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 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?

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.org⁶

**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**

600+ companies support MakeTimeToVote.org⁷

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

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*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
   ENourage 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)³

19 OCTOBER
REGISTRATION DEADLINE⁰
REGISTER ONLINE
CHECK YOUR STATUS

27 OCTOBER
VOTE-BY-MAIL AND ABSENTEE BALLOT REQUEST DEADLINE¹¹
REQUEST HERE

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 AVERAGE\(^{13}\)  

MINORITIES ARE MORE LIKELY TO FACE OBSTACLES TO VOTING

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

<table>
<thead>
<tr>
<th>Race</th>
<th>Voting Rate</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.”\(^{15}\)

ACT NOW

CLICK THE LOGOS BELOW TO HELP NOW

\[^{13}\text{Averaging 2020-2021.}\]

\[^{14}\text{Averages for 2000-2018.}\]

\[^{15}\text{Statement by the Business Roundtable.}\]
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.

- BRIAN L. ROBERTS
CEO, COMCAST
PHILADELPHIA, PA

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.

- PRAXIS CONSULTING GROUP
PHILADELPHIA, PA

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, PA

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, PA

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, PA

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- COMCAST
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.”
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.

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

BECOME A POLL WATCHER

**PENNSYLVANIA NEEDS POLL WORKERS**

**HELP YOUR PARTY AT THE POLLS**

[Click here](#) for more on poll watchers

**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.”26
Their experience demonstrates there’s higher risk of error or fraud from in-person voting than mail-in voting.\textsuperscript{31}

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.\textsuperscript{30}

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
- THE VOTING INFORMATION PROJECT
- LWV LEAGUE OF WOMEN VOTERS
- VoteSaveAmerica

**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

**BUSINESS FORWARD FOUNDATION**
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.

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

3. Ibid.
4. Ibid.
5. Ibid.
11. Ibid.
12. Ibid.
24. Ibid.