SPEAK OUT AGAINST VOTER INTIMIDATION

EMPLOYER TOOLKIT
The 2020 election will be among the most contentious in recent history. America’s most respected CEOs are committed to protecting the most vulnerable among us – and to rejecting those trying to divide us. We encourage you to join them.

This toolkit is designed to help you talk with your neighbors who may support outside groups pledging to disrupt voting places across the country. These groups claim to be preventing voter fraud, but exhaustive research by law enforcement officials from both Parties and across the U.S. debunks these claims.

We also provide advice and links to non-partisan resources for helping you and your employees register and vote. For those who want to do more, we provide links for serving as a poll worker or watcher.
TO STOP VOTER INTIMIDATION, YOU MUST (1) DEBUNK THE LIES JUSTIFYING IT, AND (2) EXPLAIN WHAT THOSE LIES COST YOUR COMMUNITY

1. Republican campaigns and outside groups are recruiting supporters to police polling places and deter what they describe as “widespread voter fraud.”

2. They exaggerate the problem of voter fraud by a factor of 5,000 with two goals in mind: to (1) recruit poll “watchers,” and (2) spread distrust of election results.

3. These groups are targeting our most vulnerable communities -- and they will be targeting polling places that are among our most poorly staffed (with the longest lines).

4. Local business leaders can debunk false voter fraud claims. Perhaps more important, they can explain how important supporting vulnerable communities is to your state’s economy and competitiveness.

“I’ll look for… well, it’s called racial profiling. Mexicans. Syrians. People who can’t speak American… I’m going to go right up behind them… I’m going to make them a little nervous.”

- STEVE WEBB
FAIRFIELD, OHIO
OCTOBER, 2016

1.
The most recent and comprehensive investigation by U.S. election officials examined nearly 12 million ballots across five states (2016). It found only 0.001% may have been fraudulent.3

What’s the difference between 5.000% and 0.001%?

Outside groups claim up to 5% of votes cast are fraudulent.2

ACROSS 140 MILLION VOTES

UNFOUNDED CLAIM
(1 IN 20):
7,000,000
FRAUDULENT VOTES

ACTUAL AUDIT
(1 IN 100,000):
1,400
FRAUDULENT VOTES

OUTSIDE GROUPS EXAGGERATE VOTER FRAUD BY 5000X
CASE STUDY: INDIANA

In Indiana, the CEOs of Cummins and Eli Lilly, two of the state’s biggest employers, have pledged to work for social justice and are urging every Hoosier to vote.4

Why? Indiana competes for new jobs and investment with 49 other states, and growing companies look for strong communities just as they look for good schools, sound infrastructure, and a talented workforce.

A few years ago, Indiana landed thousands of new jobs and more than $40 million in new investment from Salesforce. This election, Salesforce has joined with Cummins and Eli Lilly in promoting the Indy Racial Equity Pledge in Indiana.5

INDY RACIAL EQUITY PLEDGE

“We pledge to take meaningful action to address the issues of racial equity and justice in central Indiana. As leaders in this community, we must hold one another accountable for creating short- and long-term change for African Americans. We pledge to share our progress toward the goal of a racially equitable community.”

WE MUST SPEAK UP AND ACT TO END RACIAL INEQUALITY

“We live in a representative democracy and each of us needs to make sure that our elected officials represent all of the population...

If we vote, we can reshape our country and put in place leadership that cares for and reflects the diversity of our communities...

What we have today is simply not enough. We need to work together to root out hate and replace it with a deep and abiding appreciation for diversity, equality, and inclusion.”

JUNE 5, 2020
TOM LINEBARGER
AND DAVE RICKS

EXPLAIN THE COST TO YOUR COMMUNITY
Their experience demonstrates there's higher risk of error or fraud from in-person voting than mail-in voting. Their experience demonstrates there's higher risk of error or fraud from in-person voting than mail-in voting. 

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

In 2016, a study of 5 states - focused on 3 that exclusively vote by mail - reported 112 cases of potential fraud out of 11.5 million ballots. 

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.

**DEFEND VOTE-BY-MAIL**

1 IN 4
Americans vote by mail. 

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

It’s enjoyed bipartisan support for years.

The 5 states that vote exclusively by mail have higher turnout and lower costs.

