



Q3 2020

HOW TO HELP YOUR EMPLOYEES VOTE

PENNSYLVANIA EMPLOYER TOOLKIT

 **BUSINESSFORWARD**
FOUNDATION



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 Pennsylvania 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 GET READY TO VOTE.

(HOW TO REGISTER, LEARNING ABOUT CANDIDATES AND THE ISSUES, KNOWING WHEN AND WHERE TO VOTE)

2.

GIVE THEM TIME TO VOTE ON ELECTION DAY.

(AND ENCOURAGE THEM TO VOTE EARLY)

3.

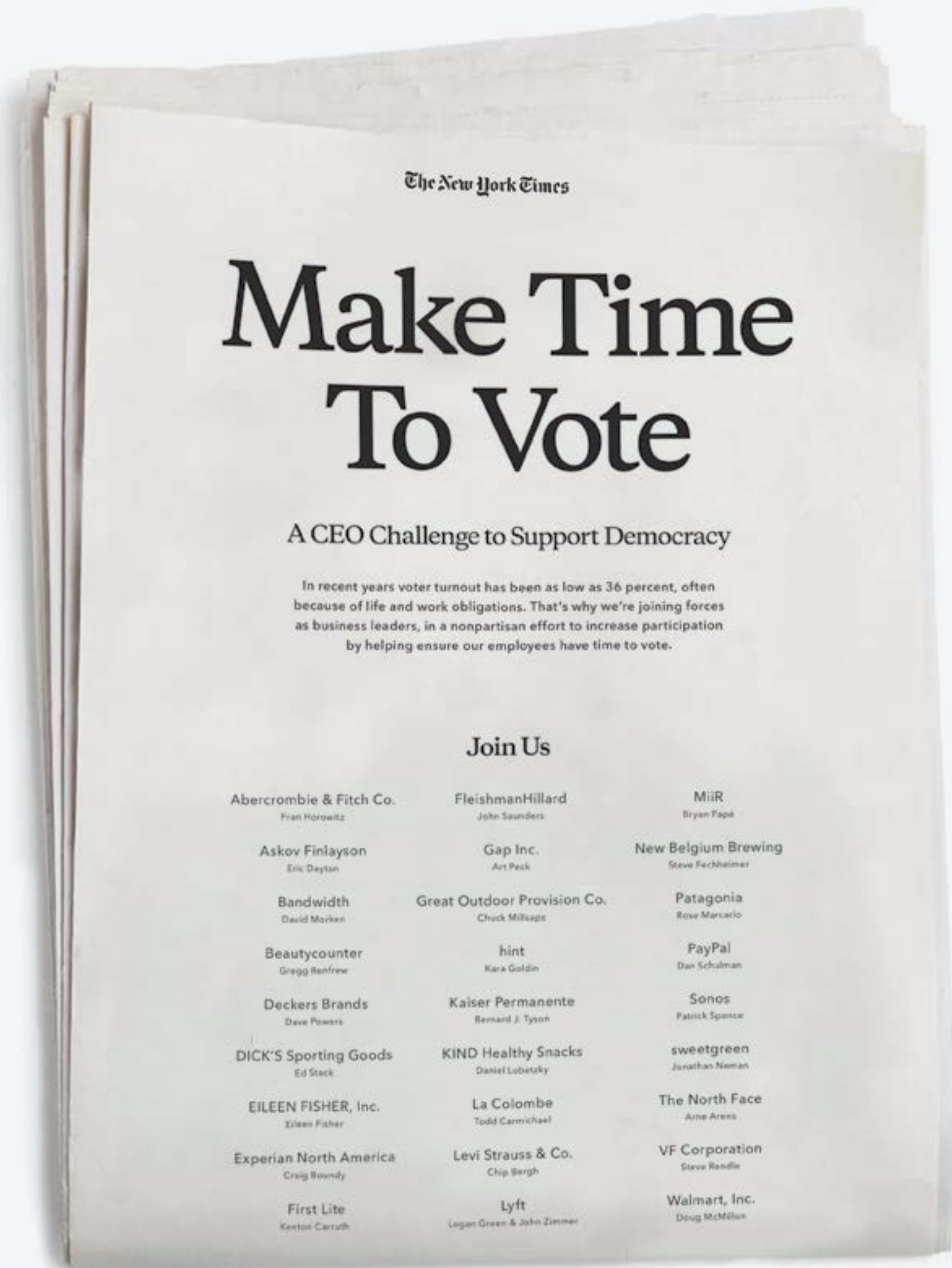
JOIN COALITIONS ENCOURAGING OTHER COMPANIES TO HELP WITH REGISTRATION, EDUCATION, AND VOTING.

