

**civic
alliance**



election messaging

2024 employer toolkit

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BACKGROUND AND THE BUSINESS CASE

The Civic Alliance has cultivated a community of more than 1,300 companies united by a shared belief that an active democracy is good for business, and an engaged business community is good for democracy. A culture of civic engagement helps your employees understand and advocate for themselves, aligns stakeholders, reinforces your values, and supports organizational goals — all while strengthening our democracy.



Historically, elections have presented unprecedented scenarios and situations. Some may merit a statement from a company, while others may lead to internal messaging within a workplace. Employees look to their employers for navigating a variety of situations, including financial, mental health, and crisis management. Foreseeable election-related business risks can include increased levels of stress, distraction, and disharmony among employees, adversely impacting productivity and morale. Further, depending on the severity of the scenario, political violence and civic unrest can interrupt operations and cause property damage, or worse: pose threats to the overall safety and wellbeing of employees and customers.

Businesses, as one of the most trusted institutions according to the [2024 Edelman Trust Barometer](#), have the unique opportunity — and responsibility — to amplify the importance of civic engagement. Aside from market volatility and capital market disruption, unplanned scenarios and political uncertainty can cause feelings of disempowerment and fear in employees. Now more than ever, by leaning on their core values and equipping themselves with response messaging, businesses are positioned to serve as a stabilizing anchor for their audiences.

HOW TO USE THIS GUIDE

Since its founding, Civic Alliance has issued statements in concert with its membership, as well as provided educational resources for businesses related to sensitive topics and conversations. We have also shared messaging related to internal communications for companies to use across the workplace. This guide was developed to help companies craft statements and internal messaging.

There is no one-solution (or statement) that fits all scenarios, or every employer. The talking points and sample emails here were written to support the business community message about the 2024 elections with a focus on:

- Integrity of the election process
- Encouraging patience while every vote is counted
- Affirmation of election results

TALKING POINTS

Below are ways to positively frame talking points you may offer in the workplace. Audiences respond to the positively framed turns of phrase, the negative framing should ideally be avoided as it can lead to polarization. For more information on navigating sensitive and/or polarizing conversations we refer you to our Civic Alliance resource, [**Politics + Polarization in the Workplace: An Employer Guide to Bridge Building.**](#)

POSITIVE FRAMING:

- ✔ Voters decide / Will of the people
- ✔ Checks and balances
- ✔ Count every vote
- ✔ Record turnout
- ✔ Verified results
- ✔ Move forward together
- ✔ Tackle our challenges

NEGATIVE, POLARIZING FRAMING:

- ✘ Fraud / No evidence of fraud
- ✘ Rigged / Not rigged
- ✘ Legal votes / Illegal votes

Instead of repeating or arguing against specific false claims, pivot to:

- ✔ Affirming our democratic values
- ✔ Explaining the secure voting/ counting process
- ✔ Focusing on the future and will of the people



Best Practice:

92% of Civic Alliance member companies reported that they participate in civic engagement efforts because it fits within their corporate mission or values. Highlight in your messaging how the civic principles below align with your company's mission and/or values.

You can use the following talking points across channels to help raise awareness and build understanding about the election process.

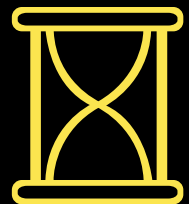
ELECTION INTEGRITY:

- Every American has a voice in our democracy; voting should be safe and accessible to all; elections should be fair and transparent.
- In the United States, voters decide on their leaders in free and fair elections.
- Election officials are carefully counting every vote, following the same procedures used in every election.
- Representatives from both parties go through a meticulous list of steps to verify the count and check for accuracy.
- We must count every vote and respect the outcome voters have chosen.
- We reaffirm that election outcomes are determined by the will of voters.



