

Q4 2020

# HOW TO STOP VOTER INTIMIDATION AND PREPARE YOUR EMPLOYEES FOR “ELECTION WEEK”

---

WISCONSIN EMPLOYER TOOLKIT



**BUSINESSFORWARD**  
FOUNDATION

# INTRODUCTION

The 2020 election will be among the most contentious in recent history. Wisconsin'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 Wisconsin. 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

## TOPLINE: 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>

# FIVE THINGS YOU CAN DO

1. HELP YOUR EMPLOYEES REGISTER AND VOTE.

2. DEBUNK FALSE CLAIMS ABOUT VOTER FRAUD.

3. PREPARE YOUR EMPLOYEES FOR EXTENDED BALLOT-COUNTING AND A DELAYED DECISION.

4. STAND UP FOR VOTERS MOST LIKELY TO BE HARASSED.

5. SERVE AS A POLL WORKER OR POLL WATCHER.



# HELP YOUR EMPLOYEES REGISTER AND VOTE

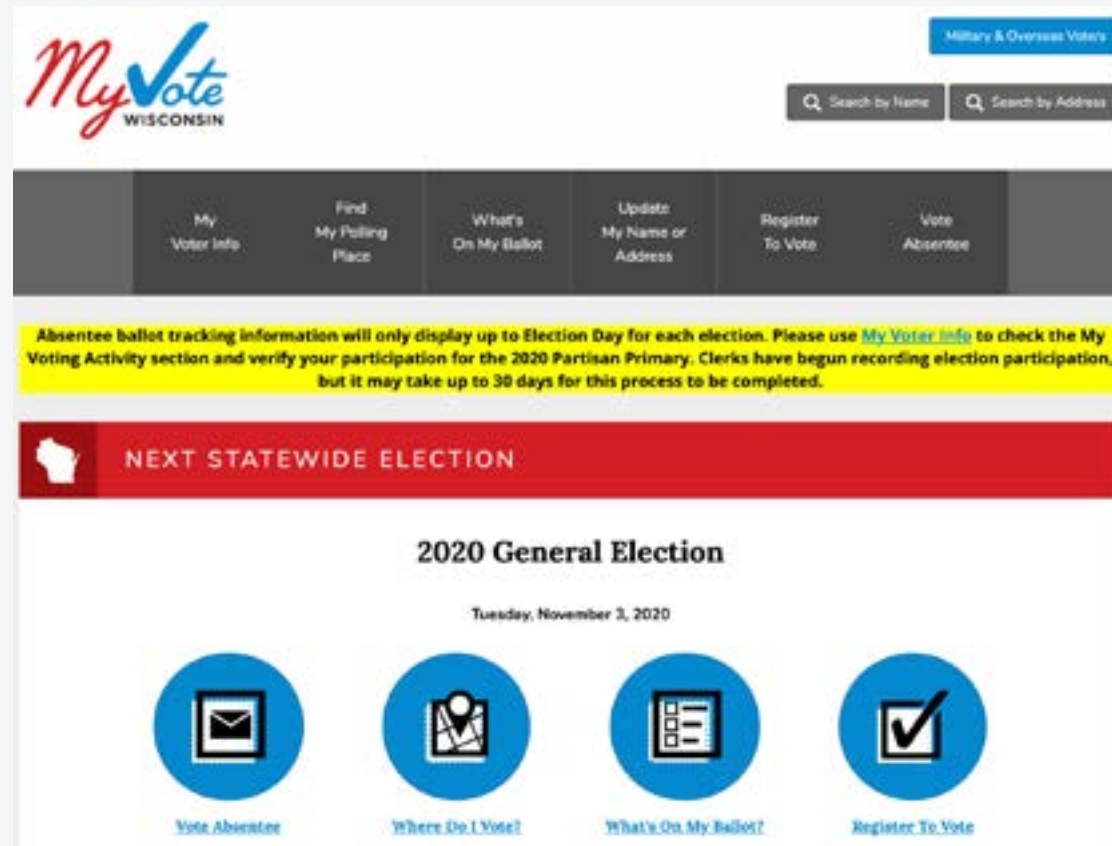
**1.** HELP YOUR TEAM FIND THE BASICS ON REGISTRATION, EDUCATION, AND WHEN/WHERE/HOW TO VOTE.



**VOTE.ORG**



**WISCONSIN VOTER INFORMATION**



**2.** REMEMBER “DOS” AND “DON'TS.”



**DO**

ENCOURAGE EMPLOYEES TO VOTE



**DON'T**

ENCOURAGE THEM TO VOTE FOR A PARTICULAR CANDIDATE.

**3.** ENCOURAGE THEM TO VOTE EARLY.

Lines are shorter. It's also easier for workers with young children, a second job, or night classes.

