

# ENGAGEMENT THOUGHT STARTERS

So, how do companies really do it? Here are a few examples of what some companies did in 2018 to help their employees GOTV.

The cohort of #ProudToVote businesses are led by CEOs that have made a commitment to empowering civic engagement among their staff members. In addition to following the legal requirements giving employees paid time to cast their ballot, many organizations want to go above and beyond, but aren't quite sure where to start. We've pulled together some thought starters and examples that you can share with your team to explore what makes sense for you and your organization.

## LEVI STRAUSS & CO.

Corporate: Levi Strauss & Co. provided corporate employees five hours of paid time off on Election Day to vote.

Retail: LS&Co. retail employees were given at least three consecutive hours to vote while polls were open. Those hours could be at the beginning or end of the employee's shift. Store managers were able to grant up to two hours of paid time off to employees who were unable to vote during their non-working hours due to their work schedules.

- To register, educate, and make sure employees were informed on how to GOTV on Election Day, LS&Co. partnered with Headcount to connect employees with volunteer opportunities to register others at concerts and music festivals, and Rock the Vote to develop an online election center where employees could get registered and sign up for Election Day reminders.
- Additionally, LS&Co. established voter registration stands at select Levi store locations throughout the U.S. to help drive registration, piggybacked on the Levi "Use Your Voice" media campaign, and product push of "Vote" shirts that were further amplified by celebrities across social media.

## PATAGONIA

- Patagonia closed its U.S. stores, offices, and distribution center for Election Day. Employees were encouraged to vote and volunteer at the polls or elsewhere for the day.

### 3 EMPLOYEE ESSENTIALS



Providing voting information to employees



Access to early voting or vote-by-mail options



Offering paid time off on Election Day

## HARBOR FREIGHT

- The CEO and owner sent retail employees direct communication, offering flexibility and time off for anyone whose schedule didn't allow them to get to the polls before or after work. They provided clear instructions how they should do this within the company's scheduling systems and processes so there weren't any trip-ups due to process technicalities.
- Offered postage for anyone who voted by mail to allow for those that were not able or interested in visiting a polling location.
- Used their partnership with organizations such as Time to Vote to link employees to critical voting information and education.

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## SWEETGREEN

- Partnered with DoSomething.org to make it easier for employees to register to vote, understand the voting laws and deadlines of their state, and find tools to better understand what was on the ballot.
- Created a landing page (in both English and Spanish) for employees to find important information all in one convenient place. They shared these resources (on social and email) with consumers in the days leading up to the election as well.
  - English site: <https://vote.dosomething.org/sweetgreen>
  - Spanish site: <https://vote.dosomething.org/sweetgreen/es>
- Encouraged early and absentee voting.
- Created back-of-house signage in English and Spanish to inform team members of key voting and Election Day info relevant to their specific state.

## DON'T FORGET...

There is no "one approach fits all" here.

#ProudToVote participants have the flexibility to implement the Get Out the Vote (GOTV) initiative as they best see fit for their employees. Do what makes sense for your organization while making sure your employees feel empowered and supported.

