

# LADDER OF ENGAGEMENT

DIFFICULTY	ACTIVITY	PLATFORM
<p><b>01</b> One-time activation on digital platforms</p>	<ul style="list-style-type: none"> <li>• Promoting National Voter Registration Day.</li> <li>• Promoting Election Day.</li> </ul>	COMPANY SOCIAL MEDIA CHANNELS
<p><b>02</b> One-time in-person activation</p>	<ul style="list-style-type: none"> <li>• Hosting in-office voter registration drive on National Voter Registration Day.</li> <li>• Hosting an Election Day party.</li> </ul>	COMPANY HQ
<p><b>03</b> Multi-pronged election promotion</p>	<ul style="list-style-type: none"> <li>• Establishing a calendar to promote voter registration, absentee and early voting, and Election Day polling place locations/hours.</li> <li>• Hosting informational voting event(s) with elected officials, candidates, or nonprofit partners.</li> </ul>	COMPANY-WIDE EMAIL(S) COMPANY WEBSITE COMPANY HQ
<p><b>04</b> Creating a culture of voting</p>	<ul style="list-style-type: none"> <li>• Commitment by C-suite executives to prioritize a civic engagement initiative.</li> <li>• Dedicating staff and resources to manage the initiative.</li> <li>• Sharing “I Voted” sticker selfies.</li> <li>• Providing the opportunity for employees to share their plans to vote with one another.</li> <li>• Giving employees time off to vote, opening late, closing early, having a “no meeting” day, carving out time for early voting, or offering Election Day off as a holiday.</li> </ul>	COMPANY INTRANET COMPANY SPOKESPERSON SOCIAL MEDIA CHANNELS
<p><b>05</b> Becoming a civic leader</p>	<ul style="list-style-type: none"> <li>• Emphasizing work and sharing best practices publicly to advance more widespread adoption of civic engagement initiatives.</li> <li>• Recruiting others to run similar initiatives.</li> <li>• Integrating calls-to-action in consumer-facing products and platforms.</li> <li>• Sponsoring a party at a local polling location.</li> <li>• Writing a blog post about your efforts, showing leadership registering to vote, voting early/absentee, or going to the polls.</li> <li>• Encouraging employees and consumers to volunteer as a poll worker on Election Day.</li> </ul>	PR CHANNELS C-SUITE PROFESSIONAL NETWORKS C-SUITE SOCIAL MEDIA CHANNELS COMPANY PRODUCTS OR PLATFORMS