4.

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

5.

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



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

FOUR LESSONS FROM FORTUNE 500 CEOS

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](https://electionday.org)⁶

ELECTIONDAY.ORG

600+ companies
support
[MakeTimeToVote.org](https://maketimetovote.org)⁷

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).⁸

GETTING STARTED

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



VOTE.ORG



PENNSYLVANIA VOTER INFORMATION



2. FIND A PARTNER THAT FITS YOUR COMPANY'S CULTURE AND YOUR EMPLOYEES' POINT OF VIEW.

#GO VOTE

Artists coming together to make art that encourages people to #GoVote.

VOTOLATINO*

Encouraging young Hispanic and Latinx voters to register to vote and become more politically involved.

RESPECT MY VOTE

Linking culture and policy to create a voter mobilization campaign that's bigger, more diverse, and more powerful.

HeadCOUNT.ORG

Works with musicians, labels, and concert promoters.

IGNITE
POLITICAL POWER IN EVERY YOUNG WOMAN

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 PENNSYLVANIA

14
SEPTEMBER

VOTING BEGINS FOR
IN-PERSON ABSENTEE VOTERS
(VARIES BY COUNTY)⁹

27
OCTOBER

VOTE-BY-MAIL AND ABSENTEE BALLOT
REQUEST DEADLINE¹¹
[REQUEST HERE](#)

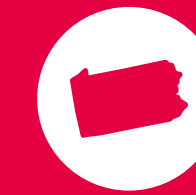
19
OCTOBER

REGISTRATION DEADLINE¹⁰
[REGISTER ONLINE](#)
[CHECK YOUR STATUS](#)

3
NOVEMBER

ELECTION DAY: POLLS ARE
OPEN 7AM - 8PM E.T.¹²
[FIND YOUR POLLING PLACE](#)

ACT NOW



**PENNSYLVANIA 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**

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.

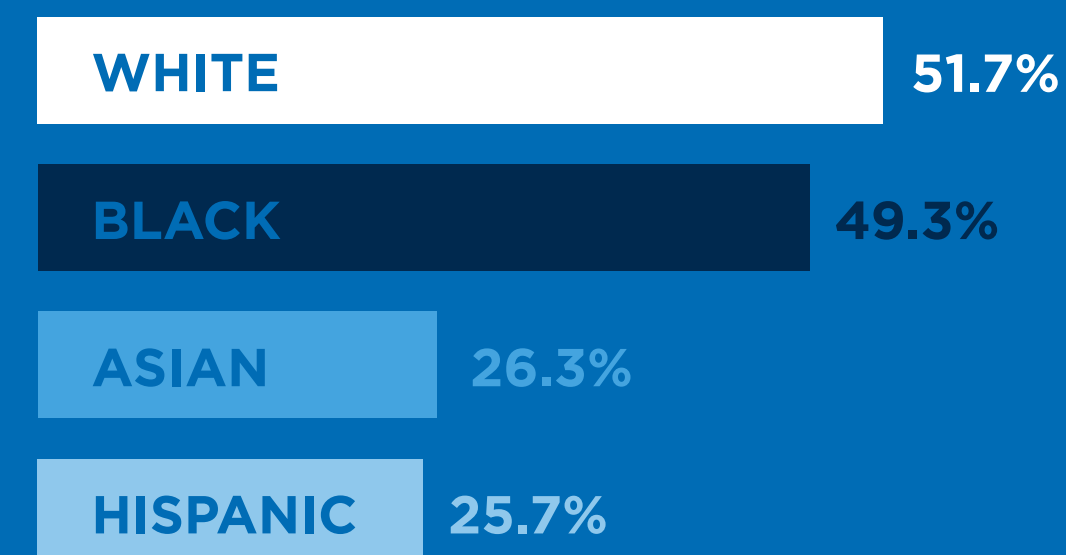
**YOUNG PEOPLE VOTE
20% LESS THAN THE
NATIONAL AVERAGE¹³**



**MINORITIES ARE MORE LIKELY
TO FACE OBSTACLES TO VOTING**



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



“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.”¹⁵

ACT NOW



CLICK THE LOGOS
BELOW TO HELP NOW

VOTOLATINO[★]

ROCK THE VOTE

Student PIRGs
**New
oters
Project**

THE NATIONAL
Coalition on Black
Civic Participation

**nextgen
america** ➔

HELP THOSE WHO NEED IT MOST

“

We stand against the racial injustice that affects every black person in this country... While we do not have all the answers and we have much to learn, we are committed to building equitable, inclusive, and diverse organizations for ourselves and for others.

