

Q4 2020

# SPEAK OUT AGAINST VOTER INTIMIDATION

---

EMPLOYER TOOLKIT



**BUSINESSFORWARD**  
FOUNDATION

# INTRODUCTION

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.

A COMPREHENSIVE INVESTIGATION OF VOTER IMPERSONATION FINDS 31 CREDIBLE INCIDENTS OUT OF ONE BILLION BALLOTS CAST

*The Washington Post*

AUGUST 6, 2014  
JUSTIN LEVITT

MINNESOTA'S 0.000004% VOTER FRAUD CITED AS GOP SUIT TOSSED

**Bloomberg**

OCTOBER 12, 2020  
ERIK LARSON

TRUMP COMMISSION FOUND NO WIDESPREAD VOTER FRAUD, REPORT SAYS

*Los Angeles Times*

AUGUST 3, 2018  
ASSOCIATED PRESS

A FEDERAL JUDGE ASKED THE TRUMP CAMPAIGN FOR EVIDENCE OF MAIL-IN VOTER FRAUD. THEY COULDN'T DELIVER

The  INDEPENDENT

AUGUST 22, 2020  
RICHARD HALL

## 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<sup>1</sup>

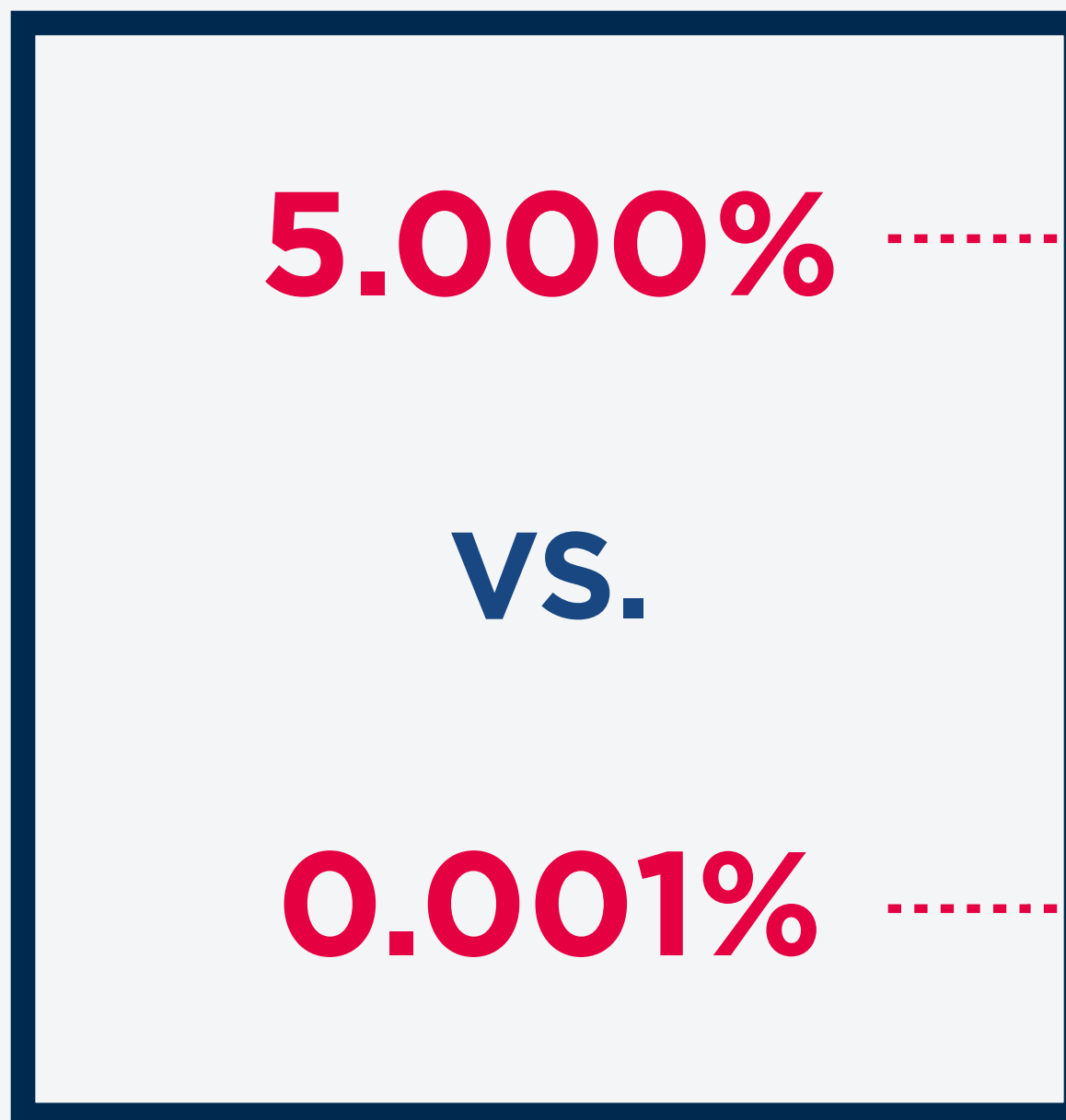
# OUTSIDE GROUPS EXAGGERATE VOTER FRAUD BY 5000X

