

GET OUT THE VOTE 2020

PLAYBOOK

A peer-to-peer action guide for companies to ensure a more just, inclusive, and equitable world for their employees, customers, and communities.

**PLEDGE
1%**

KEY CONTRIBUTORS

 **twilio** 

A SPECIAL THANKS YOU TO

TIDES 
A Force for Social Good



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About the Playbook

In recent years, far more businesses have encouraged workers and customers to vote, but now — as the country faces a global pandemic, an economic crisis, and a reckoning over long standing systemic racism — **employers are introducing new efforts to protect the right to a safe and fair election.**

More and more, companies are choosing to live and breathe their values, and stepping up to ensure a more just, inclusive, and equitable world for their employees, customers, and communities.

Understanding this, Pledge 1% has partnered with two Pledge 1% Builder companies, **PagerDuty** and **Twilio** to create a quick guide that is meant to be actionable and helpful whether you're three days or three months out from election day.

These companies have graciously shared their real time planning around Get Out the Vote as well as information on how they've leveraged their assets (time, funding, voice, etc) to protect and promote a healthy democracy.

You'll note that a large part of this playbook is interview style, with information from additional parties.

If you have information to contribute, please get in touch:
Members@pledge1percent.org



Why This Is Important

In 2020, over two centuries since our nation established its ‘inalienable rights’ and voted in its first president, **the right to vote is still not guaranteed**. In cities, counties, and states across the U.S., many Americans still do not have their voices heard and lack the most fundamental right that ensures and protects a healthy, legitimate democracy. Eligible voters are frequently left out of the electoral process, for reasons including lack of information about polling places and how to vote, but much of this voter suppression comes from targeted tactics like voter ID laws and voter registration restrictions that disproportionately affect people of color, young people, the elderly, and people with disabilities.

In order to achieve a truly participatory government of the people, for the people, by the people, **companies are not only stepping up to ensure their employees have the freedom and resources to easily and safely vote in local, state, and federal elections - they’re doing what they can to create equitable systems change for all Americans to vote**. Voter suppression laws don’t just impact certain populations in our country — they reflect a larger injustice and a threat to democracy that affects all of us.



Current Voter Suppression Statistics

- **70% of Georgia voters** purged in 2018 for allegedly moving residences were Black.
- Across the country, **1 in 13 Black Americans cannot vote** due to disenfranchisement laws.
- **One-third of voters** who have a disability report difficulty voting.
- **Only 40%** of polling places fully accommodate people with disabilities.

Source: American Civil Liberties Union, [aclu.org](https://www.aclu.org)

Our Key Contributors



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ABOUT PAGERDUTY

PagerDuty, Inc. (NYSE:PD) is a leader in digital operations management. In an always-on world, organizations of all sizes trust PagerDuty to help them deliver a perfect digital experience to their customers, every time. Teams use PagerDuty to identify issues and opportunities in real time and bring together the right people to fix problems faster and prevent them in the future. Notable customers including GE, Vodafone, Box, and American Eagle Outfitters. To learn more and try PagerDuty for free, visit www.pagerduty.com. Follow our blog and connect with us on Twitter, LinkedIn, YouTube and Facebook.



ABOUT TWILIO

Millions of developers around the world have used Twilio to unlock the magic of communications to improve any human experience. Twilio has democratized communications channels like voice, text, chat, video, and email by virtualizing the world's communications infrastructure through APIs that are simple enough for any developer to use, yet robust enough to power the world's most demanding applications. By making communications a part of every software developer's toolkit, Twilio is enabling innovators across every industry — from emerging leaders to the world's largest organizations — to reinvent how companies engage with their customers.

