

election day + post-election guide

**We're 100% In
for democracy.**

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We're 100% In for democracy.

Each of our companies has unique values. Yet, we are united by these shared, nonpartisan principles:

- **Every American has a voice in our democracy.**
- **Voting should be safe, trusted, and accessible to all.**
- **Elections must be fair and transparent.**

As business leaders, we're committed to strengthening our democracy by supporting safe, trusted, and accessible elections, and inspiring our employees and customers to participate in civic life.

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Special thanks to the following collaborators who contributed content for this Guide:



introduction

Because of your leadership, the U.S. business community has significantly strengthened our democracy and America has reached an important tipping point in civic corporate culture.

In 2020, we have witnessed extraordinary alignment within the business community around actions that help strengthen our democracy and encourage nonpartisan civic participation. Civic engagement is now viewed by many Americans as a norm for how best-in-class companies engage their employees and consumers. According to a [recent survey](#), a majority of Americans said they view companies that give employees Election Day off, or promote voter registration, in a more positive light.

Americans are deeply engaged in the 2020 election. A recent [national survey](#) from the Pew Research Center finds high voter engagement with the presidential campaign — and a record share of Americans say it “really matters” who wins in November. Yet the coronavirus outbreak continues to cast a large shadow over the 2020 election. Half of all voters expect to have difficulties casting a ballot, and elections officials face unprecedented challenges as they prepare for pandemic-era elections.

Americans are looking to their employers and trusted brands for guidance, support and direction during this unprecedented election season. The business community can help combat misinformation and encourage patience and stability by making sure their employees and consumers know what to expect on Election Day and beyond.

stay focused on encouraging voter engagement and making a plan to vote.

As you navigate this Election season, remember that preparing for 2020's unique challenges should not distract from our primary goal — creating a culture where voting is celebrated and all Americans participate in elections.

We must remain steadfast in our focus on driving voter participation and encouraging all voters to make a plan to vote.

The good news is that we're already witnessing record turnout in early voting — by mail and in person. In many states, early voting is well underway and millions of Americans have already cast their ballots. In 2020, 99% of Americans can cast their ballots before Election Day.

Remember: Tuesday, November 3 is *not* the only day to vote — it is the *last* day to vote!

recommit to our shared values.

We're **100% In** for democracy. Each of our companies has unique values. Yet, Civic Alliance member companies are united by these shared, nonpartisan principles:

- **Every American has a voice in our democracy.**
- **Voting should be safe, trusted, and accessible to all.**
- **Elections must be fair and transparent.**

As business leaders, we're committed to strengthening our democracy by supporting safe, trusted, and accessible elections, and inspiring our employees and customers to participate in civic life.

we're here to help.

The Civic Alliance offers useful resources to help you develop an effective civic campaign quickly, and tips on how you can encourage early voting at your company. Our civic concierge team is always happy to field questions and assist you.

Thank you for your leadership, and for all you're doing to strengthen our democracy.

important messaging filter

As you communicate with employees and customers about the 2020 election, it's important that your messages be clear and encouraging to voters, and that you express calm and confidence in our democratic process. To that end, ask yourself these 5 questions from the perspective of a voter:

1

Will this message make anyone feel intimidated to vote and/or like their vote won't matter?

2

Will this message make it seem like the election results may not be valid?

3

Will this message empower individual voters and ensure their vote will make a difference?

4

Will this message make me feel invested in the election process and democratic norms?

5

Will this message overwhelm me?

Adapted from Democracy is Good for Business.

pre-election messaging guide

key messages: inspire & explain

The American public's support for democracy is strong and expansive, and the vast majority of Americans agree that voting is important. **Elections are both our most sacred obligation and our greatest national project.** Voting is a civic action that can unite — not divide — us.

Although the pandemic poses unique challenges for the 2020 election, our institutions of democracy are **robust, safe, and secure.** Voters should be: (a) reminded of why they believe in democracy in the first place; and, (b) reassured that safeguards and systems exist within our democracy to help protect the election from interference and manipulation.

