

# GETTING OUT THE VOTE IN 2020

## WHAT YOU CAN DO

### 1. SHARE INFORMATION ABOUT COVID-19 CHANGES TO THE ELECTION

COVID-19 is upending how we vote in 2020. Two-thirds of Americans say they are [uncomfortable going to a polling place](#) given current events. And states are having a hard time [recruiting poll workers](#). Despite these challenges, America **will** hold elections this November, just like we held elections during the Civil War and two World Wars.

Learn more about if/how the rules and deadlines are changing to accommodate voting during COVID-19 at [WeCanVote.US](#).

### 2. PROMOTE VOTER REGISTRATION

Voter registration deadlines vary by state. Some states allow voters to register at the polls on Election Day or during early vote, most require you to register to advance. Regardless of your state's rules, registering in advance will make voting more convenient, get you on the distribution list for any official voter education materials, and will ensure you are eligible to receive an absentee ballot if your state's rules allow. Make sure everyone in your office knows the dates and deadlines depending on where they live.

Make sure you're registered at your current address: check your voter registration status or get registered to vote at [turbovote.org](#).

### 3. PROMOTE EARLY VOTING OPTIONS

When people vote early in-person or by absentee ballot, they not only ensure that last minute problems will not prevent them from casting their ballots, but they also help shorten voting lines on Election Day for everyone. Early voting rules vary widely all over the country, so it's important to share resources that can help voters find out their options.

Consider voting early: find out what your options are to cast an in-person or mail ballot before Election Day at [voteearlyday.org](#).

#### 4. SHARE WAYS TO GET HELP VOTING

When it comes to voting, every state has different rules and deadlines. This can be confusing for voters who are looking for answers to questions like “when do I need to register to vote by?” and “how do I submit an absentee ballot request form?” Luckily, there’s a nonprofit, nonpartisan hotline staffed by volunteer lawyers from around the country that voters can call or text to get all their voting questions answered, report problems they encounter, or get help with language barriers.

Call or text 866-OUR-VOTE with any questions you have about voting or to get help if you’re having an issue voting.

#### 5. RECRUIT POLL WORKERS

Poll workers play a crucial role in ensuring the strength and integrity of the voting process. Poll workers serve inside a polling place, welcoming voters, answering voters’ questions, and ensuring the voting machines work properly. Unfortunately, officials struggle to recruit young people to work elections. In 2016, for example, [56%](#) of poll workers were over the age of 60.

We need more young people to work the polls in 2020. Seeing peers when they enter the polling station would encourage more young people to go vote — and young poll workers are better equipped to manage technology at polling places. Plus, with COVID-19, young volunteers would help older folks stay home.

If you’re young and healthy and want to play a key role in the election this year, volunteer as a poll worker at [workelections.com](http://workelections.com).

#### 6. CELEBRATE ELECTION DAY

Making voting celebratory or community-oriented has been proven to help increase voter participation. You can mark the importance of Election Day by creating a culture of participation both on and offline:

- Go to [www.GetToThePolls.com](http://www.GetToThePolls.com) to find out where to vote, when the polls are open, and what to bring.
- Spread the word about local poll hours of operation at the front desk, in emails, and on social media.
- Lead by example and make sure employees have time off to vote. Some companies open late, close early, have a “no meeting” day, or offer **Election Day off as a holiday**.
- Hold your own nonpartisan **#VoteTogether** party at the office, handing out drinks and snacks for your employees and ensure everyone is asked whether they have cast their ballot yet. Parties have been shown to significantly increase voter turnout rates!

## 7. MODEL THE CHANGE YOU WANT TO SEE IN THE WORLD

You can keep the voting culture strong by modeling behavior for everyone in your company or the companies you work with:

- Write a blog post about your efforts, showing leadership registering to vote, voting early/absentee, or going to the polls.
- Encourage employees or consumers to share photos of their “I Voted” stickers on Election Day.
- Have a team member share sample plans to vote.

## TIPS FOR COMMUNICATING EFFECTIVELY

### 1. REMIND PEOPLE ABOUT THE UPCOMING ELECTION AND ASSOCIATED DEADLINES

While most Americans know that there is an election, many eligible voters, including most young adults, don't know very many details. The best thing you can do is remind people:

- To register to vote: [turbovote.org](https://turbovote.org)
- To volunteer as a poll worker: [workelections.com](https://workelections.com)
- To vote: [GetToThePolls.com](https://gettothepolls.com) (where to go/when) and [HowToVote](https://howtovote.org) (what to bring)
- To know what's on the ballot: [BallotReady.org](https://ballotready.org) or [vote411.org](https://vote411.org)

### 2. PRIORITIZE BEING A VOTER

The more you tie voting to identity, rather than behavior, the better. Be sure to use language like “be a voter,” rather than “go vote.”

