



why corporate civic engagement?

Nonpartisan corporate civic engagement is your opportunity to empower your employees and audiences to participate in shaping their community and country through the democratic process. By implementing company policies, practices, and communications to educate and activate stakeholders, your company can foster a culture that values democracy and promotes civic participation.

While trust in all institutions, including the government and media is fraying, our society regards the private sector in a uniquely influential way. Corporate responsibility has become increasingly important to Americans over the years, and employees now look to and even [expect](#) their employer to provide opportunities to make a societal impact.

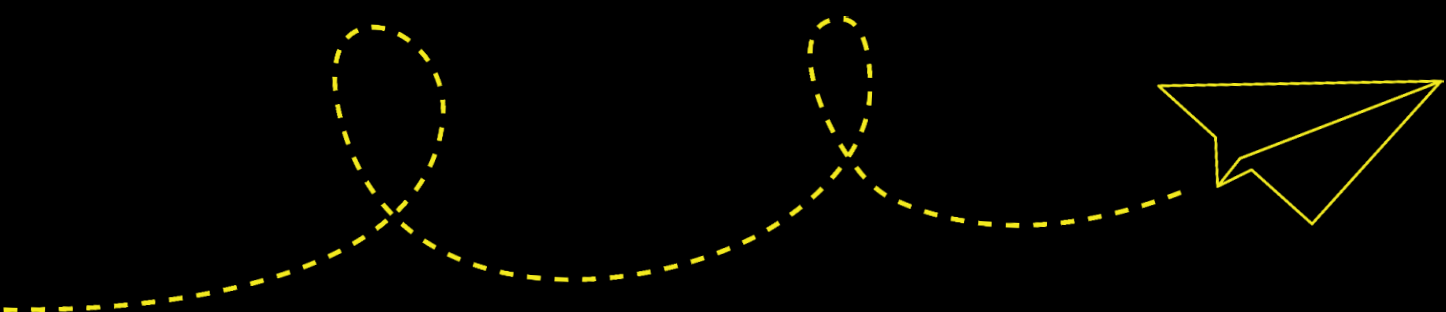
Plus, civic engagement is good for business. It creates purpose among employees, builds brand loyalty among customers, and supports your community, which directly impacts business growth. And by remaining nonpartisan, your company will be providing opportunities to everyone equally, without having to take stances on controversial issues.

the civic journey.

The work of nurturing democracy doesn't begin or end on Election Day — it's something worth doing each and every year. Whether you're sending out election reminders or encouraging your employees to serve as poll workers, there are many ways to make impact.

Your strategy, capacity, and needs for your civic engagement plan will depend on your employee and consumer base, and should always be aligned with your mission and values. To design your plan, start with the five levels of civic engagement:

- 1 **Create a voter-friendly workplace**
- 2 **Activate employees beyond voting**
- 3 **Build a civically engaged workplace**
- 4 **Engage customers + external audiences**
- 5 **Promote corporate civic culture**





The [Civic Alliance](https://civicalliance.com) is America's premier nonpartisan coalition of more than 1,300 businesses united by a commitment to a thriving democracy, which we believe depends upon active participation in safe, accessible, and trusted elections.

We equip members with nonpartisan resources, briefings, and workplace policies to empower civic participation, ranging from providing time off to vote to hosting a polling place.

Join Us

Join the Civic Alliance and start your civic journey today at <https://civicalliance.com/join>

Have questions? Email us at join@civicalliance.com

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