”

- PRAXIS CONSULTING GROUP
PHILADELPHIA, PA¹⁶

“

Racism, injustice and violence have no place in our society and cannot be tolerated. Yet we continue to be unable to make enough progress in this country – so at this moment it is critical to step back, face the hard subjects and try to reflect.

”

- BRIAN L. ROBERTS
CEO, COMCAST
PHILADELPHIA, PA¹⁷



“

We stand with our communities of color by continuing to focus on empowering entrepreneurs from within those communities to start and grow businesses, and by equipping all types of businesses to create a more diverse and inclusive workforce that will decrease the economic disparities caused by systemic racism.

”

- LANCASTER WORKS AT ASSETS
LANCASTER, PA¹⁸



“

We promise never to settle for good enough when it comes to doing the work as a company and to focus on providing educational opportunities and resources to our staff and community around racism and how we can dismantle the cultural mindset of white supremacy. We also promise to continue our work of providing a safe, welcoming space to our community.

”

- VAULT + VINE
PHILADELPHIA, PA¹⁹

“

Racism, injustice and intolerance have no home in the Rite Aid organization or in our communities. I do not accept anything other than the notion that diversity and inclusion make us better as a country and as an organization... And while I don't have the answers, I know the worst thing we can do is stay silent.

”

- HEYWARD DONIGAN
CEO, RITE AID
CAMP HILL, PA²⁰



CONSUMERS WANT THEIR BRANDS TO ENGAGE



79%

OF CONSUMERS BELIEVE COMPANIES SHOULD TAKE ACTION²¹



81%

WOULD PREFER TO BUY FROM COMPANIES THAT SUPPORT DEMOCRACY²²



87%

BELIEVE COMPANIES THAT DO TAKE ACTION HAVE THE POWER TO MAKE A DIFFERENCE²³

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.²⁴



ACT NOW



CLICK THE LOGOS BELOW TO JOIN

ELECTIONDAY.ORG

Time To Vote

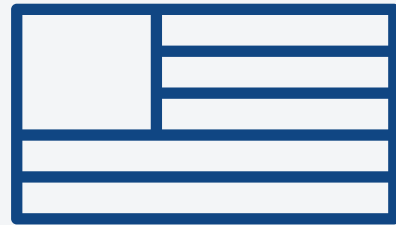


Day for Democracy

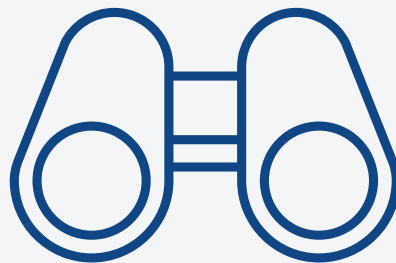


BECOME A POLL WORKER OR POLL WATCHER

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



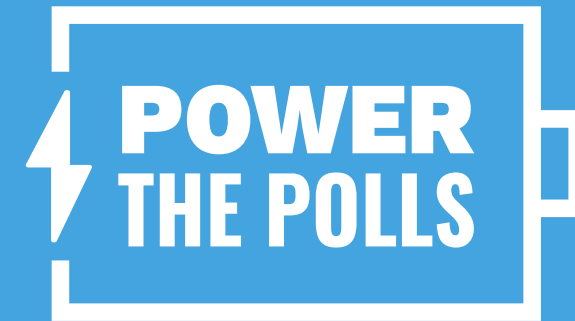
POLL WORKERS are trained by local election boards to identify problems and serve at polling places on Election Day. It's a nonpartisan role that simply works to ensure a successful election process.



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

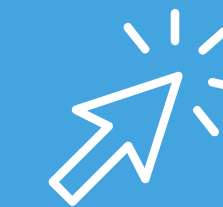
We are proud to partner with this new initiative from [Work Elections](#), teaming up with businesses and coalitions to promote civic engagement and poll worker recruitment.



HELP AMERICA VOTE

September 1st is National Poll Worker Recruitment day. [Click here](#) to learn more about working at your local polling place.

PENNSYLVANIA NEEDS POLL WORKERS



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.

NCSL POLL WATCHER QUALIFICATIONS IN PENNSYLVANIA:

“Must be a registered voter in the county; can only be a poll watcher in one district; candidates can appoint two watchers per district and political parties can appoint three watchers per district.”²⁵

KEY FACTS ON MAIL-IN VOTING



1 IN 4
Americans vote
by mail.²⁶

28 STATES
already encourage
vote-by-mail (without asking
for a reason).²⁷



It's enjoyed bipartisan
support for years.²⁸



The 5 states that vote
exclusively by mail have
higher turnout and
lower costs.²⁹


.001%
POTENTIAL
VOTING FRAUD

In 2016, these five states
reported 112 cases of
potential fraud - out of 11
million ballots.³⁰

Their experience
demonstrates there's
higher risk of error or fraud
from in-person voting
than mail-in voting.³¹

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.