### 3. CREATE URGENCY

Time your communications around voter registration deadlines and/or Election Day to create a sense of urgency in your messaging. Voter registration messages are most effective in the days leading up to state deadlines, or on National Voter Registration Day (NVRD), which falls on September 22nd this year. Get-out-the-vote messages are most effective in the final 5 days before the election.

### 4. ENCOURAGE PLAN MAKING

Messages that encourage voters to make a plan for Election Day are shown to increase voter turnout. For example, giving information about polling locations, registration deadlines, and other key details can help voters prepare for Election Day.

### 5. CELEBRATE VOTING

Voting can be fun — and the idea that everyone is doing it makes others want to engage. Emphasize that voting is easy and something everyone should want to be a part of. But most importantly, **be authentic in your communications** and set a good example. Modeling the behavior you want others to engage in is the most effective thing you can do!

### 6. ADAPT TO CIRCUMSTANCES

The implications of the COVID-19 pandemic are still unclear, both for work expectations and the election. If shelter-in-place or social distancing expectations remain in place, you can set aside time in early October for managers to work their teams through vote-by-mail requests using [turbovote.org](https://turbovote.org) or encourage employees to find a good time to vote early in-person, when crowds are unlikely.

# SAMPLE SOCIAL MEDIA POSTS

## EVERY DAY / ANYTIME

I just made my plan to vote on #ElectionDay2020 on Tuesday, Nov. 3! I found out when my polling place opens, where it is, and what to bring with me at [www.HowTo.Vote](http://www.HowTo.Vote). Need some help? Text “OUR VOTE” to 97779 for live assistance.

## OCTOBER 4–9: PROMOTE VOTING BY MAIL

Voting can be so simple! Avoid the lines by getting your ballot by mail. Go to [HowTo.Vote](http://HowTo.Vote) to request a ballot or learn more about your voting options!

## OCTOBER 23–25: PROMOTE ABSENTEE & EARLY VOTING

Voting can be so easy! If you can't make it to the polls on #ElectionDay2020 (Tues. November 3), you can still make your voice heard by voting absentee or early. The clock is ticking - go to [HowTo.Vote](http://HowTo.Vote) to request an absentee ballot or find your early vote site today!

*Alt:* I'll be traveling on #ElectionDay2020 (Tues. November 3), but I am still a voter. I just requested by absentee ballot at [HowTo.Vote](http://HowTo.Vote). It's easy - but deadlines are approaching. Look up your state to see if you can #VoteEarly! #Election2020

## OCTOBER 26–NOVEMBER 1: PROMOTE EARLY VOTING AND PLAN-MAKING

Did you know that some states allow voters to register AT THE POLLS on #ElectionDay2020 (Tues. November 3) or during the early vote period? This is the year to be a voter! Find out if you're eligible and make a plan to #GoVote at [HowTo.Vote](http://HowTo.Vote)!

Did you know that in most states you don't have to wait until Election Day to cast your vote? You may live in a state where being an early voter is an option. Go to [HowTo.Vote](http://HowTo.Vote) to check and vote before #ElectionDay2020 (Tues, Nov 3). Need some help? Text “OUR VOTE” to 97779 for live assistance.

## NOVEMBER 2 (DAY BEFORE ELECTION DAY)

I never miss a #party - and that's why I'm voting tomorrow! I visited [www.GetToThePolls.com](http://www.GetToThePolls.com) to find my polling place/hours and make a plan so I'm ready to ✨ be a voter. ✨ #ElectionDay2020 is tomorrow - make a plan NOW and bring a friend! Call [\(866\) OUR-VOTE](tel:866OURVOTE) if you run into questions!

## NOVEMBER 3 (ELECTION DAY)

I just #voted and it was super easy! Go to [HowTo.Vote](http://HowTo.Vote) to find out what to bring, so you can be a voter too! Having trouble figuring out where to go or run into an issue voting? Call 866-OUR-VOTE or text “OUR VOTE” to 97779 for help.

## SAMPLE BLOG POST/EMAIL

### LET'S STRENGTHEN OUR DEMOCRACY TOGETHER

Our commitment to our customers and our employees reaches beyond the limits of our business. We have a responsibility to ensure that our communities are engaging in the issues that are most important to them. That is why we are encouraging our community and employees to participate in tomorrow's election.