Americans have many reasons to celebrate this election, including high rates of expected voter turnout and heroic work being done by local elections officials and poll workers to execute safe and secure elections during a pandemic. It's a hugely impressive accomplishment for our democracy, and the more people invested in its success, the better.

encourage trust in our democracy.

- Americans have been holding elections for almost 250 years. We have successfully voted during the Civil War, two World Wars, and other crises. **Our democracy was built for this.**
- Dozens of other countries around the world have held safe, secure elections in 2020, including major democracies like France and South Korea. They've taken many precautions to guarantee safe in-person voting, including requiring masks and staggering voting hours. Some have successfully expanded voting by mail. These experiences have offered lessons for U.S. officials as they prepare for our election during the pandemic.
- The average elections official has worked in 7 previous elections. Elections workers are our neighbors and friends who commit themselves to making sure every ballot is counted. There's a deep level of experience and a strong commitment to our electoral system within our democratic institutions.
- The U.S. presidential election process, like all other elections in the United States, is a highly decentralized system — operated across more than 10,000 election jurisdictions. All elections, including federal, are administered by the individual states and local jurisdictions. Since there is not one centralized place to hack or attack, it would be almost impossible to successfully rig the results.

highlight safe and secure options for early voting

- This election is the most accessible and open election in American history. Over 99% of Americans have options to vote before Election Day, either by mail or through in-person early voting.
- It is important that all eligible voters — including older Americans and voters with underlying health conditions — have safe, secure options to participate in this year's election.
- Voting early can ensure that school, work, long lines, a bad commute or even health concerns won't stop your ballot from being counted.
- Mail-in voting has a long history as an important part of our democracy dating back to the Civil War. Mail voting has proven safe and secure across both red and blue states. A [recent analysis](#) found only 372 cases of potential fraud out of roughly 14.6 million ballots cast by mail in 2016 and 2018.
Get complete answers and a discussion guide on this topic [here](#).
- Early, in-person voting is available in many states. Voters in these states should consider voting early in person, especially if they're concerned about voting by mail.
- Most voters can still vote in-person on Election Day in 2020. Local elections officials are implementing public health precautions to help protect the health and safety of voters and poll workers.

emphasize that every vote counts.

- Voting is fundamental to a healthy democracy and remains one of the most widely recognized acts of engaged citizenship.
- People care about different issues and face different barriers that influence whether they vote. When elected officials focus disproportionately on the things that matter to their voting constituents, they leave unaddressed the needs of a great many people who do not participate in the process. This is a problem for all Americans — and for the health of our democracy itself.
- Persistently underrepresented groups include communities of color; young people; people with lower incomes and less education; people with disabilities; people with language access needs; military service members and Americans living overseas. These groups do not fit neatly into any single political party. This is not a Republican issue or a Democratic issue. It's an American issue.
- That's why it's important to celebrate voting and work toward a future where all Americans participate in elections. We believe democracy works best when everyone participates.

manage expectations about election night.

- Just about everything is different in 2020, and the election will be no exception. One of the biggest differences this year is that there may not be a clear winner on Election Night.
- Every eligible voter should have their voice heard and their vote counted. It is going to take longer to count the votes and verify a winner in this year's election — and that's okay.
- It's important that we wait until all votes are counted before trying to determine who won. **Democracy is worth the wait.**
- In response to the coronavirus pandemic, many states are allowing more voters to use mail ballots than in past elections.
- It takes elections officials longer to verify and count mail ballots than votes cast by electronic voting machines because they need extra time to double check that those ballots have been verified and counted before announcing a result.
- What's more, in some states, local laws prevent elections officials from processing mail ballots until after polls have closed on Election Day.
- Coronavirus is also going to make the process of counting all the votes and declaring a winner take longer than normal. Just like many workplaces, elections officials are being careful to stay socially distanced and are sometimes working with reduced staff or fewer resources.
- We need to be patient so elections officials can take the time to make sure every eligible vote is counted accurately.
- Every eligible voter should have their voice heard and their vote counted. **When elections officials take the time to count and verify every ballot, that's a sign that our democracy is working.**

trust the process.

