

The Business Case of Civic Engagement

Voting and being civically engaged does not need to be seen as political: civic engagement is as much about shaping daily life in ways that extend beyond the ballot, influencing access to public services, community decisions, and shared systems that affect employees and their families.

According to the **2026 Edelman Trust Barometer**, business continues to be the most trusted institution globally, outranking NGOs, media, and government. However, trust has become increasingly insular, with 70% of people globally reporting they are hesitant or unwilling to trust those who differ from them in values, background, or lifestyle. In this environment of “turning inward,” the employer has emerged as the most effective “trust broker”—an entity uniquely positioned to facilitate cooperation across differences.

As an Employer, What “Supporting Civic Participation” Means:

- Providing access to accurate information
- Removing logistical or informational barriers
- Clearly communicating existing policies and options

If your company is already doing the above, Civic Alliance can support you in providing a network and safety in numbers, as well as best practices from peer companies and ongoing resources.

What Employers Can Do ➔ Low-Risk, High-Impact

Communicate Civic Information

- Key election and civic dates
- Voter registration and participation resources
- Identify issues that matter to your company and culture

Clarify Company Policies

- Time-off policies for voting
- Flexible scheduling
- Volunteer or community engagement opportunities

Offer Resources

- Share relevant resources like our [2026 Voter Need-to-Knows: Houston](#) one-pager
- Offer reminders and opportunities tied to key civic moments
- Pro-tip: use resources like [TurboVote](#) to help your employees register and stay informed about upcoming elections, as well as voting deadlines and options

Customize the sample outreach email below for your employees and attach the 2026 Voters Need-to-Know one-pager to help them vote with confidence.

Subject: [COMPANY] Votes: 2026 Voter Need-to-Knows

Dear Colleagues,

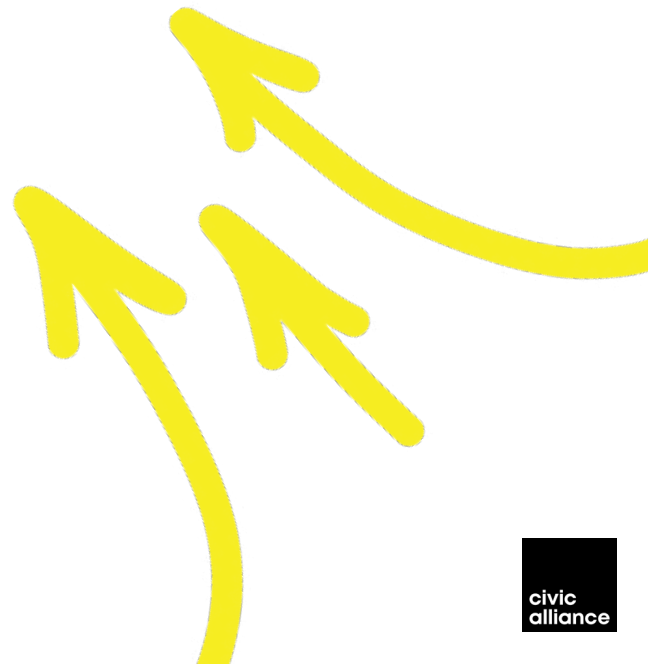
As we move into the 2026 election year, which will include midterm elections, primaries, and local races, we want to highlight our [COMPANY'S CIVIC POLICY, COMPANY'S GET OUT THE VOTE PROGRAMMING, ETC.] These elections shape offices at every level of government and influence that have a tangible impact on day-to-day lives.

Because of [COMPANY'S MISSION, VALUES, ETC.], [COMPANY] believes that each and every eligible voter on our team deserves to make their voice heard in the election this year. Attached are some Need-to-Knows about voting in 2026. Look this over as you make your plan to vote, or even take it with you to the polls.

Please don't hesitate to reach out to [HR REPRESENTATIVE OR OTHER POINT OF CONTACT] with any questions.

Thank you in advance for your consideration of this important initiative.

Happy Voting,
[SENDER NAME]



2026 VOTER NEED-TO-KNOWS

4 Steps to Get Vote Ready

1

Register to vote

Double-check your registration status (if you still need to register, know that each state has different registration deadlines).

2

Find your polling place

Early voting options vary by state, and voting locations can change between elections. If you're voting by mail, plan to postmark your ballot by the deadline and find a drop-off location.

3

Know your ballot

Research the issues and candidates before you vote.

4

Make a plan to vote

Determine when you will vote, how you will get there, and what you need to bring.



Ready to get started?

No matter where you are on the voter journey, get help with registration and making a plan to vote at turbovote.org.

best practice

Provisional Ballots

If you're told your name isn't in the poll book, your eligibility is questioned, or you make a mistake on your ballot, you still have the right to ask for a provisional ballot. This ensures your vote is counted once eligibility is confirmed. You can learn more about provisional ballots [here](#).