Tomorrow is November 3 - Election Day! We will cast ballots to elect the officials who will lead our communities and our country. While many are prepared for the election, a lot of us aren't. Make sure you - and your friends, families and neighbors - know how to participate in the elections so they don't sit them out.

**Find out when your polling location is open, where it is, and what to bring with you at [www.HowTo.Vote](http://www.HowTo.Vote) or call (866) OUR-VOTE with questions / to report any issue.**

In order to have a healthy democracy, we need every citizen who is eligible to vote to participate. There are a few simple ways everyone can participate:

**Get to the polls:** If you have already registered to vote, make a plan to cast your ballot on Election Day. Do not wait until the day of to think through when you will stop by your polling place - whether it is on your morning commute, during your lunch break, or before dinner time, it is important to prioritize casting your ballot. Don't let time get away from you.

**Make today a celebration:** We recommend making tomorrow a "No Meetings" day so that you can have time to vote. Use the time you would have spent in the conference room to head your polling place to cast a ballot.

**Encourage your colleagues, friends, and family to be voters, too:** Democracy is a team sport, so let's make sure the whole team shows up. We encourage you to talk to your friends and family about the importance of being active voters. Once you have cast your ballot, take a selfie with your "I Voted" sticker, and make sure you encourage friends to cast their ballot before polls close tomorrow.

**Lend a hand:** If you have already cast a ballot, help your friends by driving them to the polls or providing some of these resources to them so that it is easier for them to vote. Or, sign up to volunteer as a poll worker on Election Day through [www.workelections.com](http://www.workelections.com).

We are proud to be a part of a growing coalition that promotes democracy and civic engagement. Before tomorrow's election, let's make sure that we use all of our voices to amplify the importance of voting to our friends, families, colleagues, and consumers alike. Together we can make all the difference.

## CORPORATE CIVIC RESPONSIBILITY: LADDER OF ENGAGEMENT

DIFFICULTY	ACTIVITY	PLATFORM
<p><b>01</b> One-time activation on digital platforms</p>	<ul style="list-style-type: none"> <li>• Promoting National Voter Registration Day.</li> <li>• Promoting Election Day.</li> </ul>	<p>COMPANY SOCIAL MEDIA CHANNELS</p>
<p><b>02</b> One-time in-person activation</p>	<ul style="list-style-type: none"> <li>• Hosting in-office voter registration drive on National Voter Registration Day.</li> <li>• Hosting an Election Day party.</li> </ul>	<p>COMPANY HQ</p>
<p><b>03</b> Multi-pronged election promotion</p>	<ul style="list-style-type: none"> <li>• Establishing a calendar to promote voter registration, absentee and early voting, and Election Day polling place locations/hours.</li> <li>• Hosting informational voting event(s) with elected officials, candidates, or nonprofit partners.</li> </ul>	<p>COMPANY-WIDE EMAIL(S) COMPANY WEBSITE COMPANY HQ</p>
<p><b>04</b> Creating a culture of voting</p>	<ul style="list-style-type: none"> <li>• Commitment by C-suite executives to prioritize a civic engagement initiative.</li> <li>• Dedicating staff and resources to manage the initiative.</li> <li>• Sharing “I Voted” sticker selfies.</li> <li>• Providing the opportunity for employees to share their plans to vote with one another.</li> <li>• Giving employees time off to vote, opening late, closing early, having a “no meeting” day, carving out time for early voting, or offering Election Day off as a holiday.</li> </ul>	<p>COMPANY INTRANET COMPANY SPOKESPERSON SOCIAL MEDIA CHANNELS</p>
<p><b>05</b> Becoming a civic leader</p>	<ul style="list-style-type: none"> <li>• Emphasizing work and sharing best practices publicly to advance more widespread adoption of civic engagement initiatives.</li> <li>• Recruiting others to run similar initiatives.</li> <li>• Integrating calls-to-action in consumer-facing products and platforms.</li> <li>• Sponsoring a party at a local polling location.</li> <li>• Writing a blog post about your efforts, showing leadership registering to vote, voting early/absentee, or going to the polls.</li> <li>• Encouraging employees and consumers to volunteer as a poll worker on Election Day.</li> </ul>	<p>PR CHANNELS C-SUITE PROFESSIONAL NETWORKS C-SUITE SOCIAL MEDIA CHANNELS COMPANY PRODUCTS OR PLATFORMS</p>