



Q3 2020

# HOW TO HELP YOUR EMPLOYEES VOTE

WISCONSIN 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 Wisconsin 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](mailto:info@businessfwd.org).**

## FIVE THINGS YOU CAN DO

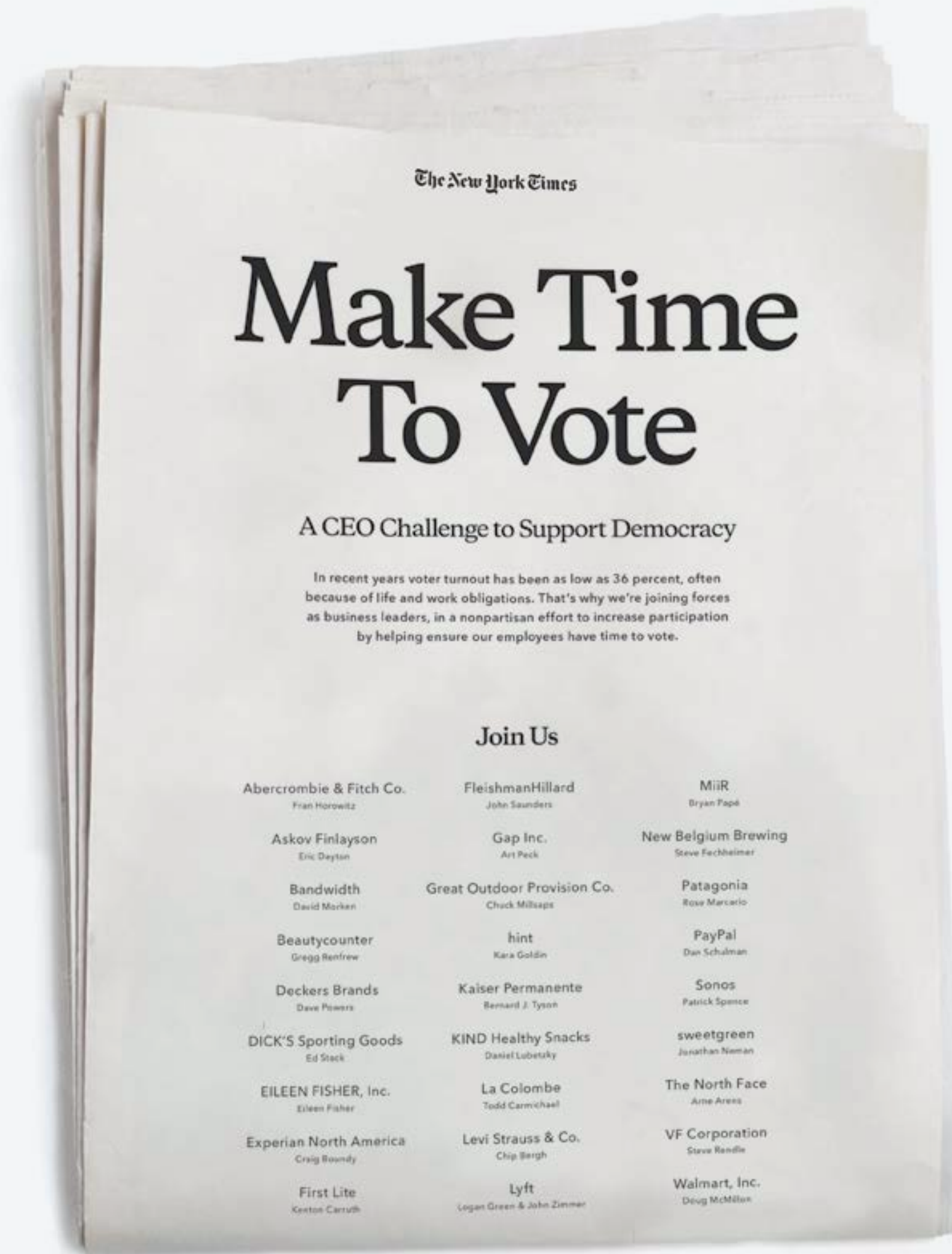
**1. HELP YOUR EMPLOYEES REGISTER AND PREPARE TO VOTE.**

**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).<sup>1</sup>

## 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.<sup>2</sup>

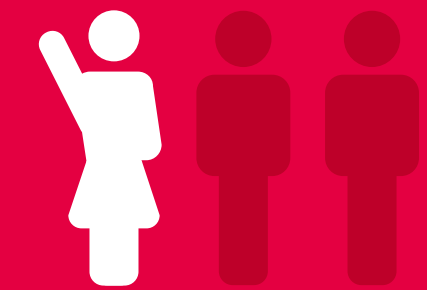
## 4. VOTING REQUIRES INFORMATION.

