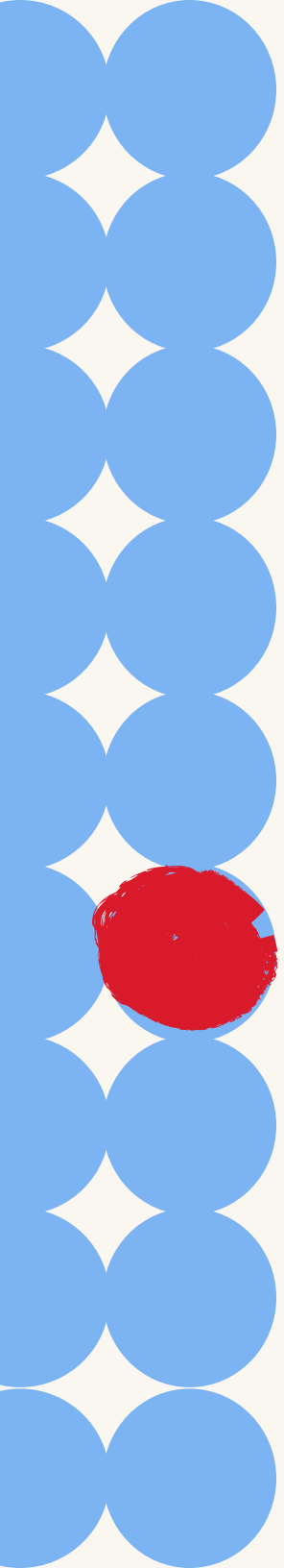


What Businesses Can Do To Strengthen Our Democracy

A toolkit for engaging your employees
and customers in the 2026 election



ACLU



Businesses, and employers in particular, are trusted voices in American society and can play a critical role in increasing confidence and participation in the 2026 election. A [Harvard case study](#) found that these voter engagement programs are well-received by customers and employees alike, and raise brand awareness among new audiences.

In this toolkit you will find easy, non-partisan, actionable ways to engage your employees and customers throughout the election process, including information on:

- Election Scenarios and What Businesses Can Do
- Key Moments to Engage
- Key Ways to Engage
- Sample emails, social media posts, and graphics

Note that voting rules and deadlines vary by state and polling location, so please check [aclu.org/vote](https://www.aclu.org/vote) for the most accurate information for your community.

This resource was created for companies to use for ideas and messaging samples. It is not legal advice. Companies are responsible for implementing ideas in compliance with all federal, state, and local election laws, lobbying and campaign finance laws as relevant, and company policies.

Election Scenarios: *Before The Election*



WHAT COULD HAPPEN	Many states have voter registration deadlines before Election Day and people may be removed from voter rolls or need to re-register because of changes in their lives.	Attempted and/or recent changes to mail-in voting, voter I.D. laws, and proof of citizenship requirements creates confusion.	Sowing distrust in our election process and spreading mis/disinformation.
WHAT BUSINESSES CAN DO	→ Send an email to encourage employees to check their voter registration status to ensure it's accurate and up to date. → Use public- or client/customer-facing owned and paid channels to promote state-specific resources for checking voter registration status with a positive, reassuring tone. → Do these before and in the lead up to your state's registration deadline if you have one. Many states do provide same day registration as well.	→ Share reliable, trusted information from state and local election officials (or your state ACLU) about registration requirements and deadlines, including information about what, if any, documentation is needed to vote in your state. → Encourage your employees and customers to make a plan to vote (i.e. early, by mail or in person, or on Election Day). Consider offering your employees time off to vote, like many other companies do today. → Use owned channels to amplify any changes to voting procedures with a positive, reassuring tone, and increase the posting of Know Your Rights materials.	→ Invite an election official to speak with your employees in a brown bag or town hall. Publicly communicate trust in the election process and election officials. → Encourage employees to work the polls by offering time off to be a poll worker. → Participate in an ACLU scenario planning workshop so your team is informed and ready to act.
WHAT BUSINESS LEADERS CAN SAY	SHARE THE MESSAGE: <i>"We are a company that cares about our employees and our community, and that includes their right to vote. We will be sharing trusted resources throughout the election to ensure every person has the information they need to cast their ballot this fall. Today is a great day to check your voter registration. Start here: aclu.org/are-you-registered-to-vote"</i>	SHARE THE MESSAGE: <i>"When you have questions about the rules in your state, seek out information. Know Your Rights resources are a great place to start."</i>	REPEAT THE FACTS: <i>"State and local election officials control our elections and have careful procedures in place so the results can be trusted."</i>