## COMPREHENSIVE EVIDENCE VS. UNSUPPORTED CLAIMS

Outside groups claim up to 5% of votes cast are fraudulent.<sup>2</sup>

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.<sup>3</sup>

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



## ACROSS 140 MILLION VOTES

**UNFOUNDED CLAIM**  
(1 IN 20):

**7,000,000**

FRAUDULENT VOTES

**ACTUAL AUDIT**  
(1 IN 100,000):

**1,400**

FRAUDULENT VOTES

# EXPLAIN THE COST TO YOUR COMMUNITY

## 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.<sup>4</sup>

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.<sup>5</sup>

“

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.

”

OP-ED: WE MUST SPEAK UP AND ACT TO END RACIAL INEQUALITY

IndyStar.

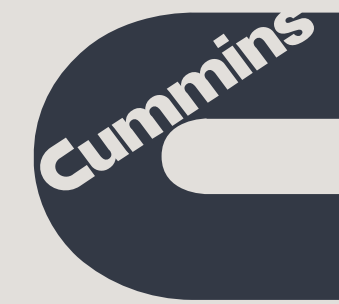
JUNE 5, 2020  
TOM LINEBARGER  
AND DAVE RICKS

## 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.

”





**1 IN 4**  
Americans vote  
by mail.<sup>6</sup>

**28 STATES**  
already encourage  
vote-by-mail (without asking  
for a reason).<sup>7</sup>



It's enjoyed bipartisan  
support for years.<sup>8</sup>




The 5 states that vote  
exclusively by mail have  
higher turnout and  
lower costs.<sup>9</sup>

**.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.<sup>10</sup>

Their experience  
demonstrates there's  
higher risk of error or fraud  
from in-person voting  
than mail-in voting.<sup>11</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.

# SHARE THE FACTS ON VOTE SECURITY

## PROTECTIONS AGAINST FAKE 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.<sup>12</sup>

## PROTECTIONS AGAINST DOUBLE-VOTING

---

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

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.<sup>14</sup>

## CLAIMS OF "BUSLOADS" OF OUT OF STATE VOTERS

---

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.<sup>15</sup>

## CLAIMS OF "THOUSANDS" OF DEAD VOTERS

---

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).<sup>16</sup>

## 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<sup>17</sup>**



**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%**

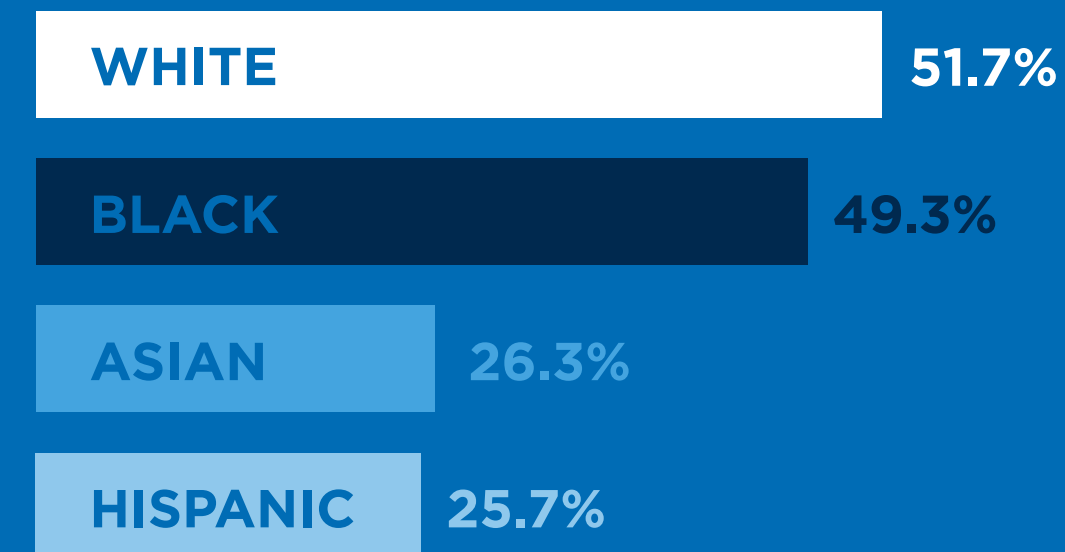
longer to vote and were

**74%**

more likely to spend 30 minutes at their polling place.<sup>18</sup>

## VOTING RATES BY RACE

(AVERAGE TURNOUT AS % OF TOTAL VOTING AGE POPULATION: 2000-2018)<sup>19</sup>



## ACT NOW



CLICK THE LOGOS  
BELOW TO HELP NOW

**VOTOLATINO<sup>★</sup>**

**ROCK THE VOTE**

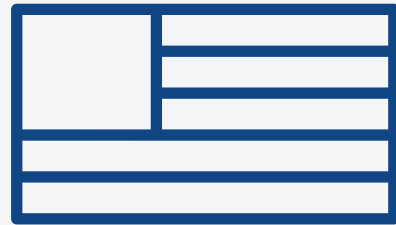
Student PIRGs  
**New  
oters  
Project**