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.<sup>3</sup>

The U.S. ranks 26th out of 32 developed democracies in voter participation.<sup>4</sup>

# 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<sup>6</sup>

ELECTIONDAY.ORG

600+ companies  
support  
MakeTimeToVote.org<sup>7</sup>

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).<sup>8</sup>

# GETTING STARTED

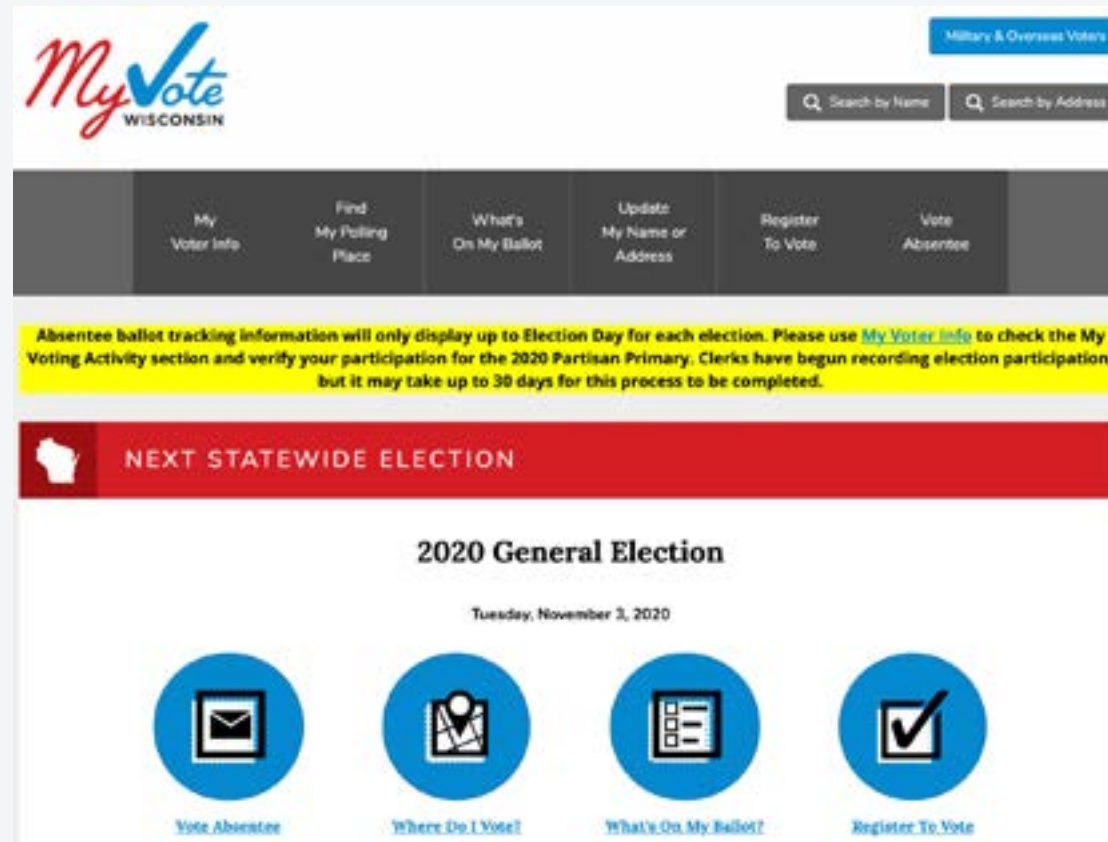
**1.** HELP YOUR TEAM FIND THE BASICS ON REGISTRATION, EDUCATION, AND WHEN/WHERE/HOW TO VOTE.