Election Scenarios: *During the Voting Period*

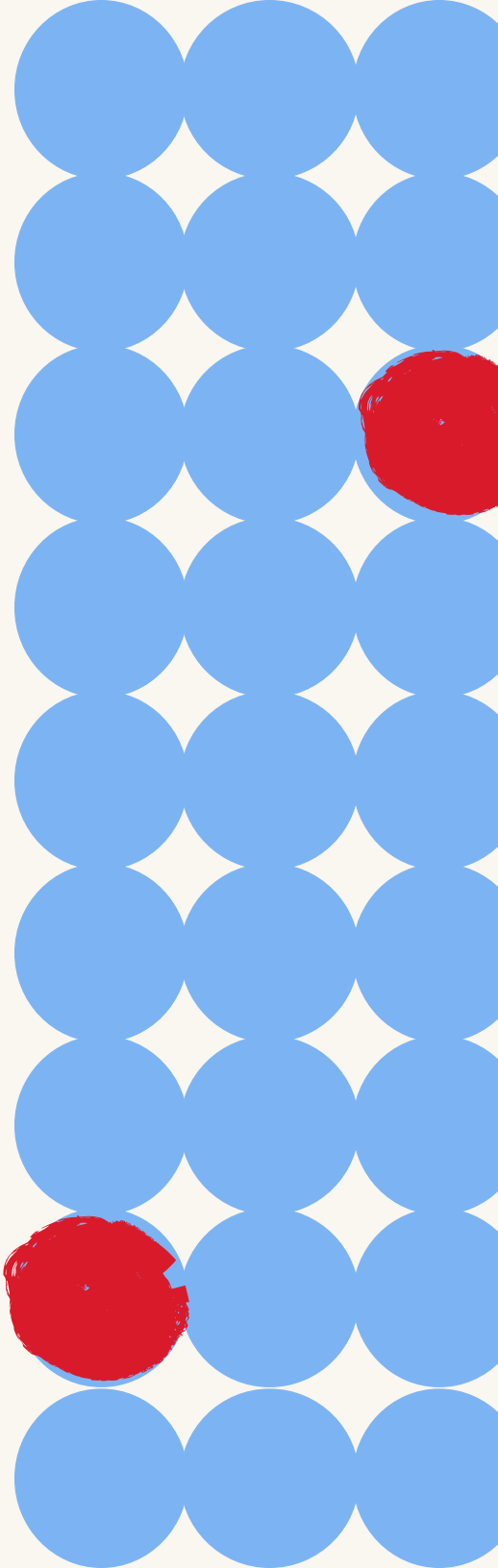


WHAT COULD HAPPEN	Mis/disinformation campaigns continue to sow confusion and/or fear.	Federal law enforcement deployments near voting locations or in communities that will have a particularly strong effect on Latino and immigrant citizens.	Election officials and poll workers face escalating threats and harassment.
WHAT BUSINESSES CAN DO	→ Encourage employees and customers to make a plan to vote so that mis/disinformation efforts don't prevent people from being able to effectively cast a ballot. → Offer a Know Your Rights Training to your employees or in your store. → Share Know Your Voting Rights information and election protection hotline resources on your public-facing socials and in your stores.	→ Participate in and support events like Parties at the Polls that will provide a safe, dedicated day to vote with the community. → Encourage early voting or mail voting (if available in your state). Remind voters to return their ballots early and use a drop box if available in their community → Share Know Your Rights info at your businesses so employees and customers feel comfortable and safe casting ballots.	→ Businesses can encourage employees to work the polls by offering time off to be a poll worker. → Continue to share the Election Protection information. → Run local campaigns, issue statements or draft an op-ed thanking election officials in your state for their work..
WHAT BUSINESS LEADERS CAN SAY	REPEAT THE FACTS: <i>“State and local election officials control our elections and have careful procedures in place so the results can be trusted.”</i>	SHARE THE MESSAGES: <i>“Our election officials keep our elections safe and secure. Armed troops have no role in elections in America”</i> <i>“Voter intimidation is illegal. Federal laws and many state laws protect voters from intimidation when casting a ballot.”</i>	SHARE THE MESSAGE: <i>“Poll workers are our friends and neighbors and the heart of our elections. These are dedicated public servants and we thank them for their work and diligence.”</i>

Election Scenarios: *After The Election*



WHAT COULD HAPPEN	Claims of irregularities and political pressure on state and local officials could sow confusion and panic.	In a close election, certification disputes in even a small number of districts could delay results and cause confusion or unrest.
WHAT BUSINESSES CAN DO	→ Prepare internal and external messaging that emphasizes patience, respect for election processes, and trust in local and state election officials during vote counting and certification.	→ Engage proactively in advance of the elections, with other business leaders and business associations (including chambers of commerce) to discuss when collective business leader action would be warranted. → Make a specific plan for what that would look like, including which influential decision-makers could be engaged and when public statements would be valuable.
WHAT BUSINESS LEADERS CAN SAY	SHARE THE MESSAGE: <i>“Right now, our trusted election officials are working to check ballots and carefully count our votes. Every eligible vote must be counted and the results must be certified according to state law.”</i>	SHARE THE MESSAGE: <i>“The law is clear. Once votes are lawfully cast, carefully counted, and certified, elected officials must respect the results.”</i>



Key Moments To Engage

Note that voting rules and deadlines vary by state and polling location, so please check [ACLU.org/vote](https://www.aclu.org/vote) for the most accurate information for your community.

