

# Employee Voter Registration Week 2019

Sample Messaging

September 23-27, 2019



**#employeescvote**



## ABOUT EVRW

Voting is an essential right and one that shouldn't be wasted. But employees can't exercise that right if they aren't registered and prepared to go to the polls on Election Day. There are millions of employees across the United States who aren't registered to vote or who have outdated registration information. The misconception is that voting is too difficult and time consuming, but the reality is that registering to vote is simple and doesn't take much time or effort.

Employee Voter Registration Week is an effort to decrease the number of unregistered eligible private sector voters across the country. The initiative does not tell employees how to vote or who to vote for, instead it provides information to help employers encourage voter registration. During the week of September 23-27, private sector organizations unite to work toward a common goal.

Employee Voter Registration Week is powered by BIPAC, a nonpartisan, membership-driven organization dedicated to helping private sector employers and employees to be engaged in the political process.

We hope you'll join us for this important campaign!

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## MESSAGING FOR CORPORATIONS INTRODUCTION EMAIL

*Use this email template below to launch your campaign.*

From: Employer  
To: Employee  
Date: Last week of August/First week of September  
Subject: [ORGANIZATION] is Participating in EVRW

Dear Employee,

This September 23-27, [ORGANIZATION] will be participating in Employee Voter Registration Week. This is an important initiative that encourages private sector citizens to register and vote as we near the 2019 state election general election and an important 2020 election year.



The elections this year and next are crucial as we will have the opportunity to vote for elected officials at the local, state, and federal level including the President. The men and women we elect or re-elect have the ability to shape the policies which impact our industry, organization, and daily lives and we can't take our decision for granted.

In order for our voices to be heard and for our opinions to make a difference, we must register to vote and cast our ballot in the upcoming state general election and next year's caucuses and primaries. It can often be difficult to make time for things outside of work and family, but by registering you give yourself the opportunity to make an impact. To make the process easier, we are hosting a voter registration and election information center on our website [WEBSITE LINK]. Simply type in your address to find out when and how to register, access your polling location information, and learn about your candidates.

By participating in and recognizing the importance of Employee Voter Registration Week, our hope is that our industry and organization will be better represented at the polls on Election Day. We can register, vote, and make a difference.

For more information, contact [CONTACT NAME] at [CONTACT INFORMATION].

Thank you,

[CONTACT NAME/ORGANIZATION GOVERNMENT AFFAIRS/COMPANY REP]



## WEEK BEFORE EMAIL

From: Employer  
To: Employee  
Date: Week of September 16-20, 2019  
Subject: Next Week is Employee Voter Registration Week!

Dear XXXX,

Next week is the start of our Employee Voter Registration Week campaign, and we are excited to be able to provide you with the resources you need to be an informed and prepared voter. If you aren't already registered to vote or if you need to update your information on file, this is a great opportunity to do so.

Simply visit the voter information page on [[WEBSITE LINK](#)] and enter your address to learn more about your key election dates and deadlines, access a form for registering or applying for an absentee ballot, and find out who is running in your area.

In 49 states and the District of Columbia, you can't vote if you aren't registered. Make sure you take a moment to verify your information and get prepared for this year's elections.

Together, we can make a difference and impact this election.

Thank you,

[CONTACT NAME/ORGANIZATION GOVERNMENT AFFAIRS/COMPANY REP]



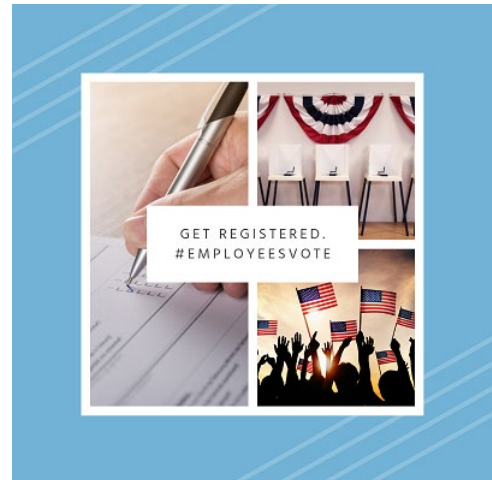
## EVRW EMAIL MESSAGE #1

From: Employer  
To: Employee  
Date: September 23, 2019  
Subject: Get Registered for EVRW

Dear XXXX,

Employee Voter Registration Week is here! Do you need to register to vote or check to make sure your information is up to date? There's no time like the present!