**VOTE.ORG**



**WISCONSIN 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 WISCONSIN

**14**  
OCTOBER

DEADLINE FOR REGISTERING ONLINE AND BY MAIL (CAN REGISTER IN PERSON UNTIL **OCTOBER 30** OR ON ELECTION DAY)<sup>9</sup>  
[REGISTER ONLINE AND CHECK YOUR STATUS](#)

**29**  
OCTOBER

ABSENTEE BALLOT REQUEST DEADLINE<sup>11</sup>  
[REQUEST HERE](#)

\* USPS RECOMMENDS MAILING YOUR BALLOT AT LEAST 1 WEEK BEFORE ELECTION DAY

**20**  
OCTOBER

LATEST THAT EARLY VOTING BEGINS FOR IN-PERSON ABSENTEE VOTERS. RUNS AS LATE AS **NOVEMBER 1** (VARIES BY MUNICIPALITY)<sup>10</sup>  
[CONTACT YOUR CLERK](#)

**3**  
NOVEMBER

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

## ACT NOW



WISCONSIN VOTER INFORMATION

### [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.

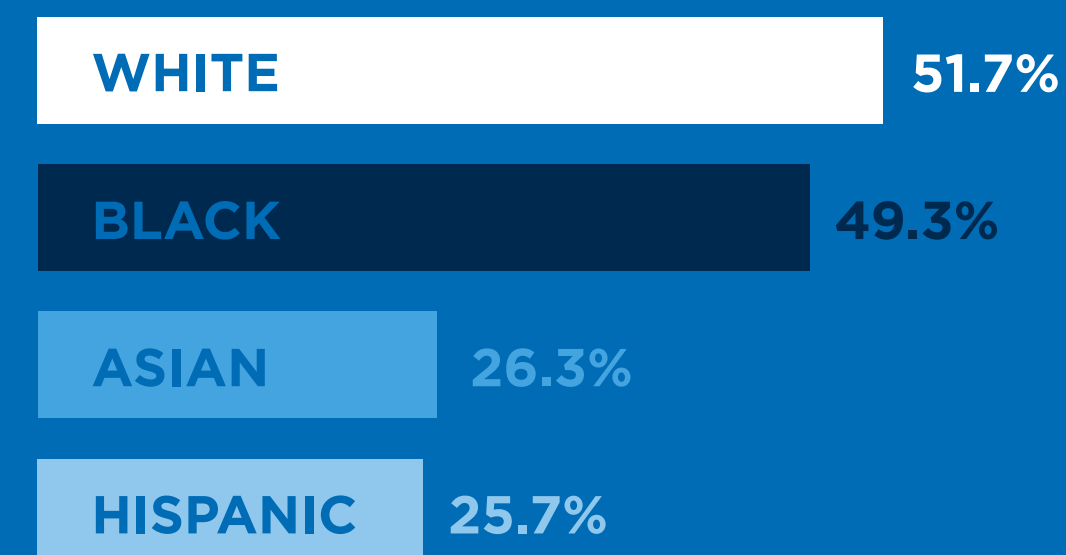
**YOUNG PEOPLE VOTE  
20% LESS THAN THE  
NATIONAL AVERAGE<sup>13</sup>**



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



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



“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.”<sup>15</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** ➔



## HELP THOSE WHO NEED IT MOST

“

Together, we have an opportunity to protect the rights of everyone, equally, for the betterment of the communities in which we live and work. As an organization, we denounce, and will not tolerate, any form of discrimination. Within Fiserv, we choose to be led by our Values and to create a diverse, respectful and inclusive workplace.

”

- FISERV  
BROOKFIELD, WI<sup>16</sup>

**fiserv.**

“

It is important to speak out publicly against racism and injustice...We must all do our part to build stronger communities that are equitable, respectful and filled with opportunity... to guarantee basic human rights and freedoms of every person in every community are protected -- especially groups that have been historically marginalized and discriminated against.

”

- ALLIANT ENERGY  
MADISON, WI<sup>17</sup>

**Alliant  
Energy**

“

We keep seeing more examples of a broken society, fueled by a variety of factors but all connected by inherent bias and systemic racism.