- Our democratic systems are resilient and strong enough to deliver an outcome that is valid and can be trusted, even if this process looks different this year due to the pandemic.
- While elections officials take time to process ballots and verify results, candidates and political parties may try to leverage the waiting period to their political advantage, calling into question the integrity of our elections and sowing doubt in our elections process.
- The best way to combat this misinformation and maintain stability is to ensure that the American people are prepared and know what to expect in advance.
- **It is more important to get the results right than to get them fast.**

encourage civil discourse before the election.

The [Dialogue Project](#) offers 5 ways your company can help employees engage in productive and civil discourse at work before Election Day:

set the tone from the top

Consider a message from your CEO (or head of Human Resources) to all employees that acknowledges the contentious election, commits the company to a culture of mutual respect, and emphasizes the importance of corporate values and an inclusive, harmonious workplace.

facilitate constructive conversation

Ask HR to provide guidance to your organization's managers on discussion facilitation. There are many tools to help them do this, including [the Dialogue Project's case studies](#) and More in Common's [Democracy for President guide](#).

avoid partisanship

Discourage unnecessary election pools and political banter, but do it in a way that doesn't appear to be censorious or taking sides. Make clear that the goal is to create an inclusive workplace for employees of all political persuasions and to avoid hurtful and aggressive language that could alienate or offend your colleagues.

get out the (nonpartisan) vote

Encourage everyone to vote, without taking sides.

set the example

Model the behavior you hope to see in others.

For more, read [Bob Feldman's article](#) in the *Harvard Business Review* or check out the [Dialogue Project](#).

review your voter engagement checklist.

Utilize your communications channels to engage your employees before Election Day. Your outreach and messaging should contribute to a corporate culture where employees and consumers feel supported and encouraged to participate in elections.

- Encourage voters to check their registration status and register to vote. Many voter registration deadlines have passed, but some states allow voters to register in-person on Election Day. To check your registration status and get the details about registering to vote in your state, text VOTER to 26797.
- Encourage voters to learn about their early voting options at voteearlyday.org.
- Celebrate Vote Early Day on Saturday, October 24! Our [Vote Early Guide](#) offers lots of great messages and social content to help you encourage early voting.
- Remind eligible voters to request a mail-in or absentee ballot. To learn how to vote by mail in your state, visit [HowTo.Vote](#) or text MAIL to 26797.
- Share non-partisan, state-specific voting information from [HowTo.Vote](#)
- Send a company-wide email encouraging employees to vote, reminding them of your workplace Election Day policy, and sharing [GetToThePolls.org](#) to find their polling places.

review your voter engagement checklist. (continued)

- Encourage voters to preview what's on their ballot using trusted, nonpartisan resources: [Ballotpedia](#) or [BallotReady](#)
- Encourage voters to return mail ballots early and carefully follow mail ballot instructions. The U.S. Postal Service recommends returning mail ballots at least 7 days prior to the due date.
- In some states, voters are required by law to return ballots inside the secrecy sleeve provided in order for their ballots to be accepted. We encourage all voters to use the secrecy sleeve, if provided.
- Many jurisdictions also offer ballot drop box locations for mail voters who prefer not to return ballots via the U.S. Postal Service. For an updated list of official ballot drop box locations, visit: [GetToThePolls.org](#).
- Contribute to a culture of civic engagement by setting a goal for company-wide voter turnout among your employees.
- Share your company's commitment to being "100% In for democracy." Here's a [social media toolkit](#) to help you amplify your company's commitment to civic participation and safe, trusted, and accessible elections.

election day messaging guide

November 3 — last call to participate in the 2020 election! Here are a few valuable messages and resources to share with your employees, customers, and communities on Election Day:

be a voter.

If you haven't voted yet, today is your last chance to participate in this election.