We make it easy for you to find the information you need to get ready to vote in this year's upcoming general election and next year's caucuses and primaries. Check out our website at [\[WEBSITE LINK\]](#) and complete your state's voter registration process. While you're there, be sure to verify your key election dates and take a look at the candidates running to represent you.



Employee Voter Registration Week is important as companies and associations across the country, come together to recognize and accomplish the goal of ensuring private sector employees are registered to vote and have the information they need to be informed voters. We hope you'll help us to accomplish this goal by getting registered this week.

You have the power to impact elections at all levels of government.

Thank you,

[\[CONTACT NAME/ORGANIZATION GOVERNMENT AFFAIRS/COMPANY REP\]](#)

## EVRW EMAIL MESSAGE #2

From: Employer  
To: Employee  
Date: September 25, 2019  
Subject: Don't Wait to Get Registered!

Dear XXXX,

Our country is made up of many voices and each one counts. Let's make sure that our industry and organization is well represented at the polls on Election Day. We can't do that, though, if we aren't all registered to vote and have the information we need to be involved.

Our Employee Voter Registration Week campaign ends on Friday, so it isn't too late for you to get involved by visiting our website at [\[WEBSITE LINK\]](#) to check out voting information for your state.

Some employees are voting in state and local elections this November, and others are looking toward their state's caucuses and primary elections in 2020. Each election is important, though, and candidates elected to public office may impact our industry and company in the years to come.

Let's make sure we're registered and ready to vote this year.

[\[CONTACT NAME/ORGANIZATION GOVERNMENT AFFAIRS/COMPANY REP\]](#)



## POST-EVRW EMAIL MESSAGE

From: Employer  
To: Employee  
Date: September 30, 2019  
Subject: Thank you!

Dear XXXX,

Thank you for making Employee Voter Registration Week 2019 a success! We partnered with [# EVRW PARTNERS] organizations, and because of you, we will be well-positioned to make our industry's voice heard this November and in 2020.

Last week, our employees had the opportunity to get registered and prepared to vote, but if you were unable to participate, it's not too late. In many states, you can still update your information or get registered to vote, and it's never too late to review your state's rules for voting and the candidates up for election in your area.

Take some time to make a plan to vote by locating your polling place and researching your candidates so you are prepared to cast your ballot.

Each election year, Americans elect lawmakers whose decisions may directly impact our families, and the places we work. Let's make sure we make our mark this year and get out the vote.

Thank you,

[CONTACT NAME/ORGANIZATION GOVERNMENT AFFAIRS/COMPANY REP]



## MESSAGING FOR ASSOCIATIONS

### INTRODUCTION EMAIL

From: Association  
To: Member Companies  
Date: Early July  
Subject: Join the EVRW Initiative!

Dear XXXX,

This September 23-27, [ASSOCIATION] will be participating in Employee Voter Registration Week (EVRW), an initiative dedicated to increasing the number of private sector registered voters across the country.

In order for our industry's voice to be heard, we must ensure that our employees are educated on the issues that matter and are prepared to vote on Election Day. We don't tell our employees who to vote for, but we provide them with the tools they need to be civically engaged.

The 2020 elections will be crucial, and that's why we are asking you to join us and participate in this year's campaign. You can find additional information in the attached one-pager, and all of the resources you will need to participate including sample messaging, timelines, graphics, and webtools are available on our website here [WEBSITE LINK].

We will also be holding an informational webinar for all our member companies on [DATE OF WEBINAR] to provide additional insight and answer any questions you may have.

[SIGN UP FOR THE INFORMATIONAL EVRW WEBINAR]

By participating in EVRW, our hope is that our industry will be better represented at the polls during the 2019 general election this November and during the 2020 presidential election year. For more information or to become an official partner, please contact [CONTACT NAME] at [CONTACT INFORMATION].

Thank you,

[CONTACT NAME/ORGANIZATION GOVERNMENT AFFAIRS/COMPANY REP]

## FOLLOW-UP EMAIL

From: Association  
To: Member Companies  
Date: Mid-August  
Subject: There's Still Time to Get Involved!

