

Time To Vote

Election Checklist

Summary: We collated a few best practices that TTV companies have adapted over the years to communicate with employees in the final weeks before Election Day.

Approach: How can employers motivate employees to vote? Consider a series of internal emails to:

1. Make sure employees are registered to vote
2. Encourage them to learn what's on their ballot and determine when, where and how they will vote
3. Remind employees of your company's Time to Vote policy

Messaging: The email should come from the CEO, founder/owner or someone else who can inspire colleagues.

We also suggest that a communication to managers go out (either before or after), asking them to reiterate the leader's communication to employees in team meetings, one-on-ones, breakroom signage, Slack messages, etc. This reinforces your company's support and commitment to civic engagement and voting.

Email cadence

- ASAP
 - Employees should check their voter registration status now and see if they can vote by mail or vote early in their state. View relevant deadlines [HERE](#). Note that life factors such as moving, changing your name or changing political party affiliation can affect voter registration status. Checking your voter registration status is especially important if you recently registered to vote through a government website or through a nonprofit – you need to make sure the registration was accepted. It's better to be safe than sorry.
- Mid-October: Email managers, department heads, etc. to remind them of your time off to vote policy and remind them to connect with their employees now so they can schedule appropriately, if applicable.
- Week of Oct. 19 (Vote Early Day is Oct. 24)
 - Employees can learn about the candidates and ballot measures on their ballot and find their polling location [HERE](#). [Vote Early Day](#) is Oct. 24.
- Week of Oct. 26: Remind employees of your time to vote policy and ask them to contact their manager if they have any questions.

- Nov 2: Encourage folks to look up their polling location. Research shows that the highest conversion rates for folks who didn't vote early come from messages sent the day (or two) before the election.

For companies that want to create their own internal website, we have some options to share with you:

- Countable, creator of maketimetovote.org., been working with a number of social impact / CSR teams on both their internal employee and customer-facing voting initiatives. This [Starbucks Employee Impact Hub](#) is a nice example of that. If you're interested, please reach out to Ed Manning at ed@countable.com.
- Similarly, Patagonia partnered with Ballot Ready to create a branded [make-a-plan to vote tool](#). If you're interested in creating your own tool for your customers or employees, please contact Alex Niemczewski at alex@ballotready.org.
- There are also other nonprofits that member companies work with, like Rock the Vote, who can create simple, branded pages for your company.

If you wish to offer nonpartisan volunteer opportunities to your employees, here are some suggestions from Civic Alliance:



Nonpartisan Civic Volunteer Opportunities

The Civic Alliance's Nonpartisan Partner Network has shared a list of nonpartisan civic volunteer opportunities that our member companies and their employees can participate in this election season.

Contact the person listed next to each initiative for more information on volunteering. Questions may also be addressed to concierge@civicalliance.com.

Election Service		
Serve as Poll Worker	<p>Power the Polls is recruiting poll workers to ensure a safe, fair election for all voters. They are focused on recruiting healthy, low-risk candidates to ensure that those workers most susceptible to the coronavirus are given the space to take care of their health, while still keeping polling sites open and available for efficient in-person voting.</p> <p>There are many kinds of jobs for poll workers to do, including helping voters maintain physical distance in lines, wiping down machines and equipment, and helping voters check in, understand their ballots, and cast their vote. With absentee and mail voting, poll workers also help open and count mailed ballots.</p>	<p>Power the Polls</p> <p>Sign Up Here</p>

Support Voter Outreach		
Postcard Writing	<p>Volunteer to personally reach out to voters by writing and mailing postcards, or get trained to participate in a phone tree. Just an hour or more a week can make a difference!</p>	<p>All in Together</p> <p>Lauren Leader leader@aitogether.org</p>
Peer to Peer Texting	<p>HeadCount is running a robust nonpartisan peer-to-peer texting program that will help voters register and make a plan to vote.</p>	<p>HeadCount</p> <p>Emily Gibbs</p>

	The texting takes place during 2-hour evening sessions. Volunteers can sign up for existing sessions or, if there is interest within a company, HeadCount can set up a specially scheduled session for the team.	emilyq@headcount.org
Letter Writing	VoteRiders' letter-writing program is currently targeted towards voters in Florida, Georgia and Wisconsin who are likely to have voter ID and voting-related questions. Volunteers are provided scripts, voter lists and a VoteRiders' letterhead template. Current plans also include a fun and productive Zoom letter-writing party co-hosted by the "Hamilton" cast & crew, along with numerous independent letter-writing parties.	VoteRiders Shannon Anderson shannon@voteriders.org
Partner Outreach	Conduct outreach to potential partner organizations in states where VoteRiders does not have staff on the ground.	VoteRiders Shannon Anderson shannon@voteriders.org
Phone Banking	Volunteers are needed to participate in a mix of different types of phone-banking, such as: <ul style="list-style-type: none"> calling voters who have indicated they are, or may be, in need of voter ID assistance calling voters likely to have voting questions calling organizations that may be interested in using VoteRiders' tools and services 	VoteRiders Shannon Anderson shannon@voteriders.org
Youth Outreach	Send postcards to 18- and 19-year-olds in various states to encourage them to register to vote. Due to the pandemic, most schools did not have the opportunity to register seniors to vote before graduation and, as a result, registration rates among teens are down nationwide. The Civics Center will provide postcards and address lists.	Civics Center Laura Brill lwb@thecivicscenter.org
Youth Outreach	Reach out to local high schools to help promote High School Voter Registration Week (September 21-25), a national week of action during which high schools across the country will organize virtual or at-school voter registration drives. The Civics Center relies on social media and direct outreach to schools and students to promote HSVRW and they need the help of Civic Alliance members to amplify the message.	Civics Center Laura Brill lwb@thecivicscenter.org