- To vote in person, find your polling place at gettothepolls.org
- If you are voting by mail, follow all the instructions on your ballot to complete and return it. You can find where to return it at gettothepolls.org

November 3 is the last chance for voters to participate in this election. Make sure those who are just tuning in get the messages they need to find their polling place or remember to return their mail-in ballot before it's too late.

get support.

Have questions or issues at your polling place? Call 866-OUR-VOTE (866-687-8683) and a trained volunteer will assist you.

The national, nonpartisan Election Protection Coalition (EPC) works to ensure that all voters have an equal opportunity to vote and have that vote count. EPC volunteers provide voter information, document problems they encounter when voting and work with partners and volunteers on the ground to identify and remove barriers to voting.

long lines?

No problem! Get free food delivered for everyone at crowded polling places by reporting long lines to www.polls.pizza/report

Pizza to the Polls is making democracy delicious by delivering free food for all to polling places with long lines. When people submit reports of long lines to Pizza to the Polls, they will verify the report and dispatch either a food truck or pizza delivery to the polling place to offer free food for all.

Studies have found that providing free food at busy polling sites is valuable because it encourages voters to continue waiting in line while defusing tensions at polling sites, thereby mitigating threats of disruption or violence.

thank election workers.

Thank elections workers — the essential workers of our democracy! And acknowledge the hundreds of thousands of Americans who served their country as poll workers!

Election workers across the country have worked tirelessly to carry out an unprecedented national election in the midst of a global pandemic. They deserve our respect and acknowledgement.

And, in the face of a national shortage of poll workers, hundreds of thousands of Americans stepped up to serve as poll workers when older Americans weren't able to participate due to COVID-19. This new generation of poll workers made sure our elections could be carried out safely.

encourage patience for official results.

Because the pandemic has changed how many Americans are voting in 2020, election workers will need more time to count all the ballots. So, have patience — democracy is worth the wait!

The best way to combat misinformation and maintain stability is to ensure that Americans are prepared and know what to expect on Election Night.

post-election messaging guide

key messages: unity, rules & patience

Democracy depends on **adherence to the rules of the game, even if that takes time**. After Election Day, we must chart a path back to national unity — both in recognizing the eventual winner and in rejecting any improper attempts to undermine the results.

encourage patience.

This year, Americans may need to exercise more patience than usual when it comes to our voting process. Fortunately, recent surveys (such as [this Fox News poll](#)) show Americans are already aware that it may take more time to count ballots this year and that they are comfortable waiting for accurate results.

Here are three messaging tips:

1. **Acknowledge our new circumstances, under which previous election norms may not apply.** Remind yourself, your employees and your customers that though this election process may be different, our system is resilient and strong, and we have successfully held elections during many challenging periods in our history.
2. **Affirm that steps are being taken to verify and count people's votes, even if this requires more time than usual due to the pandemic.** Frame the additional wait as a positive: In order to maintain the integrity of this election, meticulous care must be taken to count all votes. It's more important for elections officials to get results right, rather than get them fast.
3. **Elevate credible sources of information.** Look to your local elections officials for information and updates on election results.

plan for uncertainty.

Scenario planning can be a useful tool for understanding the full implications of what might occur in November and beyond — and how electoral consequences can impact a company's stakeholders.

Several scenarios are useful to consider here. It's important to note that many of them may happen in parallel or in rapid succession.

- **Lagging Results from Specific States.** Remember that state laws — not federal — dictate how ballots will be processed and counted. In this scenario, an expected heavy influx of mail ballots will slow the announcement of vote counts more than in previous years in several presidential battleground states, including Pennsylvania, Michigan, and Wisconsin that may decide the election. Media — in a competition to be “first to call” — will be scrambling to project outcomes, potentially leading to conflicting reports, the premature declaration of winners and confusion.
- **Side Effects of Fake News and Misinformation Campaigns.** Without a clear Election Night victory, Americans may confront a vacuum of trusted information. Candidates, political parties, and other actors — foreign and domestic— may try to leverage the waiting period to their political advantage, calling into question the integrity of our elections and sowing doubt in our elections process. Misinformation from illegitimate news sources could further cloud results and cause confusion among the public.

plan for uncertainty. (continued)

- **Contrasting Results from Different Methods of Voting.** Results from some avenues for casting ballots — like in-person voting — will be largely counted and reported on Election Night. Others, like mail-in and absentee ballots, are likely to take longer to process in many states. What’s reported on Election Night could signal that races are heading in a clear direction, only to be contradicted later by lagging results from absentee and mail-in ballots, especially given the varied deadlines set by individual states for when mailed ballots must be postmarked and/or received.