National Voter Registration Day

TUESDAY, SEPTEMBER 15TH

Many companies, [large and small](#), consistently participate by encouraging employees and customers to check their registration and make a plan to vote. Consider doing the same for your team and customers by leveraging your various channels.

ELECTION DAY

TUESDAY, NOVEMBER 3, 2026

Set your teams up for success. Give your employees time off to vote and/or volunteer at the polls. Distribute Know Your Rights information and the Election Protection hotline to your employees and customers.

Vote Early Day

SATURDAY, OCTOBER 24TH

Thousands of companies have participated in [Vote Early Day](#) (ex: NBA, Uber, Levi's), providing people with information about how and where they can vote early, skip the lines, and ensure they don't miss their chance to vote.

AFTER VOTING:

Election Counting & Certification Period

Remind audiences about the mechanics of elections and that different states have different laws and deadlines regarding ballot counting and certification. The election is not over until every vote is counted. On Jan 3, the new Congress will be seated under a peaceful transfer of power.

Key Ways To Engage

Engage Your Employees:

Communicate with your employees about the voting process by encouraging them to check their voter registration, providing them with Know Your Rights resources, and sharing the election protection hotline. The ACLU and the Civic Alliance can provide educational materials, training, and resources to help support these efforts.

Encourage your employees to volunteer. Poll workers are the backbone of every successful election. By sharing [Power the Polls](#) with your employees, your company can help local election offices recruit the workers they need while giving employees a meaningful opportunity to serve their communities and strengthen our democracy. There are also opportunities through the ACLU and coalition partners for non-partisan Election Protection volunteers at polling sites around the country by [signing up here](#).

Make it easier for employees to participate in elections by sharing early voting information and offering paid time off to vote. A clear, supportive policy helps remove barriers to participation and demonstrates your company's commitment to civic engagement.

Sample Emails To Employees: *Before the Election*

New message

To

Subject Make sure to check your voter registration!

Dear Colleagues,

As you may know, there is an important election this Fall – when registered voters in [CITY/STATE] will have the opportunity to vote.

We at [COMPANY] value civic participation and want to ensure that everyone who is interested and eligible can cast their vote. That’s why we are reaching out with a reminder about upcoming voter registration deadlines in [STATE/CITY]. The deadline to register to vote in [STATE/CITY] is [DATE]. You must register to vote by this date.

The deadline to apply for a mail ballot is [DAY, MONTH, DATE]. We encourage you to visit [ACLU.org/vote](https://www.aclu.org/vote) to get help registering to vote or confirming deadlines for registering, voting by mail, voting early, and information on your polling place.

Happy voting,
[NAME]

Send

Sample Emails To Employees: *During the Election*

New message

To

Subject

Make a Plan to Vote — And Vote Early if you can!

Dear Colleagues,

We at [COMPANY] value civic participation and want to ensure that everyone who is interested and eligible can cast their vote. That's why we are reaching out to make sure you have a plan to vote and encourage you to vote early if you can!

Early voting starts on [DATE] and is a great way to ensure you can vote at the most convenient time for you—and have time to address any concerns that may arise.

You can check with your local election officials for details on what you need to vote and visit [ACLU.org/vote](https://www.aclu.org/vote) to find your early voting location and information about mail-in ballots, and learn more about your rights when you go to vote.

Happy voting,
[NAME]

Send





Sample Emails To Employees: *On Election Day*

New message

To

Subject It's Election Day!

Dear Colleagues,

Today is the last day to cast your ballot. We at [COMPANY] value civic participation and want to ensure that everyone who is interested and eligible can cast their vote so I hope you will take the time today to vote before the polls close this evening.

To find your polling location and hours, visit [ACLU.org/vote](https://aclu.org/vote).

Every citizen has the right to safe, free and fair elections. If you or someone you know encounters any issues when you go to vote, please call the Election Protection hotline at 866-OUR-VOTE.

Happy voting,
[NAME]

Send





Empower Your Customers

Distribute credible, non-partisan voter information encouraging people to check their registration, make a plan to vote, know their rights, and the election protection number across your social media and in your stores. The ACLU can provide ready-to-use digital and print materials—including posters, QR codes, and messaging—to make sharing these resources simple and effective.

Transform voting into a welcoming community experience by supporting nonpartisan ***Party at the Polls*** events near polling locations.



Empower Your Customers: Sample Social Assets



Please email corporate@aclu.org if you would like this graphic to post or if we can support your business in promoting a voter registration resource.

Use Your Voice As a Business Leader

→ ***Share*** what your company is doing and why safe and fair elections are important to you on LinkedIn, socials, and in the media. The ACLU can provide messaging guidance.

→ ***Participate*** in non-partisan business networks and efforts to institutionalize civic participation.

→ ***Sign on*** to organize business letters affirming the need for free and safe elections.