RESOURCES: GET INFORMED AND INVOLVED

VOTER REGISTRATION



#VOTETOGETHER



I am a voter.®

HeadCOUNT.ORG

VOTE.ORG

ELECTIONDAY.ORG

IGNITE

ROCK THE VOTE

TurboVote

THE VOTING INFORMATION PROJECT



INFORMATION ABOUT CANDIDATES AND ISSUES

BallotReady®

BALLOTPEDIA

WHEN, WHERE & HOW TO VOTE



PENNSYLVANIA VOTER INFORMATION CENTER

VOTE.ORG

VOTER ACCESS

Democracy is GOOD FOR BUSINESS

VoteSafe ✓

FAIR ELECTIONS CENTER

FAIR FIGHT

ALL 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 PENNSYLVANIA.](#)

To learn more about the upcoming election in Pennsylvania, check out the non-partisan voter guide at [ballotpedia.org/Pennsylvania.](https://ballotpedia.org/Pennsylvania)

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.



REFERENCES

1. “Automatic Voter Registration.” National Conference of State Legislatures. Accessed August 31, 2020. <https://www.ncsl.org/research/elections-and-campaigns/automatic-voter-registration.aspx>
2. Gross, Sofia and Ashley Spillane. “Civic Responsibility: The Power of Companies to Increase Voter Turnout.” Harvard Kennedy School: ASH Center for Democratic Governance and Innovation. June 2019. https://ash.harvard.edu/files/ash/files/harvard-casestudy-report-digital_copy.pdf
3. Ibid.
4. Ibid.
5. Ibid.
6. Electionday.org. Accessed August 24, 2020. <https://www.electionday.org/participants>
7. Time To Vote. Accessed August 24, 2020. <https://www.maketimetovote.org/>
8. “2019 Edelman Trust Barometer: Expectations for CEOs.” Edelman. May 2019. https://www.edelman.com/sites/g/files/aatuss191/files/2019-05/2019_Edelman_Trust_Barometer_CEO_Trust_Report.pdf
9. “Early voting by state.” Vote.org. Accessed August 25, 2020. <https://www.vote.org/early-voting-calendar/>
10. “Upcoming elections.” VOTESPA. Accessed August 25, 2020. <https://www.votespa.com/About-Elections/Pages/Upcoming-Elections.aspx>
11. Ibid.
12. Ibid.
13. “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>
14. Ibid.
15. “Vote Safe 2020 - Read the Letter.” Business for America. Accessed August 24, 2020. <https://www.bfa.us/votesafe>
16. Praxis Consulting Group. June 4, 2020. <https://praxiscg.com/praxis-statement-on-current-events/#:~:text=We%20stand%20against%20the%20racial,va%20equally%20to%20other%20lives>
17. Roberts, Brian L. “A Message from Brian Roberts.” May 31, 2020. <https://corporate.comcast.com/stories/a-message-from-brian-roberts#:~:text=Racism%2C%20injustice%20and%20violence%20have,so%20and%20cannot%20be%20tolerated.&text=I%20have%20talked%20with%20many,of%20violence%20against%20Black%20people>
18. ASSETS Lancaster. June 7, 2020. <https://assetspa.org/assets-statement-on-blm/#:~:text=We%20stand%20with%20our%20communities,disparities%20caused%20by%20systemic%20racism>
19. Vault + Vine. June 3, 2020. <https://www.instagram.com/p/CA-jzeYj9lo/>
20. Donigan, Heyward. “A Message From Our CEO.” June 2, 2020. <https://www.riteaid.com/corporate/a-message-from-our-ceo>
21. 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
22. 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>
23. 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
24. Gross, Sofia and Ashley Spillane. “Civic Responsibility: The Power of Companies to Increase Voter Turnout.” Harvard Kennedy School: ASH Center for Democratic Governance and Innovation. June 2019. https://ash.harvard.edu/files/ash/files/harvard-casestudy-report-digital_copy.pdf
25. “Poll Watcher Qualifications.” National Conference of State Legislatures. Accessed August 24, 2020. <https://www.ncsl.org/research/elections-and-campaigns/poll-watcher-qualifications.aspx>
26. 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>
27. Ibid.
28. Ibid.
29. 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
30. Ibid.
31. 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/>

INFO@BUSINESSFWD.ORG

BUSINESSFWD.ORG

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

202.861.1270

 **BUSINESSFORWARD**
FOUNDATION