

GOTV BUSINESS KEY MESSAGES

We're asking for your organization's commitment to everyone LGBTQ.

Businesses have a responsibility to their people and their community to build a better democracy. Elections are an extension of your ongoing commitment to inclusion, transparency, and civic engagement. Use these messages to help ground your efforts to help leadership get engaged!

- 1 in 10 voters on Super Tuesday identified as LGBTQ, up considerably from the 2018 midterms. You make decisions about equity when you vote!
- Voting is the lifeblood of a democracy. It's a hard-won right, a weighty responsibility, and an incredible privilege that too often goes unclaimed in America. The more people who feel empowered to use their voice, the stronger this country will be.
- Overall voter turnout in the United States is one of the lowest in the developed world, and the most common reasons people give for not voting is that they're too busy with the demands of work and life. As a business, we can change this!
- Signing up for Proud to Vote is part of a nonpartisan effort that demonstrates the power of the business community - and businesses should expand their reach to as many GOTV efforts as possible!
- Civic engagement is important to your staff, and as an organization, and businesses should encourage staff to be engaged in their communities.
- The ongoing COVID-19 pandemic continues to threaten the accessibility and safety of our elections. It has led to longer voting lines, fewer poll workers and disproportionate barriers to voting for communities of color. Voters should not be forced to choose between their own health and exercising their right to vote.

DID YOU KNOW THAT HIGHER VOTER PARTICIPATION IS ASSOCIATED WITH:



Higher employment rates



More Engaged Communities



Healthier Employees

EVERYONE WINS BY MAKING THIS COMMITMENT

Your business' commitment should be heard far and wide! Signing up for GOTV with numerous organizations helps you show your solidarity with your community - not to mention your staff that may identify as a part of these communities.