THE NATIONAL  
Coalition on Black  
Civic Participation

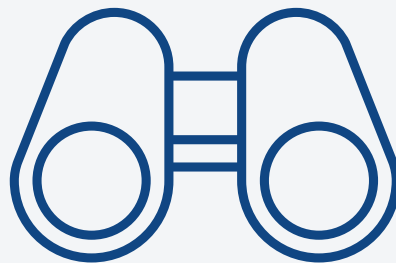
**nextgen  
america** 

# BECOME A POLL WORKER OR POLL WATCHER

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



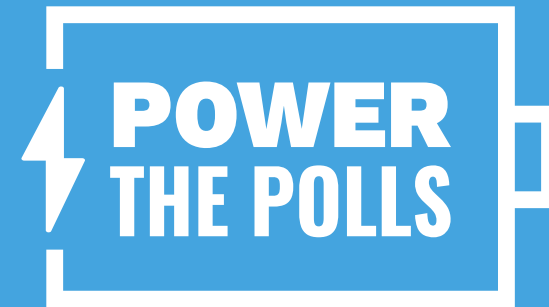
**POLL WORKERS** are trained by local election boards to identify problems and serve at polling places on Election Day. It's a nonpartisan role that simply works to ensure a successful election process.



**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](#).

# WORRIED ABOUT SPEAKING OUT?

## CONSUMERS WANT THEIR BRANDS TO ENGAGE



# 79%

OF CONSUMERS BELIEVE COMPANIES SHOULD TAKE ACTION<sup>20</sup>



# 81%

WOULD PREFER TO BUY FROM COMPANIES THAT SUPPORT DEMOCRACY<sup>21</sup>



# 87%

BELIEVE COMPANIES THAT DO TAKE ACTION HAVE THE POWER TO MAKE A DIFFERENCE<sup>22</sup>

## 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.<sup>23</sup>



“ 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 PATAGONIA<sup>24</sup>



“ 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 COLOMBE<sup>25</sup>



## ACT NOW



CLICK THE LOGOS BELOW TO JOIN

ELECTIONDAY.ORG

Time  
To Vote



Day for  
Democracy



# REFERENCES

1. Lind, Dara. "Trump supporters are already promising to intimidate nonwhite voters on Election Day." Vox. October 15, 2016. <https://www.vox.com/2016/10/15/13294434/trump-voter-intimidation-rights>
2. True The Vote. "What We're Facing." Accessed October 14, 2020. <https://truethevote.org/>
3. Colorado Secretary of State: Wayne W. Williams. "Colorado participates in study examining double voting." State of Colorado Department of State. September 15, 2017. <https://www.sos.state.co.us/pubs/newsRoom/pressReleases/2017/PR20170915VotingStudy.html>
4. Linebarger, Tom and Dave Ricks. "Op-ed: We must speak up and act to end racial inequality." IndyStar. June 5, 2020. <https://www.indystar.com/story/opinion/2020/06/05/op-ed-2-indiana-ceos-pledge-action-help-end-systemic-racism-u-s/3137100001/>
5. "Take a stand against injustice." Indy Racial Equity Pledge. Accessed October 26, 2020. <https://www.indyraciaequitypledge.com/>
6. Harwood, Matthew. "Why a Vote-by-Mail Option Is Necessary." Brennan Center for Justice. April 7, 2020. <https://www.brennancenter.org/our-work/research-reports/why-vote-mail-option-necessary>
7. Ibid.
8. Ibid.
9. Viebeck, Elise. "Minuscule number of potentially fraudulent ballots in states with universal mail voting undercuts Trump claims about election risks." The Washington Post. June 8, 2020. [https://www.washingtonpost.com/politics/minuscule-number-of-potentially-fraudulent-ballots-in-states-with-universal-mail-voting-undercuts-trump-claims-about-election-risks/2020/06/08/1e78aa26-a5c5-11ea-bb20-ebf0921f3bbd\\_story.html](https://www.washingtonpost.com/politics/minuscule-number-of-potentially-fraudulent-ballots-in-states-with-universal-mail-voting-undercuts-trump-claims-about-election-risks/2020/06/08/1e78aa26-a5c5-11ea-bb20-ebf0921f3bbd_story.html)
10. Colorado Secretary of State: Wayne W. Williams. "Colorado participates in study examining double voting." State of Colorado Department of State. September 15, 2017. <https://www.sos.state.co.us/pubs/newsRoom/pressReleases/2017/PR20170915VotingStudy.html>
11. Orey, Rachel and Emma Jones. "Is Voting by Mail Safe and Reliable? We Asked State and Local Elections Officials." Bipartisan Policy Center. June 12, 2020. <https://bipartisanpolicy.org/blog/is-voting-by-mail-safe-and-reliable-we-asked-state-and-local-elections-officials/>