ENCOURAGING PATIENCE:

- As we expected, because of early and mail-in voting, it's taking longer to count votes and verify winners in some areas this year.
- Election officials are working around the clock to ensure accuracy. Every eligible vote will be counted.
- We recognize state and local election officials as the trusted source for certified results and encourage patience as every vote is counted.



AFFIRMATION OF RESULTS:

- Election officials have prepared, counted every vote, verified the results, and followed every law used in every election.
- In America, voters decide elections.
- Some people [might/are] challenging the results. Our system allows for challenges, as well as requires proof and following the law.



Final thoughts:

When we communicate these key messages, we build public confidence in our free and fair elections and ensure that the will of voters prevails. The key is to stay focused on values and vision, explain the voting process clearly, and remind audiences that voters elect leaders in America.

ADDITIONAL RECOMMENDATIONS FOR BUSINESSES AND LEADERS

RECOMMENDED COMPANY ACTIONS

In addition to the talking points and sample email templates in this guide, below are actionable steps businesses and their leaders can take in supporting their employees in understanding the electoral process, as well as in engaging with elections and election discourse more broadly.

Businesses have an impactful role to play in encouraging voter participation and increasing Americans' understanding of the electoral process. The [National Task Force on Election Crises](#) recommends businesses:

1. Promote peace, calm, and patience
2. Call for every eligible voter to be able to cast their ballot, and every vote to be counted
3. Provide nonpartisan, accurate information about the election process to your employees
4. Set expectations about potential challenges and delays in the electoral process
5. Support employees of diverse backgrounds and beliefs with nonpartisan policies and neutrality

RECOMMENDED MANAGER ACTIONS

Managers lead by example. These best practices are adapted from the Civic Business Initiative's [Business Leadership Briefing on 2024 Election Risks Deck](#).

1. Encourage your leadership to reach out to your Secretary of State, Governor, and local election officials to ask if they need help or support in any way.
Encourage your peers to do similarly.
2. Promote Nonviolence, Civility, and Respect:
Lead by example in modeling and promoting respectful dialogue, emphasizing the importance of diverse perspectives and discouraging divisiveness.
3. Stay Neutral in the Workplace
While we may all have individual, personal political views, maintaining a neutral, nonpartisan stance can prevent unnecessary tension among reports and employees.
4. Lead with Compassion and Empathy
This can be a stressful time for many. Show compassion and/or empathy in understanding your employees' range of emotions and anxieties related to the election.
5. Engage in Community Outreach
Encourage leadership to collaborate with nonprofits and community organizations to encourage peaceful participation in the election.



ELECTION SCENARIO EMAIL TEMPLATES

Below are two email templates for your company's leaders and managers to consider using to share with employees, tailored for corporate audiences.



Reinforce Election Integrity:

Dear Colleagues,

We realize that current events and politics may be affecting you and your peers. In these ever challenging times, the strength of our democracy lies in the fundamental principle that we, the people, elect our leaders.

We commit to [a democracy in which voting should be safe and accessible to all eligible Americans] / [a democracy in which upholds the integrity of elections]. Our message remains constant: we will protect the right to vote and preserve free and fair elections.

Election administrators and poll workers manage our election systems. They ensure that every valid vote is counted accurately, making our election systems secure and reliable. By tracking ballots from start to finish and verifying voters' identities, they ensure the integrity of our results.

Our commitment to democracy has guided our nation through times of war, economic depression, and social upheaval. At [COMPANY], we embody this by calling for equitable access to the polls, recognizing state and local election officials as the trusted source for certified results, and encouraging patience as every vote is counted.

Please reach out to [HR, SOCIAL IMPACT, CSR, RELEVANT DEPARTMENT] if you have any questions or would like to discuss [EXISTING POLICIES] more.

Best,

[NAME]



Encourage Patience and/or Affirmation of Election Results:

Dear Colleagues,

We realize that current events and politics may be affecting you and your peers. We may not know the final results on election night. That means the system is working as it should to count every vote.