An extended period of uncertainty could pose greater challenges to our government and economy, as well as increase the risk of violence by confused and angry members of the public.

deliver clear, consistent communications.

In a situation of electoral uncertainty, employees and consumers will expect clear, consistent communication from their employers and trusted brands. Ahead of the election, business leaders should prepare employee and public communications that can be released either before results are in or immediately following Election Day and plan for an ongoing, regular cadence of communications with employees and, possibly, with customers and other stakeholders.

deliver clear, consistent communications. (continued)

We recommend that these communications:

- Assert the company's corporate vision, mission and values related to citizenship and its commitment to democratic norms.
- Express appreciation for employees and consumers who have participated this year and remind the audience of the scope of the company's nonpartisan civic engagement efforts.
- Acknowledge uncertainty but assure employees that there's a plan for the way forward in the event of any election outcome.
- Point employees and customers exclusively to reliable, official information and media reports based on official results. There should be skepticism of reports, particularly on social media, that seek to confuse the general population and stoke distrust of election results.
- Remind employees to respect opposing points of view.
- Refresh existing guidance about public social media presence or press interviews.

Remember that your employees (and customers) are dealing with the convergence of flu season, election season, an economic downturn, ongoing remote learning for working parents and a surging pandemic. Now is the time to claim or reclaim the mantle of "chief empathy officer." Continue to prioritize initiatives and communications around workplace safety, workplace culture and mental health. Simultaneously, closely monitor operations and infrastructure (brick and mortar, online presence, employee networks) to quickly address employee activism, which may run high.

celebrate strong voter turnout — and the people who made it possible.

If early election trends hold and voter turnout increases, as experts predict, we expect record (or near record) voter participation in 2020. No matter who prevails in the election, record voter turnout is a major win for our democracy!

Acknowledge the people inside your company and your community who helped register voters and prepare them to participate in this year's election. This includes:

- Civic champions who led your company's nonpartisan civic program.
- Employee resource groups, human resource professionals and government affairs staff who led outreach efforts and developed voter-friendly workplace policies to encourage voting.
- Your company's CEO and other leaders who made commitments to increase voter participation.
- Employees at your organization who volunteered to serve as poll workers.
- Your company's CSR or philanthropic teams who donated PPE to elections officials.
- All the employees who participated in the election and encouraged their friends, families and colleagues to do the same.
- Your many customers who navigated new voting options and voted in record (or near record) numbers during a pandemic.
- Local elections officials who carried out safe and fair elections during a pandemic. Remember, elections officials are the essential workers of our democracy, and their heroic work deserves our gratitude and respect.

High voter turnout is cause for celebration!

encourage civil discourse.

Here are 7 recommendations, drawn from [Dialogue Project](#) research, that can help companies navigate an extended post-Election period of uncertainty:

1. **Do not remain silent — communicate.** The election and its aftermath will be the elephant in the room. It will need to be addressed.
2. **Acknowledge the difficulty.** The most effective initiatives on civil discourse begin with an admission that these conversations may be difficult. Acknowledge that people feel passionately about these issues, and that it can sometimes be challenging to rein in that passion or for someone to hear contrasting views that they believe differ not only on policy but on core values.
3. **Listen actively.** Each person has a responsibility to be an active listener and demonstrate respect for others. It's important to remind people to speak from their own experiences and not to speak for others or for an entire group.
4. **Model desired behavior.** Remember that in times of stress, employees carefully watch the words and actions of leaders. Even the casual banter that often precedes in-person or virtual meetings will be scrutinized. Leaders finding themselves in passionate discussions should speak briefly, resist the desire to interrupt, share the conversation time equitably and emphasize areas of common ground.
5. **Show leadership through empathy.** The day after the election and, likely, for some days after that, will be a time to showcase the softer skills of leadership. Empathize with the challenge we all may face to keep our cool as post-election conflict escalates to its climax.

