HOW TO HELP YOUR EMPLOYEES VOTE

MICHIGAN EMPLOYER TOOLKIT
In today’s economy, communities compete with one another to attract new talent and investment. They compete with their schools, workforce, and infrastructure. They also compete with the strength of their community. For years, business leaders in Michigan have shared a simple, powerful point with their employees, suppliers, customers, and neighbors: We cannot compete if we cannot get along. We need to work together, respect one another, protect one another, and bring out the best in one another.

The 2020 election will be among the most contentious in recent history. It’s okay for citizens of good faith to disagree strongly, but we must reject those trying to divide us -- and we must commit ourselves to helping the most vulnerable among us exercise their right to vote.

This Resource Guide features recommendations, best practices, and resources for business owners interested in helping their employees and/or customers vote. We also provide links to dozens of organizations, coalitions, and apps that can help.

If you need additional support -- or would like to help Business Forward recruit other businesses, please contact us at info@businessfwd.org.
FIVE THINGS YOU CAN DO

1. HELP YOUR EMPLOYEES REGISTER AND PREPARE TO VOTE.

2. GIVE THEM TIME TO VOTE ON ELECTION DAY.

3. SPEAK OUT ABOUT POLICIES THAT ENCOURAGE VOTING AND MAKE IT EASIER.

4. STAND UP FOR VOTERS MOST LIKELY TO BE SILENCED OR SUPPRESSED.

5. PREPARE YOUR EMPLOYEES FOR EXTENDED BALLOT-COUNTING AND A DELAYED DECISION.
WHY YOUR EMPLOYEES AND CUSTOMERS NEED HELP

1. REGISTRATION IS NOT AUTOMATIC.
   Voters must register before the election in most states (31 out of 50).¹

2. VOTING RULES ARE COMPLICATED.
   ID requirements, registration deadlines, and early voting and absentee voting rules vary by state.

3. VOTING TAKES TIME.
   One in three non-voters say scheduling conflicts with work or school kept them from voting.²

4. VOTING REQUIRES INFORMATION.
   Among young voters in particular, would-be voters are unfamiliar with campaign issues and do not appreciate why their vote matters.

5. VOTING DURING A PANDEMIC CAN BE CONFUSING AND FRIGHTENING.
   Vote-by-mail and early voting will matter more this election.

DID YOU KNOW?

<50%

Less than half of eligible voters vote in midterms.³

The U.S. ranks 26th out of 32 developed democracies in voter participation.⁴
Hundreds of America’s largest companies encourage and help their employees vote, and many of them are also helping their customers. Here’s what they’ve learned:

HELPING EMPLOYEES VOTE ISN’T “POLITICAL”

500+ companies support ElectionDay.org*

ELECTIONDAY.ORG

600+ companies support MakeTimeToVote.org*

Time To Vote

YOU DON’T NEED TO SPEND A LOT OF TIME OR MONEY TO SUCCEED

Awareness is the critical barrier:
short emails, quick reminders, & social media work.

CEO ENGAGEMENT IS KEY

Your support creates a culture of voting.

IT’S GOOD FOR TEAM CULTURE

76% of employees say that CEOs should take the lead on change rather than waiting for government to impose it (up 11 points from 2019).*

*CIVIC RESPONSIBILITY: THE POWER OF COMPANIES TO INCREASE VOTER TURNOUT. HARVARD KENNEDY SCHOOL, ASH CENTER FOR DEMOCRATIC GOVERNANCE AND INNOVATION*
GETTING STARTED

1. HELP YOUR TEAM FIND THE BASICS ON REGISTRATION, EDUCATION, AND WHEN/WHERE/HOW TO VOTE.

2. FIND A PARTNER THAT FITS YOUR COMPANY’S CULTURE AND YOUR EMPLOYEES’ POINT OF VIEW.
   - Artists coming together to make art that encourages people to #GoVote.
   - Encouraging young Hispanic and Latinx voters to register to vote and become more politically involved.
   - Linking culture and policy to create a voter mobilization campaign that’s bigger, more diverse, and more powerful.
   - Works with musicians, labels, and concert promoters.
   - Led by and for Gen Z women.

