

The Corporate Toolkit is a menu of options for business leaders (like you!) to integrate civic values into their company culture by selecting and tailoring practices to engage their employees and community partners.

Employee Engagement

Develop your Election Day policy

Election Day time off is the bedrock of a civic corporate culture: if employees cannot afford to take the time they need to vote, other initiatives will lack credibility. Here are some ideas from [ElectionDay.org](https://www.electionday.org) to help you start developing a plan that works for your company and its unique needs:

Give a full day off. Establish Election Day as a paid company holiday – and consider organizing a group volunteer opportunity!

Start late. Vote first! Delay opening business hours by two to three hours to allow staff time to hit the polls before coming in to work.

Work from home. Polling place designations are based on residence locations, so working remotely would ease transportation concerns for many voters with commutes.

Volunteer time off. Develop a paid time off allowance for employees to volunteer at the polls.

Make it a half day. For the part of the day that the office is open, you could convene employees for a civic celebration with colleagues.

No meetings day. Direct employees to avoid setting meetings or events on Election Day, so employees have more control over their schedules for the day.

Childcare. Take Your Kid to Work Day meets Election Day! Encourage parents to bring their kids with them to vote, and then to work (or the reverse). To make sure it's successful, plan some kid-friendly programming for the office.

Create workplace opportunities

Providing space to connect to civic life in the office makes it easier for staff who may struggle to make time over evenings and weekends to seek out similar opportunities.

Hold ballot office hours. Bring in a local policy professional to sit for a block of open 'office hours', where employees can get informed, nonpartisan answers to their ballot questions. We like the [League of Women Voters](https://www.leagueofwomen.org): they have over 700 chapters across all 50 states.

Bring in guest speakers. Guests can inform, inspire, or generate dialogue, so think about the goal for such a session and the type of speaker most suited to help you achieve it. Be careful with partisan voices that might alienate members of your staff.

Create workplace opportunities (cont.)

Practice ‘active tabling’. Staff a table in your lobby or at an event to engage employees in pledge-to-vote or voter education. Check out these tips from [Nonprofit VOTE](#).

Promote registration. You can hold a drive to register employees: set a goal for employee registration and use a toolset that lets you track your progress ([Vote.org](#), [Rock the Vote](#), and [Turbovote](#) have some great ones!). Or you can host a training at which employees learn how to register other voters in their community.

Share stories. You could film employees speaking about their civic values or the first vote they ever cast; or you could have them write in sharing these stories and share highlights (with permission) on your Intranet.

Provide and promote community opportunities

Help employees bridge the gap between civic culture at work and civic culture in their community so that their engagement doesn’t end at the close of each work day.

Plug into an activation. Send a group of employees to one of over 2,000 [#VoteTogether](#) parties that are set to take place across the country this election season.

Encourage Election Day volunteerism. Recognize employees who volunteer as poll workers or who give rides to other voters on Election Day.

Register new voters. Facilitate trainings for employees to learn how to register others, then send groups out to community centers, farmers markets, libraries, and college campuses to get new voters on the rolls.

Take your kids to the polls. If you can, institute a kid-friendly office for Election Days to make it easier for employees to bring their kids to the ballot box. Otherwise, direct the parents on your staff to the local [YMCA](#): on Election Day, they offer free childcare all across the country.

Use interpersonal strategies to increase impact

Work within your existing company culture to shore up your policies and programs. Here are some strategies to apply:

Empower champions. Tap social butterflies to drum up broad-based support among the employee body.

Use Employee Resource Groups (ERGs). Set aside a budget for the creation of an employee committee or special task force focused on civics and voting.

Use interpersonal strategies to increase impact (contd.)

Foster friendly competition. Have departments face off in a registration competition in the community to see who can register the newest voters (or have them nominate team reps to compete, for a lighter lift). Other ideas: see which office location can achieve the highest percentage increase in employee registrations or challenge a company in your distribution channel or supply chain to see who can power higher turnout among staff.

Model the way. Buy-in from corporate leadership lends sincerity to policy, so be sure that you and other colleagues with internal pull – like department heads and culture leaders – model and communicate civic values for other staff.

Employee Communications

When to reach out

From registration to GOTV, increase your message's effectiveness by making sure it's timely.

6 weeks in advance (register). Reminders can be sent around National Voter Registration Day (mark your calendar for Tuesday, September 25th!), or anytime in the weeks preceding the deadline, to encourage employees to double check their registration status.

2 weeks in advance (make a plan). Communicate election reminders 2-3 weeks in advance of Election Day, and encourage employees to look up their polling places, make a plan with their friends or colleagues, and schedule transportation or childcare.

Week of Election Day (vote). Follow up with a reminder in the days before the election. Let people know what the company policy is, how much time they have to take off, and how to clear it with a manager. Show your enthusiasm for their participation.

How to reach out

Fine-tune language to show that voting is fun, easy, and everyone is doing it.

Tone that motivates. Be positive! Frame voting as a joyful opportunity, not a solemn duty. If you can, make it personal (just be careful to avoid making it *partisan*).

Messages that land. Show employees how little time it takes to register by suggesting they register while they wait. As you near Election Day and GOTV messaging, frame voting as a social affair by asking employees who they're voting *with* this year.

B2B Engagement

Challenge other business leaders.

Join in on a 'CEO Challenge' by reaching out to your networks and pushing other corporate leaders to take up voter turnout and civic engagement at their companies. Set the standard by laying out the commitments you've made at your organization; once they're in, direct them to this toolkit to build out their strategy. Remind them to leverage their new corporate practices to expand the challenge even further.

B2B Communications

Advance industry leadership

Use trade publications to place thought leadership pieces or have a member of the C-Suite write a LinkedIn Post.

Show proof of concept

Use your own practices to ground ideas in real world experiences. If you have a metric for tracking impact – whether it's a measurement of employee turnout, staff engagement, user engagement, or brand value – use those results to drive your point home.

Public Engagement

Collaborate with community partners

Whenever you can, make sure to join forces with the folks on the ground who are doing this work every day; they can provide the knowledge and experience you may need to get your plans over the finish line.

On time off policy. If you're giving your employees dedicated time off to vote on Election Day, make it official at ElectionDay.org.

On civic celebration. If you're throwing a poll party or an early vote event, connect with [#VoteTogether](https://www.vote.together/) to support and brand your activation.

On civic spirit. If you're building deep civic commitment, explore civic vow renewals with [Citizen University](http://CitizenUniversity.org).

On employee turnout. If you're also implementing a program for employee turnout, reach out to the [TurboVote Challenge](https://www.turbovote.com/).

On the next generation of voters. If you're encouraging employees to be civic stewards, work with local high schools or universities to register newly-eligible young voters.

Interact on social media.

From Instagram to Reddit, from profile pictures to posts, create a social story that shows your company's commitment to the cause, and engage with your audiences on their channels.

Public Communications

Make it a recruiting message.

Make an impression with potential new employees at hiring fairs, conferences, and in recruiting literature by highlighting your civic engagement strategies.

Use your existing resources

Keep your eyes open for the right opportunity to talk about employee civic engagement at in-store events, in product, or in customer channels.

Leverage traditional media

This is a worthwhile story for the public! Showcase the great work you're doing in press releases, media alerts, in depth exclusives, CEO profiles, and other media opportunities.

I am a voter.