Dear XXXX,

It's not too late to participate! There is still time for your company to get involved and participate in our Employee Voter Registration Week 2019 campaign. The initiative will run from September 23 to September 27 and is dedicated to encouraging private sector citizens to get registered and vote in the upcoming November elections.

Getting involved is easy! Simply visit [[WEBSITE URL](#)] to download sample messaging and graphics to email your employees or post on social media. You can also direct employees to our Voter Information tool where they can enter their address and look up key dates and deadlines as well as download important forms, check their polling place, and review the candidates running in their area.

In order for our industry to be heard, our employees must be registered and vote in every election.

For more information or to become an official partner, please contact [[CONTACT NAME](#)] at [[CONTACT INFORMATION](#)].

Thank you,

[[CONTACT NAME/ORGANIZATION GOVERNMENT AFFAIRS/COMPANY REP](#)]

## GRASSROOTS SIGN-UP INDIVIDUALS EMAIL

From: Association  
To: Individuals Signed Up for Grassroots Updates  
Date: Early September  
Subject: [ORGANIZATION] is Participating in EVRW

Dear XXXX,

This year, [ASSOCIATION] is participating in Employee Voter Registration Week to recognize the importance of getting registered to vote for the upcoming November elections.

During the week of September 23-27, we will be posting on social media and encouraging employees to visit the Voter Information section on our website [WEBSITE LINK] to learn more about registering and voting in their state.

We hope you'll follow along and let us know if you get registered by posting on Facebook and tweeting with the common hashtag #employeesvote.

Our industry's voice is important, but we can't be heard if we don't register and head to the polls on Election Day.

Let's get registered.

Thank you,

[CONTACT NAME/ORGANIZATION GOVERNMENT AFFAIRS/COMPANY REP]

## WEEK OF MEMBER COMPANY EMAIL

From: Association  
To: Member Companies  
Date: September 23, 2019  
Subject: Employee Voter Registration Week is Here!

Dear XXXX,

Employee Voter Registration Week is here! Don't forget to communicate with your employees and encourage them to get registered ahead of their state's voter registration deadlines.

Take a few minutes to post on social media and ask people to check out [WEBSITE] where they can find out more about getting registered and voting early or on Election Day.

You can access sample social media posts at [WEBSITE] along with graphics and sample email messages.

It's not too late to get involved!

[CONTACT NAME/ORGANIZATION GOVERNMENT AFFAIRS/COMPANY REP]

## WEEK OF GRASSROOTS SIGN-UP INDIVIDUALS EMAIL

From: Association  
To: Individuals Signed Up for Grassroots Updates  
Date: September 23, 2019  
Subject: Employee Voter Registration Week is Here!

Dear XXXX,

Employee Voter Registration Week is here, and now is a great time to check your voter registration status or get registered if you haven't done so yet.

We make it easy for you to find the information you need to participate in your state's electoral process. Simply visit [[WEBSITE URL](#)] and type in your address using our Voter Information tool to see the key dates and deadlines for you as well as download forms you can use to get registered or vote early.

Once you've visited the site, be sure to post on Facebook or Tweet encouraging others to do the same using #employeesvote.

Voting is our right, and it's important we exercise that right in every election.

Let's get registered!

[CONTACT NAME/ORGANIZATION GOVERNMENT AFFAIRS/COMPANY REP]



## POST-EVRW EMAIL

From: Association  
To: Member Companies  
Date: September 30, 2019  
Subject: Thank you!

Dear XXXX,

Thank you to everyone who participated in this year's Employee Voter Registration Week campaign! We appreciate your dedication to encouraging private sector citizens to get registered and make their voices heard at the polls.

This year, [XX COMPANIES] in our industry participated in the effort, and we are excited to have partnered with each of them.

While we covered a lot of ground this week, our work isn't done. Now it's time to head to the polls and make our mark on this year's November elections.

We hope you'll take some time to check out our other Get Out the Vote resources and spread the message of the importance of voting throughout the rest of this election year.

Let's get out the vote together!

[CONTACT NAME/ORGANIZATION GOVERNMENT AFFAIRS/COMPANY REP]