

Employee Activation Guide

Leverage the Power of Your Social Media Platform

Spread the important message of voting on your social media platforms with your audiences. Use our Social Media Toolkit, complete with creative assets and suggested copy and proudly declare I am a voter.

Integrate Messaging into Pre-Existing Content

Integrated messaging about voter participation and helping to normalize civic engagement will be key to increasing voter turnout this upcoming midterm election and future ones. Play our :30 spots which highlight facts about the importance of this election.

Participate in The Media Day Shutdown on National Voter Registration Day, September 24

Your activation can range from dedicating 100% of ad space for the entire day featuring the I am a voter. Call to Action, to a I am a voter. first impression takeover for each site visit, to a dedicated 3-minute period where your site features the I am a voter. Call to Action.

Remind Employees About Important Dates and Deadlines

Use your internal employee portal or company intranet to remind everyone about important registration deadlines and election days using our campaign images and assets.

Activate at Concerts or Events

Leverage your captive audience by promoting voter registration or reminding them when Election Day is. The PSA or banner ads will drive towards the text platform which will provide them with useful information. All you need to do is text VOTER to 26797.

Distribute Pins

Research shows having a “voter” identity (i.e. “I am a voter” instead of “I vote” is an important predictor of actual voting. Whether it’s a party or out running errands, promote this campaign by wearing our pin and remind everyone that you are a voter.

Empower Your Employees

Be the leading corporate force for civic culture by ensuring that your employees have the voter education resources and tools that they need to participate. Utilize Employee Resource Groups to celebrate National Voter Registration Day and local elections to create a culture of voting in your company.

Make Election Day A Company Holiday

Many registered voters do not vote because they cannot get the time off on Election Day. Help change this by adjusting your office hours so that employees may vote and make this day a company holiday and join <https://www.electionday.org>