

HOW YOUR BUSINESS CAN HELP PEOPLE VOTE



WHY IT MATTERS?

- **Community Trust**
- **Employee Engagement**
- **Civic Responsibility**

When done correctly, this work is legal, nonpartisan, and impactful.

WHAT'S ALLOWED? (AND WHAT'S NOT)

WHAT BUSINESSES CAN DO

- Share nonpartisan voter registration information
- Direct people to official registration tools
- Messaging designed to influence how people vote

WHAT IS NOT

- Political advocacy
- Party or candidate involvement
- Provide voluntary opportunities for employees and customers to engage

HOW BUSINESSES CAN SUPPORT VOTER REGISTRATION:

Voter engagement through business is about access – not persuasion .



BUSINESSES CAN LEAD THROUGH:

- **Community Leadership**
- **Customer Service**
- **Employee Support**
- **Civic Responsibility**



1. UNDERSTANDING THE LEGAL LANDSCAPE

All voter engagement activities must comply with federal, state, and local laws.

- **National voter registration act (NVRA):** Governs voter registration opportunities in public-facing setting.
- **State Election Offices:** Primary source for state-specific rules, deadlines, and requirements.
- **Key compliance considerations:**
 - Nonpartisan engagement only
 - No incentives tied to registration or voting
 - Clear separation from candidate or party advocacy
 - Employee participation must be voluntary

2. OFFICIAL VOTER REGISTRATION TOOLS

Purpose: Provide accurate, secure and trusted ways for people to register.

- **Vote Online:** A central hub for voting registration and election resources
- **State Online Registration Portals:** Official state-run voter registration systems

3. NONPARTISAN PARTNER ORGANIZATIONS

Purpose: Leverage trusted expertise, infrastructure and legal guidance.

- **Civic engagement nonprofits:** Toolkits, training, and compliance support.

- **Business coalitions for civic participation:** Best practices and case studies.
- **Local Community organizations:** Support culturally competent outreach.

4. WORKPLACE-BASED VOTER REGISTRATION

Purpose: Enable employees to register easily and responsibly.

- **New hire onboarding:** Include links to Vote Online resources.
- **HR Portals or intranet pages:** Centralize voter registration information.
- **Paid Time for civic engagement:** Time to register or vote (where legally permitted)
- **Nonpartisan Employee education:** FAQs on how, when, and where to register.

5. CUSTOMER AND COMMUNITY-FACING ENGAGEMENT

Purpose: Expand access without political influence.

- **In-Store or On-Site Information:** Posters or QR codes linking to official resources.
- **Receipts, packaging, email footers, custom forms:** Neutral reminders with registration links.
- **Events and tabling:** In partnership with approved nonpartisan organizations.
- **Digital properties:** Website banners, custom voter registration forms, social media posts, and more!