encourage civil discourse. (continued)

- 6. Resist the temptation to be the office pundit.** Social media and cable news have turned us all into amateur pundits. But holding forth at work with your own predictions and analysis, tempting as the daily drama may make it, will lead others to make inferences about you that may be unhelpful and raise, rather than lower, the political temperature. This may be difficult to avoid entirely if you are in a business that may be significantly affected by the outcome of the election or by the uncertainty itself, but it should be minimized by leaders at all levels.
- 7. Reiterate core values.** Depending on how the situation plays out, and especially if there is any kind of civil unrest, it may also be helpful to reiterate company policies regarding social justice, diversity and inclusion, harassment, bullying and so on — and remind employees and customers of important brand values like community, respect and togetherness.

carefully respond to contested results.

A close election is likely to be heavily contested and disputes may be litigated in court. This is routine and is not itself a cause for alarm.

However, there is a small chance that disputes could extend further than recent elections, challenging long-standing norms and laws. **Should such disputes arise, it will be critical to ensure that voters have accurate information that they can trust and understand, role models to follow and a clear path to express or resolve any grievances.**

Messaging Recommendations

de-escalation

"While allegations should be taken seriously, legal disputes and administrative concerns are normal in every election. Let's ensure cool heads prevail."

re-establish norms

"Before we are Republicans or Democrats, we are all Americans and team members at [company]. We know how to come together with others, even when we disagree, and to make a difference together. We will get through this, as well."

trust the officials

"Let's listen to local election administrators and experts whose job it is to count ballots and verify results."

remember the long-term

"For the sake of the country, we count every vote and accept the results, even if the candidate we supported loses. We move on and try again in the next election. That's how it's always been in America."

official electoral college timeline

**between election day and
inauguration day**

by the national task force on election crises

NOVEMBER 3, 2020

ELECTION DAY

All states have chosen to appoint electors based on a popular election. Date set by federal law. See 3 U.S.C. § 1

Early and/or absentee voting begins as early as September in some states.

Voting will conclude on Election Day, but it may take longer to finish counting ballots and resolve disputes.

**DECEMBER 8, 2020
SAFE HARBOR DEADLINE**

This is the deadline for states to resolve disputes concerning the appointment of electors (pursuant to laws enacted before Election Day) in order to have those appointments treated as "conclusive" by Congress. Date set by federal law. See 3 U.S.C. § 5

There is a strong incentive for states to resolve election disputes by this date, but doing so is not required by federal law.

The Electoral Count Act governs the process by which Congress considers electoral votes, including resolving objections and disputes over which votes to count.

**DECEMBER 14, 2020
ELECTORAL COLLEGE MEETINGS**

Electors meet in their respective states on the same day to cast their votes. Date set by federal law (but required by the Constitution to be the same for all states). See 3 U.S.C. § 7; U.S. Const. art. II, § 1, cl. 4.

Even if a state misses the Safe Harbor deadline, it can still resolve disputes and certify the results before the Electoral College meets.

If a state has not resolved disputes and appointed electors in time for them to vote on this date, the state risks being disenfranchised.

If no presidential ticket has a majority of the electoral votes at the end of the process, the Twelfth Amendment provides that the House of Representatives will choose the president and the Senate will choose the vice president.