Chances are, your employees don't know when early voting starts.



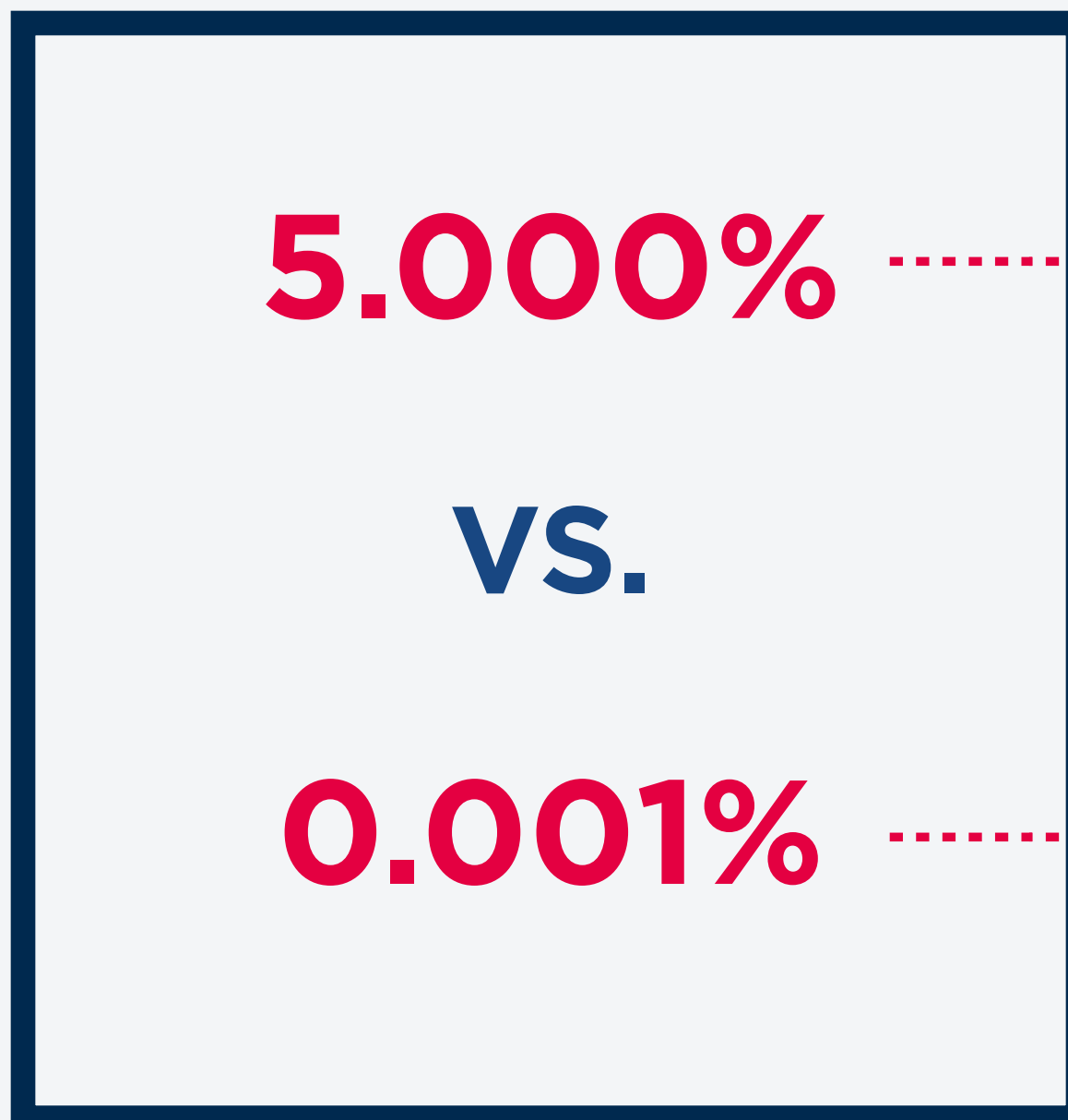
# DEBUNK VOTER FRAUD CLAIMS

## 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>

So what's the difference between their unfounded claim of 5% 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

# 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>4</sup>

## PROTECTIONS AGAINST DOUBLE-VOTING

---

President Trump has asked his supporters in NC to vote twice (once by mail, then again in person).<sup>5</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>6</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>7</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>8</sup>



**1 IN 4**  
Americans vote  
by mail.<sup>9</sup>

**28 STATES**  
already encourage  
vote-by-mail (without asking  
for a reason).<sup>10</sup>



It's enjoyed bipartisan  
support for years.<sup>11</sup>



The 5 states that vote  
exclusively by mail have  
higher turnout and  
lower costs.<sup>12</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>13</sup>