In Wisconsin... African Americans make up 6.7% of our population, but account for 21% of the COVID-19 cases and 29% of deaths statewide...

At American Family, we want the best talent, the best benefits and the best company culture. We also want strong communities that equitably serve everyone. All these things are rooted in our strategy. They show we are absolutely committed to tackling the kinds of problems weighing our communities down today -- because it's good for our communities

AND good for business.

”

- JACK SALZWEDEL  
CEO, AMFAM  
MADISON, WI<sup>18</sup>

**AMERICAN FAMILY  
INSURANCE**

“

We cannot operate as a civilized society when parts of our population feel marginalized, victimized or targeted just for who they are. The only acceptable solution is inclusivity for all, and we cannot settle for anything less... It is our responsibility to acknowledge injustices and commit to the actions and behaviors that will make Kohl's and the world a better place...Inclusivity and the celebration of diversity should be a fundamental component of every part of our communities -- in our schools, in our workplaces, in our stores and in our streets.

”

- MICHELLE GASS  
CEO, KOHL'S  
MENOMONEE FALLS, WI<sup>19</sup>

**KOHL'S**

## 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

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.<sup>23</sup>

”



## ACT NOW



CLICK THE LOGOS BELOW TO JOIN

ELECTIONDAY.ORG

# Time To Vote

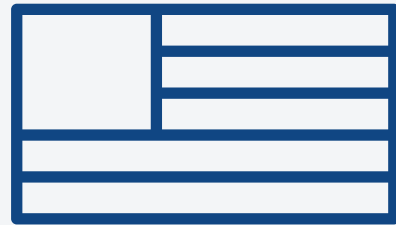


A Day for Democracy

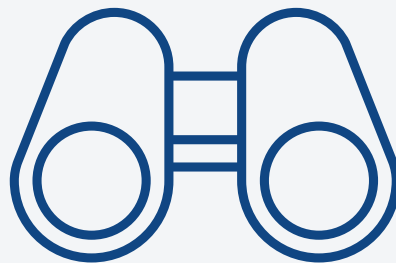


# BECOME A POLL WORKER OR POLL WATCHER

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



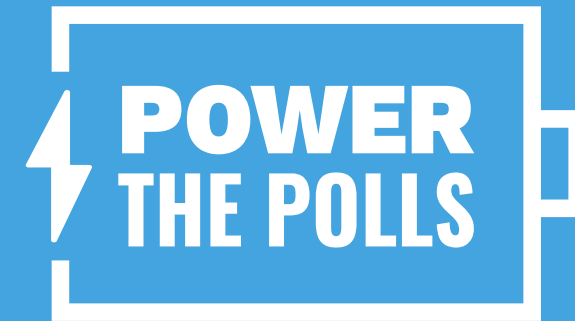
**POLL WORKERS** are trained by local election boards to identify problems and serve at polling places on Election Day. It's a nonpartisan role that simply works to ensure a successful election process.