**DECEMBER 23, 2020
DEADLINE FOR RECEIPT OF
ELECTORAL CERTIFICATES**

If Congress has not received a state's certificate of electoral votes by this date, the President of the Senate or the Archivist must request it from the secretary of state. Date set by federal law. See 3 U.S.C. § § 12-13

**JANUARY 6, 2021
JOINT SESSION OF CONGRESS**

Congress opens certificates and counts electoral votes in a special joint session. Date set by federal law. See 3 U.S.C. § 15

JANUARY 20, 2021

INAUGURATION DAY

The current presidential term ends at noon on January 20th. Date set by Constitution. See 3 U.S. Const. amend XX, § 1

If there is no clear winner by noon on January 20th, the Electoral Count Act provides for an "acting president" until disputes are resolved (the Speaker of the House is first in line). The current president does not stay in office.

**a civic moonshot:
80% turnout
by 2028**

Civic participation is the cornerstone of a healthy democracy. Democracy works best when we all participate. That's why we are playing the long game — striving for a moonshot goal of a representative 80% voter turnout by 2028.

In each of the four most recent U.S. presidential elections (prior to 2020), about half of all eligible voters didn't participate. And although we expect high turnout in 2020, we know that we all must continue to work toward a future where voting is celebrated and every American participates in elections.

America is in the midst of a civic reawakening — as well as a national reckoning about social injustice and race. We must embrace this moment as an opportunity to build a new culture of civic participation in which every American feels empowered to vote, inspired to do so and free from any structural barriers to participation. If we want to see improvements in the way our government solves problems, it is incumbent upon us to get involved now, more than ever.

Let's make sure we are building toward that future now. This means looking well beyond 2020, laying the foundation for the kind of transformative change that's required for full civic participation and creating a democracy that's strong, inclusive and truly reflects the will of its people.

Voting isn't the only answer to the problems we face. But it is a critical step toward creating a democracy that truly reflects the interests, values and preferences of all Americans.

Let's do this together.

a civic moonshot: 80% turnout by 2028

civic alliance resources

- Our “100% In for democracy” [social media toolkit](#) will help you amplify your company’s commitment to civic participation and safe, trusted, and accessible elections.
- Our [Vote Early Guide](#) offers lots of great messages and social content to help you encourage early voting.
- Our [Quick Start Guide](#) offers suggestions for voter-friendly workplace policies, employee engagement and consumer outreach strategies.
- Our [Civic Storylines Toolkit](#) offers specialized guidance for media companies, ad agencies and content creators within our network.
- Our [Election Day of Service](#) offers opportunities for companies to recruit employees as poll workers, donate PPE or offer physical space to elections officials.
- Our curated list of [Nonpartisan Civic Volunteer Opportunities](#) includes great ways your employees can participate in this election.

more resources

- [National Task Force on Election Crises](#)
- Edelman's 2020 [Divide Guide](#)
- More in Common's [Democracy For President](#)
- [Dialogue Project](#)
- "[Don't Let Election Passions Roil Your Workplace,](#)" by Bob Feldman. Harvard Business Review, October 7, 2020
- "[Civic Responsibility: The Power of Companies to Increase Voter Turnout,](#)" by Sofia Gross and Ashley Spillane, Harvard Kennedy School, June 2019

We are the Civic Alliance, a non-partisan business coalition that strengthens our democracy by supporting safe, healthy, and trusted elections and inspiring every American to participate in shaping our country's future.

The Civic Alliance was founded by the CAA Foundation and Democracy Works. A little more about our two organizations:



CAA Foundation activates the power and reach of the entertainment, media and sports industries to create systemic social change for a more equitable and optimistic future. Founded in 1995, the CAA Foundation is the philanthropic arm of Creative Artists Agency and has been at the heart of the company and popular culture, investing in our communities and realizing the humanitarian goals of our clients.



Democracy Works is a nonpartisan nonprofit organization that improves civic participation by building technology to power democracy. We do this by creating the tools needed to upgrade the infrastructure of our democracy and using those tools to turn the internet into an on-ramp for voting.

Visit the Civic Alliance online at civicalliance.com, reach out to your Civic Concierge at concierge@civicalliance.com, or email any of us:

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last but not least

election day + post-election guide

**We're 100% In
for democracy.**

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