3. REMEMBER “DOS” AND “DON’TS.”
   - DO ENCOURAGE EMPLOYEES TO VOTE
   - DON’T ENCOURAGE THEM TO VOTE FOR A PARTICULAR CANDIDATE.
FOCUS ON EARLY VOTING

Lines are shorter during early voting than on election day. It’s also easier for workers with young children, a second job, or earning a degree. But, chances are, your employees do not know when early voting starts.

KEY DATES IN MICHIGAN

19 SEPTEMBER
EARLY VOTING BEGINS (DEPENDING ON YOUR COUNTY). CHECK YOUR POLLING LOCATION AND HOURS.

30 OCTOBER
VOTE-BY-MAIL BALLOT REQUEST DEADLINE. REQUEST HERE. MORE INFO.

19 OCTOBER
REGISTRATION DEADLINE. REGISTER ONLINE. CHECK YOUR STATUS.

3 NOVEMBER
ELECTION DAY: POLLS ARE OPEN 7AM - 8PM E.T. (ID MAY BE REQUESTED) FIND YOUR POLLING PLACE.

ACT NOW
MICHIGAN VOTER INFORMATION CENTER

CLICK HERE TO:
- REGISTER
- CHECK REGISTRATION STATUS
- FIND POLLING LOCATION AND HOURS
- FIND VOTER ID INFO
- REQUEST ABSENTEE BALLOT
- FIND INFO ON ABSENTEE BALLOTS

CLICK HERE FOR A SAMPLE EMAIL TO YOUR EMPLOYEES

* USPS RECOMMENDS MAILING YOUR BALLOT AT LEAST 1 WEEK BEFORE ELECTION DAY
HELP THOSE 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\textsuperscript{13}

MINORITIES ARE MORE LIKELY TO FACE OBSTACLES TO VOTING

VOTING RATES BY RACE
(AVERAGE TURNOUT AS % OF TOTAL VOTING AGE POPULATION: 2000-2018)\textsuperscript{14}

<table>
<thead>
<tr>
<th>Race</th>
<th>Turnout</th>
</tr>
</thead>
<tbody>
<tr>
<td>WHITE</td>
<td>51.7%</td>
</tr>
<tr>
<td>BLACK</td>
<td>49.3%</td>
</tr>
<tr>
<td>ASIAN</td>
<td>26.3%</td>
</tr>
<tr>
<td>HISPANIC</td>
<td>25.7%</td>
</tr>
</tbody>
</table>

“As American business leaders, we stand together to protect the physical safety of our employees and communities while also protecting their right to be heard on Election Day. Public health is essential but so is civic health. If we take action now, we do not have to sacrifice one to achieve the other.”\textsuperscript{15}

ACT NOW

CLICK THE LOGOS BELOW TO HELP NOW

\textsuperscript{13} \textsuperscript{14} \textsuperscript{15}
We must fight the scourge of racism and discrimination at the same time we are battling the health and economic impact of COVID-19, which has also disproportionately impacted the black community.

- STEVE CAHILLANE
CEO, KELLOGG
BATTLE CREEK, MI

The sad and tragic truth is that many Americans continue to face deeply rooted discrimination and unconscionable violence due to the color of their skin.

- ALLY FINANCIAL
DETOUR, MI

We recognize we have more work to do, and we must - all of us - with a unified voice - take actions to stamp out disparate treatment, bias and inequity.

- KELLY SERVICES
TROY, MI

We believe in inclusivity, equality and justice for all. We stand in solidarity with our employees and our communities who rightfully - and righteously - demand change.

- VALASSIS
LIVONIA, MI

We stand against racism and inequality. We have always believed that all people are equal and deserve to be treated with dignity and respect...