Their experience  
demonstrates there's  
higher risk of error or fraud  
from in-person voting  
than mail-in voting.<sup>14</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

---

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>15</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%**

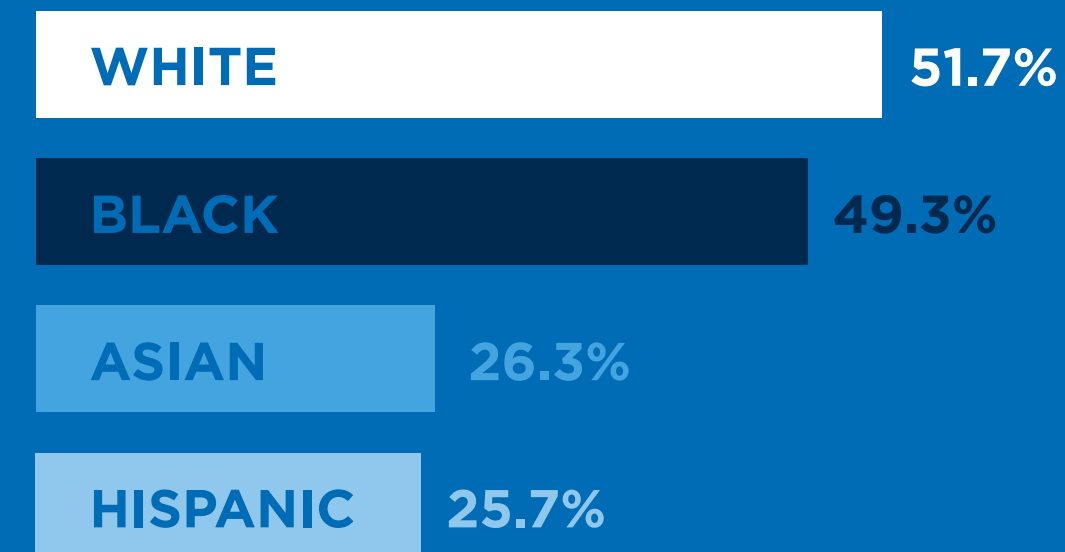
longer to vote and were

**74%**

more likely to spend 30 minutes at their polling place.<sup>16</sup>

### VOTING RATES BY RACE

(AVERAGE TURNOUT AS % OF TOTAL VOTING AGE POPULATION: 2000-2018)<sup>17</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** 

# JOIN LOCAL CEOS STANDING UP FOR WISCONSIN'S MOST VULNERABLE

“

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>18</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>19</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>20</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.

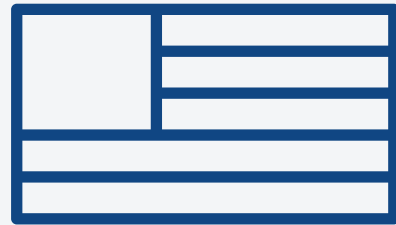
”

- MICHELLE GASS  
CEO, KOHL'S  
MENOMONEE FALLS, WI<sup>21</sup>

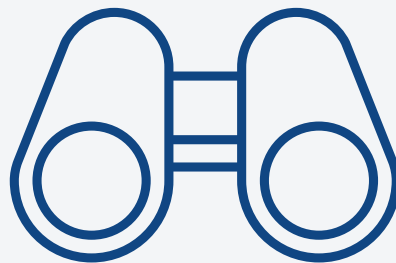
**KOHL'S**

# BECOME A POLL WORKER OR POLL WATCHER

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



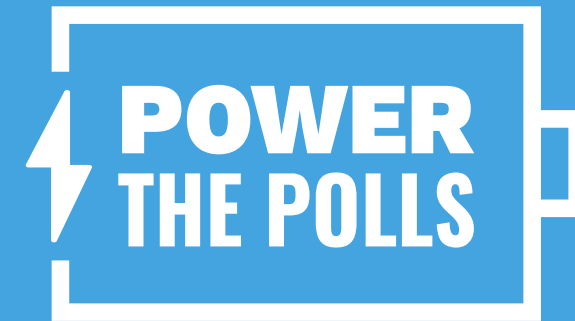
**POLL WORKERS** are trained by local election boards to identify problems and serve at polling places on Election Day. It's a nonpartisan role that simply works to ensure a successful election process.