12. Robert Farley. "Trump's Shaky Warning About Counterfeit Mail-In Ballots." FactCheck.org. June 25, 2020. <https://www.factcheck.org/2020/06/trumps-shaky-warning-about-counterfeit-mail-in-ballots/>
13. Haberman, Maggie and Stephanie Saul. "Trump Encourages People in North Carolina to Vote Twice, Which Is Illegal." The New York Times. September 2, 2020. <https://www.nytimes.com/2020/09/02/us/politics/trump-people-vote-twice.html>
14. Josh Lederman. "Guardrails line the journey in the life of a mail-in ballot." NBC News. July 6, 2020. <https://www.nbcnews.com/politics/2020-election/guardrails-line-journey-life-mail-ballot-n1233032>
15. Amy Gardner. "Trump's revival of claim of voting fraud in New Hampshire alarms some state Republicans." The Washington Post. August 29, 2019. [https://www.washingtonpost.com/politics/trumps-revival-of-claim-of-voting-fraud-in-new-hampshire-alarms-some-state-republicans/2019/08/28/0c22107e-c38f-11e9-9986-1fb3e4397be4\\_story.html](https://www.washingtonpost.com/politics/trumps-revival-of-claim-of-voting-fraud-in-new-hampshire-alarms-some-state-republicans/2019/08/28/0c22107e-c38f-11e9-9986-1fb3e4397be4_story.html)
16. Levitt, Justin. "The Truth About Voter Fraud." Brennan Center for Justice. 2007. Pages 14-15. [https://www.brennancenter.org/sites/default/files/2019-08/Report\\_Truth-About-Voter-Fraud.pdf](https://www.brennancenter.org/sites/default/files/2019-08/Report_Truth-About-Voter-Fraud.pdf)
17. "Historical Reported Voting Rates." United States Census Bureau. Table A-1. Accessed August 25, 2020. <https://www.census.gov/data/tables/time-series/demo/voting-and-registration/voting-historical-time-series.html>
18. Chen, M. Keith, Kareem Haggag, Devin G. Pope, and Ryne Rohla. "Racial Disparities in Voting Wait Times: Evidence from Smartphone Data." National Bureau of Economic Research. September 4, 2019. <https://arxiv.org/abs/1909.00024>
19. "Historical Reported Voting Rates." United States Census Bureau. Table A-1. Accessed August 25, 2020. <https://www.census.gov/data/tables/time-series/demo/voting-and-registration/voting-historical-time-series.html>
20. Global Strategies Group, Doing Business in an Activist World: 6th Annual Business & Politics Study, February 2019, [https://www.globalstrategygroup.com/wp-content/uploads/2019/02/GSG-2019\\_Doing-Business-in-an-Activist-World\\_Business-and-Politics.pdf](https://www.globalstrategygroup.com/wp-content/uploads/2019/02/GSG-2019_Doing-Business-in-an-Activist-World_Business-and-Politics.pdf)
21. Ward, Mike. "Civic Engagement Now Makes Good Business Sense." Democracy Works. November 14, 2018. <https://www.democracy.works/blog/2018/11/14/civic-engagement-now-makes-good-business-sense>
22. Global Strategies Group, Doing Business in an Activist World: 6th Annual Business & Politics Study, February 2019, [https://www.globalstrategygroup.com/wp-content/uploads/2019/02/GSG-2019\\_Doing-Business-in-an-Activist-World\\_Business-and-Politics.pdf](https://www.globalstrategygroup.com/wp-content/uploads/2019/02/GSG-2019_Doing-Business-in-an-Activist-World_Business-and-Politics.pdf)
23. Time To Vote. "See what others are saying." Accessed October 26, 2020. <https://www.maketimetovote.org/>
24. Ibid.
25. Ibid.

[INFO@BUSINESSFWD.ORG](mailto:INFO@BUSINESSFWD.ORG)

---

[BUSINESSFWD.ORG](http://BUSINESSFWD.ORG)

---

1155 CONNECTICUT AVENUE NW  
SUITE 1000  
WASHINGTON, D.C. 20036

---

202.861.1270

 **BUSINESSFORWARD**  
FOUNDATION