- RICK KEYES
CEO, MEIJER
GRAND RAPIDS, MI

I’m committing to act on behalf of those who deal with racism, bigotry, and the threat of violence everyday...

- JIM FITTERLING
CEO, DOW CHEMICAL
MIDLAND, MI

HELP THOSE WHO NEED IT MOST
CONSUMERS WANT THEIR BRANDS TO ENGAGE

79% OF CONSUMERS BELIEVE COMPANIES SHOULD TAKE ACTION

81% WOULD PREFER TO BUY FROM COMPANIES THAT SUPPORT DEMOCRACY

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

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

Advice from Gap, Inc.:

"Our employees were already looking to us to speak up and it felt like a miss not to... The employees come to expect a certain outreach. There was more risk in doing nothing and not having any communication about this election. We had an imperative to do something."

ACT NOW

CLICK THE LOGOS BELOW TO JOIN

ELECTIONDAY.ORG

Time To Vote

Business Forward Foundation
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

POWER THE POLLS
We are proud to partner with this new initiative from Work Elections, teaming up with businesses and coalitions to promote civic engagement and poll worker recruitment.

CLICK HERE TO SIGN UP

HELP AMERICA VOTE
September 1st is National Poll Worker Recruitment day. Click here to learn more about working at your local polling place.

MICHIGAN

In Detroit alone, there are 503 voting precincts and 120 absentee counting boards. Each precinct and board requires a staff of paid precinct inspectors. The demand for election workers is especially high this year as the pandemic restricts older Michiganders from working the polls.

SIGN UP TO BE AN ELECTION WORKER THROUGH THE OFFICE OF SECRETARY OF STATE JOCELYN BENSON

HELP YOUR PARTY AT THE POLLS

CLICK HERE FOR MORE ON POLL WATCHERS
Check with party leadership in your county for the opportunity to become a poll watcher.

MICHIGAN POLL WATCHER QUALIFICATIONS:
One must be a registered voter in the state, neither a candidate nor election inspector, and must carry an identification card. A political party, organization, or organized entity of interested citizens may designate no more than two people per precinct at any one time.
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.

The 5 states that vote exclusively by mail have higher turnout and lower costs. 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, these five states reported 112 cases of potential fraud – out of 11 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.
PREPARE YOUR EMPLOYEES FOR “ELECTION WEEK”

A CONCLUSIVE OUTCOME ON ELECTION NIGHT IS UNLIKELY

1. Some states will accept ballots postmarked on election day, which means vote totals for some 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
RESOURCES: GET INFORMED AND INVOLVED

VOTER REGISTRATION
- Civic Responsibility Project
- #VoteTogether
- I am a voter
- HeadCount.org
- VOTE.org
- ELECTIONDAY.ORG
- iGNITE
- ROCK THE VOTE
- TurboVote
- LWV LEAGUE OF WOMEN VOTERS
- Vote Save America

INFORMATION ABOUT CANDIDATES AND ISSUES
- BallotReady
- BALLOTpedia

WHEN, WHERE & HOW TO VOTE
- Michigan Voter Information
- VOTE.org

VOTER ACCESS
- Democracy is Good for Business
- VoteSafe
- FAIR ELECTIONS CENTER
- VOTING IS LOCAL
- ACLU
- WHEN WE ALL VOTE
- VOTERS NOT POLITICIANS
2020 ELECTION DAY

NOVEMBER 3RD IS ELECTION DAY IN THE U.S.

All employees are allowed three hours paid time off to vote, and managers must accommodate. If you are delayed at the polls by long lines, please notify your manager -- and stay in line.

CLICK HERE TO FIND YOUR POLLING LOCATION IN MICHIGAN.

To learn more about the upcoming election in Michigan, check out the non-partisan voter guide at ballotpedia.org/Michigan.

HAVE MORE QUESTIONS ABOUT VOTING THIS FALL? FIND MORE INFO HERE.

We know change can't be made without participation, so we encourage you to vote and make your voice heard.