.001%
POTENTIAL VOTING FRAUD

In 2016, a study of 5 states - focused on 3 that exclusively vote by mail - reported 112 cases of potential fraud out of 11.5 million ballots.
Each city or county produces its own ballots, with specific paper stock and color, security envelopes, return envelopes, and time stamps.

This makes it impossible for a foreign country to manufacture millions of fake ones, as President Trump suggests.12

President Trump has asked his supporters in NC to vote twice (once by mail, then again in person).13

They’ll be wasting their time. NC, like other states, removes voters who’ve already voted by mail from the rolls on election day.

Also, ballots are numbered and bar-coded, so they can’t be counted twice.14

President Trump claims he lost NH in 2016 because thousands of non-residents were bused in from out of state to vote against him.

Investigators found that buses were filled with NH voters being transported from their NH nursing homes, apartment buildings, and college dorms to local polling locations. Some of the buses were rented from companies in MA, VT, and ME.

In other words, the buses had out of state plates, but they were filled with in state voters.15

High-profile investigations in GA, MD, MI, MO, NH, NJ, and NY disproved fraud involving deceased voters.

Each attributed the problem to flawed matches of lists from one place (death records) to another (voter rolls).

The most common causes were matching errors (the voter list had multiple “John Smiths”) or clerical errors (the clerk checked the wrong John Smith off the list).16
PREPARE YOUR EMPLOYEES FOR “ELECTION WEEK”

A CONCLUSIVE OUTCOME ON ELECTION NIGHT IS UNLIKELY

1. Some states will accept ballots post-marked on election day, which means vote totals for these 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
HELP VOTERS 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

PEOPLE OF COLOR ARE MORE LIKELY TO FACE OBSTACLES TO VOTING

TIME SPENT WAITING TO VOTE

A 2019 study of the 2016 presidential election found that, relative to entirely-white neighborhoods, residents of entirely-black neighborhoods waited

- 29% longer to vote and were
- 74% more likely to spend 30 minutes at their polling place.

VOTING RATES BY RACE

(AVERAGE TURNOUT AS % OF TOTAL VOTING AGE POPULATION: 2000-2018)

- WHITE 51.7%
- BLACK 49.3%
- ASIAN 26.3%
- HISPANIC 25.7%

CLICK THE LOGOS BELOW TO HELP NOW

ACT NOW

CLICK THE LOGOS BELOW TO HELP NOW

VOTOLATINO

ROCK THE VOTE

The National Coalition on Black Civic Participation

nextgen america
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

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.

NATIONAL

POLL WORKERS GET:
TRAINING
PPE
PAID*

SIGN UP NOW AT POWERTHETPOLLS.ORG
* Depending on locale

CLICK HERE TO SIGN UP

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.
WORRIED ABOUT SPEAKING OUT?

CONSUMERS WANT THEIR BRANDS TO ENGAGE

79% OF CONSUMERS BELIEVE COMPANIES SHOULD TAKE ACTION²⁰

81% WOULD PREFER TO BUY FROM COMPANIES THAT SUPPORT DEMOCRACY²¹

87% BELIEVE COMPANIES THAT DO TAKE ACTION HAVE THE POWER TO MAKE A DIFFERENCE²²

AS MORE CEOS SPEAK OUT, BRAND RISK FALLS — AND THE RISK OF DOING NOTHING RISES

This campaign isn’t about any particular party or candidate or issue - it’s about encouraging more people to vote without having to make the hard choice between going to work and going to the polls.

- CHIP BERGH
  PRESIDENT AND CEO OF LEVI STRAUSS & CO.²³

Demonstrating your company’s commitment to voting reinforces the idea that American businesses can protect our democracy. I have been heartened to see business leaders from every corner of the country and across a range of industries prioritizing the health of our democracy and I look forward to seeing this movement grow.

- ROSE MARCARIO
  CEO OF PATAGONIA²⁴

The purest expression of any person’s freedom occurs in the voting booth - it is our collective moral duty as CEOs to accommodate every citizen in pursuing that privilege.

- TODD CARMICHAEL
  CEO OF LA COLOMBE²⁵

ELECTIONDAY.ORG
Time
To Vote

Click the logos below to join

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7. Ibid.

8. Ibid.


