



CIVIC RESPONSIBILITY: THE POWER OF COMPANIES TO INCREASE VOTER TURNOUT

Supplemental Guide to Nonprofit Support

The Harvard case study, *Civic Responsibility: The Power of Companies to Increase Voter Turnout*, references many nonprofits that companies can partner with in order to develop impactful civic engagement programs around elections. Case study participants particularly stressed the importance of working with nonprofit peers and civic engagement experts to ensure nonpartisan validation and the most effective resources for their audiences.

The following guide is a roadmap of how several nonprofits have engaged and can engage with businesses as they build out their civic engagement programming for the 2020 election. The listed nonprofit organizations provide advice, support, and tools for companies to easily strategize voter engagement efforts. We hope you find this information helpful as you assess potential partners for your work.

NONPROFIT	ABOUT	CORPORATE PARTNER
	<p>BallotReady is a nonpartisan voter education nonprofit that aggregates content from candidates' websites, social media, press, endorsers and board of elections to provide comprehensive, nonpartisan information about the candidates and referendums on voters' ballots.</p> <p>Contact: Alex Niemczewski, alex@ballotready.org</p>	<p>BallotReady's tool, Civic Engine, helps companies and organizations like the Committee of Seventy help their members and employees get informed and motivate their networks to turn out to vote.</p>
	<p>A CAA Foundation and Democracy Works collaboration (formerly known as TurboVote Challenge) to provide businesses a full suite of resources to encourage their consumers and employees to get-out-the-vote.</p> <p>Contact: Steven Levine, steven@civicalliance.com</p>	<p>The Civic Alliance, known as TurboVote Challenge at the time, launched a partnership with Starbucks to set up an internal voter registration website, and included a link for the public to register to vote on millions of coffee sleeves.</p>

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In 2019, The Civic Responsibility Project published a case study with Harvard Kennedy School's Ash Center for Democratic Governance and Innovation that examined the ways in which companies could engage their employees and consumers in elections. They connect companies that want to replicate the tactics examined in the case study with nonprofits that can help them design and launch their programs.

The full case study can be accessed [here](#), and outlines the strategies and learnings from 8 industry leading companies' civic engagement activities, as well as a ladder of engagement for companies interested in entering the space.

Contact: Prerana Swami, civicresponsibility@ellecomm.com



A national holiday celebrating our democracy and encouraging voter registration. Held on the fourth Tuesday of September, National Voter Registration Day will take place on September 22, 2020.

For National Voter Registration Day, [Google changed their doodle](#) in the United States to a voter registration tool that helped users register in their states and get basic voter information.

Contact: Lauren Kunis, lauren@nationalvoterregistrationday.org



TurboVote provides partners with an online tech tool for voter registration as well as the ability to sign up for election reminders, pledge to vote, and request an absentee ballot.

[Snapchat](#) helped over 400,000 users register to vote during the 2018 Midterms through product integrations and helps users register to vote on their 18th birthdays using TurboVote's tools. [Twitter](#) delivered information about key dates and instructions about how to participate in the election by providing users with direct links to polling location lookup tools and voter registration resources through third-party partnerships with TurboVote and GetToThePolls.com.

Contact: Anjelica Smith, anjelica@democracy.works



#VoteTogether is a national campaign to increase voter participation by making voting fun and celebratory. #VoteTogether helps partners host nonpartisan parties near polling locations.

VoteTogether partnered with [Johnny Walker](#) whiskey for a national Walk to the Polls campaign in 2016, where they gave employees time off to vote on Election Day.

Contact: votetogether@civcnation.org

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VoteAmerica is a nonprofit organization founded by a small team of elections and technology experts (including the founders of Vote.org and Vote.gov), who have come together to help drive record-breaking voter turnout via hyper-aggressive and targeted outreach to low and no-propensity voters who are generally neglected by partisan groups. VoteAmerica's mission is to provide access to trusted election information, open platform technology, and education programs to support and empower the most vulnerable voters to navigate the path to exercising their vote.

Vote America has not yet had any public corporate activations, but is planning partnerships in 2020.

Contact: Debra Cleaver, debra@turnout2020.us



Vote Early Day is a collaboration among media companies, nonprofits, technology platforms, election administrators, influencers, and other businesses to help all eligible voters learn about their early voting options and celebrate the act of voting early. This will be an ownerless holiday and take place on Saturday, October 24th 2020.

Vote Early Day's inaugural holiday is set for this coming October, but over 75 premier partners have already signed onto the effort and are working to determine how they will activate around ways to promote options for every eligible American to this year in an on-brand, impactful way.

Contact: Joey Wozniak, joey@voteearlyday.org



The Voting Information Project (VIP) is a partnership of Democracy Works and the states to provide official information to voters about where to vote. Companies can work with VIP to obtain data on polling locations.

Spotify partnered with the Voting Information Project in 2018 to provide voters in Florida with a curated playlist to listen to as they made their way to the polls. Spotify users over the age of 18 received a pop-up notification in-app the week before the midterm election prompting them to download the playlist and swipe left to find their polling location.

Contact: Mike Ward, mike@democracy.works

**We
can
vote.**

We Can Vote is a nonpartisan resource center that provides regularly updated information and opportunities for citizens, companies, and organizations to do their part in making the 2020 elections safe, secure, and successful during the COVID-19 pandemic. It serves as a centralized source of reliable information and opportunities for positive action, no matter where you live or vote, and features information on voting rules, news of changes in voting rules, success stories, and nonpartisan advocacy. It can provide partners with simple steps they can take to help safeguard elections and protect the right of eligible Americans to vote.

We Can Vote is a new initiative and has not yet had any public corporate activations, but is planning partnerships in 2020.

Contact: Berenice Meregua, Berenice@modernelections.org



866-OUR-VOTE is a national, nonpartisan hotline run by the Lawyers' Committee For Civil Rights Under Law that provides Americans from coast to coast with comprehensive information and assistance at all stages of voting – from registration, to absentee and early voting, to casting a vote at the polls, to overcoming obstacles to their participation. The hotline helps voters make sure their vote is counted through a number of resources, including voter helplines in English, Spanish, Arabic, and Asian languages, a text line, and digital outreach tools.

Businesses can interact by sharing the nonpartisan election protection hotline on their materials so that if employees or consumers have voting questions, they can connect instantly with an expert.

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