**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

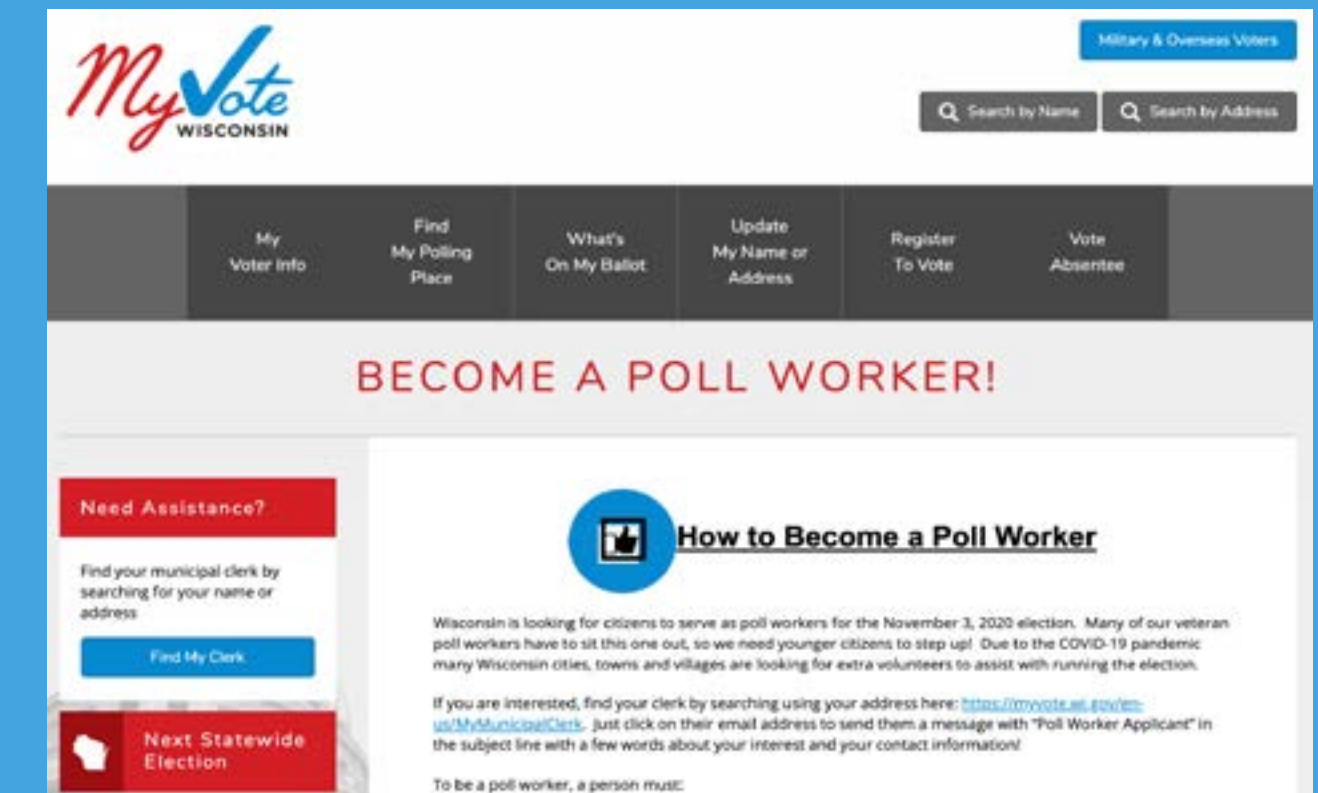
We are proud to partner with this new initiative from [Work Elections](#), teaming up with businesses and coalitions to promote civic engagement and poll worker recruitment.

### HELP AMERICA VOTE

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

### WISCONSIN NEEDS POLL WORKERS

Find your [municipal clerk contact here](#). Send them an email with "Poll Worker Applicant" in the subject line, and include your contact info and a few words about your interest.



## 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 WISCONSIN:

"Any member of the public may be an observer for a candidate on the ballot; observers must be in a designated location and they have to sign a log maintained by an official at the polling place."<sup>24</sup>

# KEY FACTS ON MAIL-IN VOTING



**1 IN 4**  
Americans vote  
by mail.<sup>25</sup>

**28 STATES**  
already encourage  
vote-by-mail (without asking  
for a reason).<sup>26</sup>



It's enjoyed bipartisan  
support for years.<sup>27</sup>



The 5 states that vote  
exclusively by mail have  
higher turnout and  
lower costs.<sup>28</sup>


**.001%**  
POTENTIAL  
VOTING FRAUD

In 2016, these five states  
reported 112 cases of  
potential fraud - out of 11  
million ballots.<sup>29</sup>

Their experience  
demonstrates there's  
higher risk of error or fraud  
from in-person voting  
than mail-in voting.<sup>30</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.

## PREPARE YOUR EMPLOYEES FOR “ELECTION WEEK”

### A CONCLUSIVE OUTCOME ON ELECTION NIGHT IS UNLIKELY

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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

**n p r**

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



#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



## INFORMATION ABOUT CANDIDATES AND ISSUES

BallotReady

BALLOTPEDIA

## WHEN, WHERE & HOW TO VOTE



WISCONSIN VOTER INFORMATION

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 WISCONSIN.](#)

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

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.



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