In the United States, voters decide elections. As Americans, we trust in our democratic institutions and state and local election officials. Once the outcome is determined by certified results, we must accept the outcome and come together for a peaceful transition of power.

Please reach out to [HR, SOCIAL IMPACT, CSR, RELEVANT DEPARTMENT] if you have any questions or would like to discuss [EXISTING POLICIES] more.

Best,
[NAME]

RECOMMENDED RESOURCES

National Task Force on Election Crises

The [National Task Force on Election Crises](#) is a diverse, non-partisan, cross-ideological group of more than 50 experts in election law, election administration, national security, cybersecurity, voting rights, civil rights, technology, media, public health, and emergency response.

Convened by Protect Democracy in 2019, the Task Force's mission is to prevent and mitigate a range of election crises by calling for critical preventative reforms to our election systems and serving as a resource to the media and civil society. The only electoral outcomes the Task Force advocates for are free, fair, and safe elections in the United States.

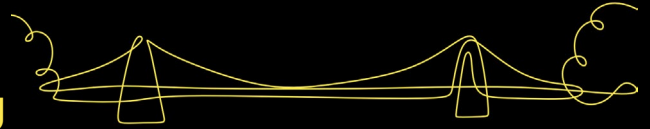
In October 2024, the Task Force provided a briefing to Civic Alliance member companies. [Review their presentation](#) and [sign up](#) to receive email updates.



**NATIONAL TASK FORCE
ON ELECTION CRISES**

politics and polarization in the workplace

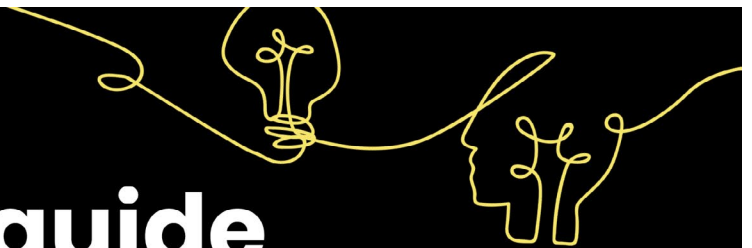
an employer guide to bridge building



The Civic Alliance is proud to share its [Politics + Polarization in the Workplace: An Employer Guide to Bridge Building](#)—a resource designed to support companies in working through sensitive conversations. Within a divisive presidential election season, the business community has an opportunity to reduce the internal impact of polarization. By actively engaging in bridge-building initiatives, leading by example, and partnering with nonpartisan organizations, your company can motivate and empower your employees to choose understanding over judgment. In the process, you can strengthen both your company's culture and reinforce our democratic system. **Relevant to possible messaging are the Guide's featured communication tips and email templates related to sensitive conversations.**

an employer guide to AI and democracy

artificial intelligence and business



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Many thought that this would be the year of the AI election. Campaigns have been reticent to sign onto AI tools and products given internal polling that indicates voters are anxious about AI and distrust the technology. Along with partners like **The News Literacy Project, Microsoft, and Headspace**, the Civic Alliance is proud to share its [Employer Guide to AI and Democracy](#)—a resource designed to support companies in navigating mis- and disinformation, as well as election anxiety. **Relevant for possible messaging are featured email templates for information best practices and election anxiety.**

civic alliance

The Civic Alliance is America's premier nonpartisan coalition of businesses united by a commitment to our democracy, which we believe depends upon active participation in safe, accessible, and trusted elections. Founded by Democracy Works and the CAA Foundation, the Civic Alliance supports its member companies as they inspire their employees and consumers to engage in civic life and their communities.

Companies join the Civic Alliance by making a nonpartisan pledge to encourage their employees and/or consumers to vote and be civically active. There is no financial requirement to become a member. In exchange for your commitment to civic engagement, we provide member companies with research-backed toolkits and programming to help you develop effective civic initiatives.

The Civic Alliance
was founded by:



**Take the pledge and become a
member at civicalliance.com**