» KNOW YOUR RIGHTS ON ELECTION DAY

If you have a question about your rights on or before Election Day, one of the channels below can likely help you:

- ➔ Contact state and local election officials immediately. Find your state election office and local election office directory [here](#).
- ➔ Call 866-OUR-VOTE, a nonpartisan voter protection hotline staffed by trained volunteers.
- ➔ Call a hotline serving a specific community.



HOTLINES

NALEO Educational Fund - Serves Latino voters (888-VE-Y-VOTA for Spanish speakers)

Arab American Institute - Assists voters in Arabic (on Election Day call 844-YALLA-US)

Asian Americans Advancing Justice - Provides multilingual assistance (888-API-VOTE)

Native American Rights Fund - Assists Native American voters (on Election Day call 866-OUR-VOTE for a Native American legal expert)

Disability Rights Education & Defense Fund - helps voters with disabilities (on Election Day call 866-OUR-VOTE for a disability legal expert)

» IF YOU'RE STOPPED BY LAW ENFORCEMENT

- Ask: "Am I free to go?" If they say yes, you can leave.
- If arrested or detained, you can stay silent.
- You can refuse searches of your belongings or car in some situations.
- You can record police or military in public as long as you don't get in their way.



if you witness potential voter intimidation near the polls, do not take it upon yourself to physically intervene; instead, report it immediately through the hotlines above.

LO QUE LOS VOTANTES DEBEN SABER EN 2026

4 pasos para prepararte para votar

1

Regístrate para votar

Verifica tu estado de registro (si aún necesitas registrarte, ten en cuenta que cada estado tiene diferentes fechas límite de registro).

2

Encuentra tu lugar de votación

Las opciones de votación anticipada varían según el estado y es posible que los lugares de votación cambien entre elecciones. Si vas a votar por correo, asegúrate de que tu boleta tenga el matasellos antes de la fecha límite o encuentra un buzón electoral.

3

Conoce tu boleta

investiga los temas y los candidatos antes de votar.

4

Haz un plan para votar

decide cuándo vas a votar, cómo vas a ir al lugar de votación y qué necesitas llevar contigo.



¿Quieres empezar?

Independientemente de en qué punto del viaje de votante te encuentres, obtén ayuda sobre cómo registrarte y hacer un plan para votar en turbovote.org.

» CONOCE TUS DERECHOS EL DÍA DE LAS ELECCIONES

Si tienes una pregunta sobre tus derechos el día de las elecciones o antes, es probable que uno de los siguientes recursos pueda ayudarte:

- ➔ Comunícate de inmediato con los funcionarios electorales estatales y locales. Encuentra el directorio de oficinas estatales y locales [aquí](#).
- ➔ Llama al 888-VE-Y-VOTA, una línea de ayuda no partidista para la protección de los votantes, atendida por voluntarios capacitados.
- ➔ Llama a una línea de ayuda que sirva a una comunidad específica.



LÍNEAS DE AYUDA

NALEO Educational Fund – sirve a los votantes latinos (888-VE-Y-VOTA para hispanohablantes)

Arab American Institute – ayuda a los votantes en árabe (el día de las elecciones, llama al 844-YALLA-US el día de las elecciones)

Asian Americans Advancing Justice – ofrece asistencia multilingüe (888-API-VOTE)

Native American Rights Fund – ayuda a los votantes indígenas (el día de las elecciones, llama al 866-OUR-VOTE para consultar a un experto legal nativo americano)

Disability Rights Education & Defense Fund – ayuda a los votantes con discapacidades (el día de las elecciones, llama al 866-OUR-VOTE para consultar a un experto legal especializado en discapacidad)

» SI TE DETIENEN LAS FUERZAS DEL ORDEN

- Pregunta: “¿Estoy libre para irme?”
- Si te arrestan o detienen, puedes guardar silencio.
- En algunas situaciones, puedes rechazar que inspeccionen tus pertenencias o tu coche.
- Puedes grabar a la policía o al personal militar en público si no les estorbas ni los bloqueas.



Si observas posible intimidación a votantes cerca de los lugares de votación, no intervengas físicamente. En lugar de eso, infórmalo de inmediato a través de las líneas de ayuda mencionadas anteriormente.

Mejores prácticas

Votos provisionales

Si te dicen que tu nombre no está en la lista de votantes, se cuestiona tu elegibilidad o cometes un error en tu boleta, sigues teniendo derecho a solicitar un voto provisional. Así se garantiza que tu voto se cuente una vez que se confirme tu elegibilidad. Puedes obtener más información sobre los votos provisionales [aquí](#).