**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

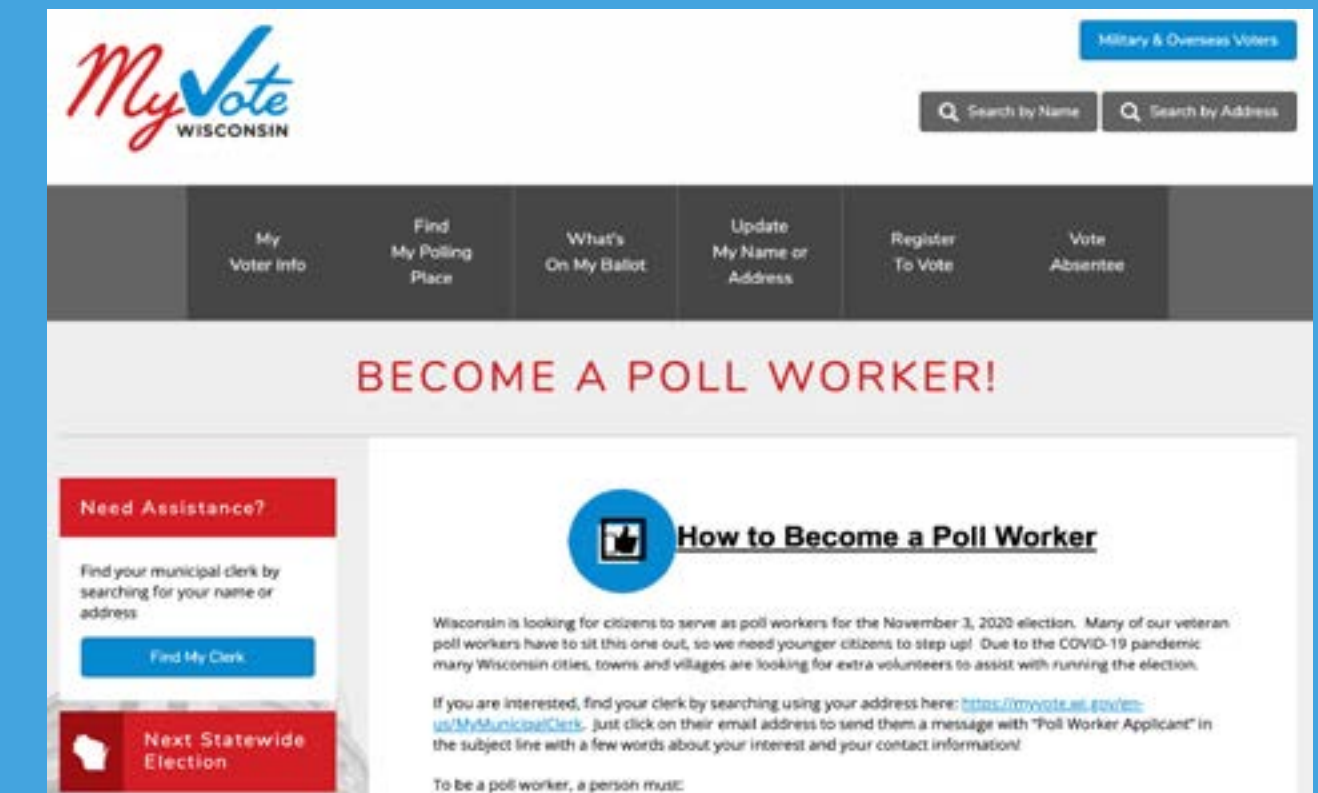
We are proud to partner with this new initiative from [Work Elections](#), teaming up with businesses and coalitions to promote civic engagement and poll worker recruitment.

### 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>22</sup>

# 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

# 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. 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/>
5. 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>
6. 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>
7. 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)
8. 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)
9. 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>
10. Ibid.
11. Ibid.
12. 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)
13. Ibid. ?
14. 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/>
15. "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>
16. 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>
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. Fiserv. June 1, 2020. <https://twitter.com/Fiserv/status/1267633297158520833/photo/1>
19. Alliant Energy. "Racial injustice: A letter to our customers and communities." June 5, 2020. <https://www.alliantenergy.com/AlliantEnergyNews/NewsReleases/Letter060520>
20. Salzwedel, Jack. "Turning anger into action." June 2, 2020. <https://newsroom.amfam.com/turning-anger-into-action/>
21. Gass, Michelle. "A Message from CEO Michelle Gass to Kohl's Associates." June 1, 2020. <https://corporate.kohls.com/news/archive-/2020/june/a-message-from-ceo-michelle-gass-to-kohl-s-associates>
22. "Poll Watcher Qualifications." National Conference of State Legislatures. Accessed August 24, 2020. <https://www.ncsl.org/research/elections-and-campaigns/poll-watcher-qualifications.aspx>

INFO@BUSINESSFWD.ORG

---

BUSINESSFWD.ORG

---

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

---

202.861.1270

 **BUSINESSFORWARD**  
FOUNDATION