Fill out your 2020 census form today.

## 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 and 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 19TH.

[CHECK YOUR STATE'S OPTIONS](#)

# #4

## ELECTION DAY

MAKE SURE YOUR EMPLOYEES ARE PREPARED FOR NOVEMBER 3RD.

[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

Even in normal times, some voters need more help than others. During a pandemic, looking out for younger voters and vulnerable communities is critical.

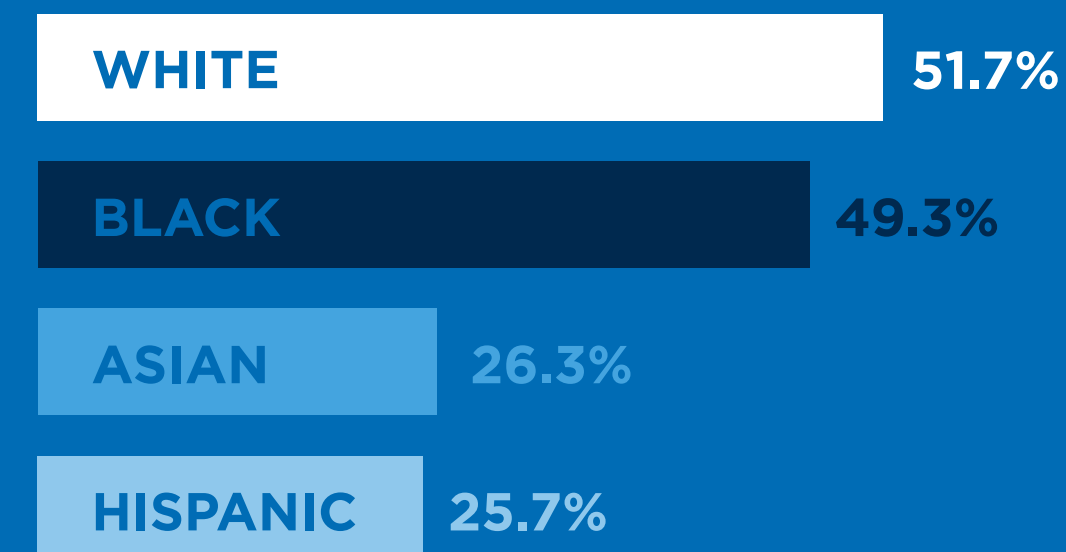
**YOUNG PEOPLE VOTE  
20% LESS THAN THE  
NATIONAL AVERAGE<sup>9</sup>**



**MINORITIES ARE MORE LIKELY  
TO FACE OBSTACLES TO VOTING**



VOTING RATES BY RACE  
(AVERAGE TURNOUT AS % OF TOTAL  
VOTING AGE POPULATION: 2000-2018)<sup>10</sup>



“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. Public health is essential but so is civic health. If we take action now, we do not have to sacrifice one to achieve the other.”<sup>11</sup>

**ACT NOW**



**CLICK THE LOGOS  
BELOW TO HELP NOW**

**VOTOLATINO<sup>★</sup>**

**ROCK THE VOTE**

Student PIRGs  
**New  
oters  
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, PA<sup>12</sup>

**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, OH<sup>14</sup>

**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, MI<sup>16</sup>

**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, MI<sup>13</sup>

**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, PA<sup>15</sup>

**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, WI<sup>17</sup>

**KOHL'S**

**CONSUMERS WANT THEIR BRANDS TO ENGAGE**



**79%**

**OF CONSUMERS BELIEVE COMPANIES SHOULD TAKE ACTION<sup>18</sup>**



**81%**

**WOULD PREFER TO BUY FROM COMPANIES THAT SUPPORT DEMOCRACY<sup>19</sup>**



**87%**

**BELIEVE COMPANIES THAT DO TAKE ACTION HAVE THE POWER TO MAKE A DIFFERENCE<sup>20</sup>**

**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.<sup>21</sup>



**ACT NOW**



**CLICK THE LOGOS BELOW TO JOIN**

**ELECTIONDAY.ORG**

**Time To Vote**

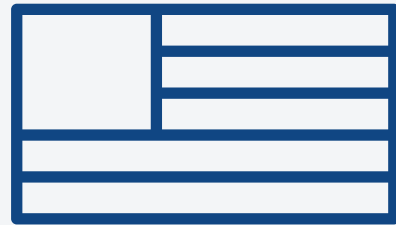


**Day for Democracy**

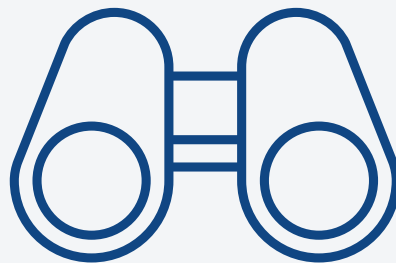


# BECOME A POLL WORKER OR POLL WATCHER

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



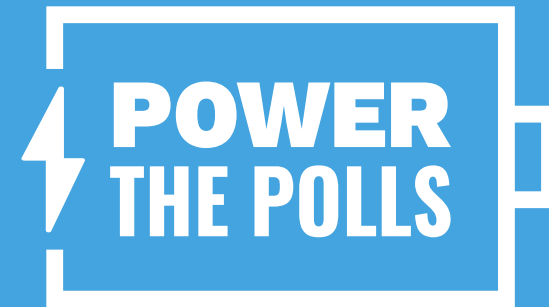
**POLL WORKERS** are trained by local election boards to identify problems and serve at polling places on Election Day. It's a nonpartisan role that simply works to ensure a successful election process.



**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, a new initiative from [Work Elections](#), which is teaming up with businesses and coalitions to promote civic engagement and poll worker recruitment.

### HELP AMERICA VOTE

September 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://powerthepolls.org)

\* Depending on locale



## HELP YOUR PARTY AT THE POLLS

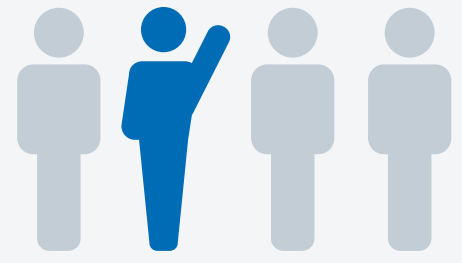
[CLICK HERE FOR MORE ON POLL WATCHERS](#)

[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



**1 IN 4**  
Americans vote  
by mail.<sup>22</sup>

**28 STATES**

already encourage  
vote-by-mail (without  
asking for a reason).<sup>23</sup>



It's enjoyed bipartisan  
support for years.<sup>24</sup>



The 5 states that vote  
exclusively by mail have  
higher turnout and  
lower costs.<sup>25</sup>


**.001%**  
POTENTIAL  
VOTING FRAUD

In 2016, these five states  
reported 112 cases of  
potential fraud - out of 11  
million ballots.<sup>26</sup>

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

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



  
Covid-19 makes crowded  
polling places dangerous for  
seniors and those with  
underlying conditions.

Meanwhile, states rely  
heavily on seniors to serve  
as poll workers. With seniors  
staying away, state polling  
places will be shorthanded.

## PREPARE YOUR EMPLOYEES FOR “ELECTION WEEK”

### A CONCLUSIVE OUTCOME ON ELECTION NIGHT IS UNLIKELY

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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

**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

# 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

LWV LEAGUE OF WOMEN VOTERS



## 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





## 2020 ELECTION DAY

NOVEMBER 3RD 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](https://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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1155 CONNECTICUT AVENUE NW  
SUITE 1000  
WASHINGTON, D.C. 20036

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202.861.1270

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