Getting Started Checklist Questions to ask yourself

<p>How much time do you have?</p>	<p>3 months? 3 weeks? 2 days?</p>	
<p>What are your goals and priorities? Why is GOTV important to you?</p>	<p><input type="checkbox"/> Employee virtual volunteering opportunity</p> <p><input type="checkbox"/> Ensure employees can vote safely</p> <p><input type="checkbox"/> Encouraging customers, community, etc to go vote</p>	<p><input type="checkbox"/> Tackling broader issues of racial justice and voter suppression</p> <p><input type="checkbox"/> To combat the spread of misinformation</p>
<p>Which assets will you leverage?</p>	<p><input type="checkbox"/> Dollars: Nonprofit Grants</p> <p><input type="checkbox"/> Dollars: Employee Matches</p> <p><input type="checkbox"/> Time: Volunteerism</p> <p><input type="checkbox"/> Time: In-person volunteerism</p>	<p><input type="checkbox"/> Time off policy for voting</p> <p><input type="checkbox"/> Product</p> <p><input type="checkbox"/> Advocacy/Voice/Influence</p> <p><input type="checkbox"/> Key Partnerships</p> <p><input type="checkbox"/> Social media channels</p>
<p>What internal resources do you have at your disposal?</p>	<p><input type="checkbox"/> Do you have a budget?</p> <p><input type="checkbox"/> Is the C-Suite on board?</p> <p><input type="checkbox"/> Do you have employee resource groups or ambassadors who could help push this out?</p>	<p><input type="checkbox"/> Do you have a social impact team?</p> <p><input type="checkbox"/> Is there a head of DEI or HR who can collaborate?</p>
<p>What communications strategies can you leverage?</p>	<p><input type="checkbox"/> All Hands meeting <input type="checkbox"/> Internal newsletter/Slack <input type="checkbox"/> Virtual event/conference</p> <p><input type="checkbox"/> CEO email <input type="checkbox"/> Social media campaign <input type="checkbox"/> ERG announcements</p>	

“We believe that a healthy democracy is one in which all individuals have the opportunity to be fully informed about the democratic process, participate in elections, and to be able to connect with their elected representatives.”

—OLIVIA KHALILI, VP, Global Social Impact & Philanthropy, PagerDuty

“GOTV is incorporated into Twilio’s Racial Justice & Equity BPM as an important way for individuals to take part in building a more equitable society and representative democracy.”

—CHRISTINA FRANTZ, Director of Social Impact, Twilio

PART 1

Why: Goals

Why are you doing a GOTV Program?

		
<p>Why is participating in GOTV important to you?</p>	<p>Participating in local, state and federal elections is an important role individuals can play in building a more equitable society and representative democracy.</p>	<p>PagerDuty.org evolved our strategic philanthropy this year to include a focus on Just and Equitable Communities, with the goal of combating systemic discrimination. Previously, our local community grant partners had been selected with an equity lens, but this transition brings equity to the forefront. We view a healthy democracy and civic engagement as a fundamental part of this work, and chose to anchor this portfolio with investments in voter engagement given the timeliness and import of the U.S. fall elections.</p>
<p>What are your goals and/or priorities?</p>	<ul style="list-style-type: none"> • To help drive record participation in 2020 U.S. state, local and federal elections • To use our products and influence to enable people to advocate for legislative and policy changes that foster equity and justice • To encourage 15% of Twilions to participate in GoTV activities 	<ul style="list-style-type: none"> • Deploy the full breadth of the 1% model by activating our employee time and talent, investments through the PagerDuty.org Fund, product donations, and amplification among customers. • Increase voter turnout and access among underrepresented groups.
<p>How is this intertwined with other social impact and/or DE&I efforts and OKRs/BPMs?</p>	<p>GOTV is incorporated into Twilio’s Racial Justice & Equity BPM, which outlines that we believe our existence should strengthen society. As an anti-racist company, we commit to acknowledging and addressing systemic racism in society through work with the community and customers. Our concrete, sustained work starts by ensuring Twilio is an equitable place for all Twilions. Using our product, people, and resources, we will create systemic change in the world through election participation, advocacy, and legislation.</p>	<p>PagerDuty.org has set OKRs for Voter Engagement that ladder into the company’s broader strategy to be an anti-racist company, which include Inclusion, Diversity and Equity, diverse vendor and investor relations, and guidance on how our platform can be used.</p>

PART 2

What: Leveraging Your Company's Assets

Describe the Components of Your GOTV Program:

	<p>NOW UNTIL ELECTION DAY</p>
<p>\$ (Grants, Matches, Other)</p>	<div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <p>Grants \$500K in grants to:</p> <div style="display: flex; justify-content: space-around; align-items: center;">     </div> <p></p> </div> <div style="width: 45%;"> <p>Match 2:1 employee match campaign for our grantees; 1:1 match for nonprofits</p> </div> </div>
<p>Time/Volunteerism</p>	<div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <p>12 weeks of GOTV (see next page)</p> <ul style="list-style-type: none"> Company-wide program with specific engagement activities each week leading up to the election </div> <div style="width: 45%;"> <p>On election day... Promote volunteer time-off policy for elections related activities.</p> </div> </div>
<p>Product</p>	<p>Provide discounts, credits, and technical help to organizations focused on engaging underrepresented groups in democracy.</p>
<p>Advocacy/Voice/Influence</p>	<p>Use our products and influence to enable people to advocate for legislative and policy changes that foster equity and justice. This includes promoting best practices of expert racial justice advocacy organizations so more organizations can do it effectively, and training advocacy organizations on how to leverage communications technology to successfully advocate for racial justice.</p>
<p>Key Partnerships</p>	<p>Elections grantees, GOTV employee committee, Employee Resource Groups, Twilio senior leadership</p>

 **12 Weeks of GOTV**

<p>Week 1</p>	<p>Action: Register to Vote / Confirm Registration www.turbovote.org BE A MULTIPLIER: Remind 3 friends to register or confirm their existing registration</p>
<p>Week 2</p>	<p>Action: Make a Plan Decide if you will vote-by-mail or participate in early voting. Schedule your time for early voting or request a mail-in ballot. Early voting: vote.org/early-voting-calendar/ Vote-by-mail: voteamerica.com/vote-by-mail/ BE A MULTIPLIER: Remind 3 friends to Make A Voting Plan</p>
<p>Week 3</p>	<p>Volunteer: Sign up for the <i>Woke Vote</i> Text Bank for National Voter Registration Day</p>
<p>Week 4</p>	<p>Educate: Share nonpartisan vote-by-mail analysis Option: Brookings Analysis</p>
<p>Week 5</p>	<p>Volunteer: Sign up for the <i>Democracy Works</i> Text Bank for November 2</p>
<p>Week 6</p>	<p>Action: National Voter Registration Day (9/22) - Share Megaphone content featuring GOTV customers/grantees on social media. www.Powerthepolls.org - Sign up to volunteer or recruit volunteers to staff the polls</p>
<p>Week 7</p>	<p>Volunteer: Write GOTV postcards with <i>Black Votes Matter Fund</i></p>
<p>Week 8</p>	<p>Educate: Read up on your local candidates and ballot measures https://www.vote411.org/ballot</p>
<p>Week 9</p>	<p>Action: Mail in your ballot. No time to waste, put your ballot in the mail this week and track your absentee ballot status directly with your state. BE A MULTIPLIER</p>
<p>Week 10</p>	<p>Give: Support Lyft GOTV campaign to give free rides to the polls for qualifying riders. Twilions will give directly to nonprofits teaming with Lyft for the campaign & Twilio will match:</p> <ul style="list-style-type: none"> ● NAACP ● Black Women's Roundtable ● National Action Network ● National Urban League ● National Federation of the Blind ● Voto Latino ● Student Veterans of America ● League of Women Voters ● National Disability Rights Network ● National Down Syndrome Society (NDSS) ● National Council on Aging
<p>Week 11</p>	<p>Give: Elections Grantees 2:1 match campaign for donations made to twilio.org Elections Grantees this week only.</p>
<p>Week 12</p>	<p>Action: Election Day! Whether you're voting in person, dropping off your ballot or volunteering at the polls, be safe and follow CDC guidelines.</p>

Describe the Components of Your GOTV Program:

<p>PagerDuty</p>	<p>NOW UNTIL ELECTION DAY*</p>	
<p>\$ (Grants, Matches, Other)</p>	<p>Grants to four organizations::</p> 	<p>* Post-election day... The partnerships we're forging now will support increased voter access, representation among minority and underrepresented communities and improved election security over the long term.</p>
<p>Time/Volunteerism</p>	<p>We expanded our VTO policy to include voting in elections and participation in nonpartisan voter engagement activities. We are launching volunteer campaigns to support voter registration, turnout, and safe representation at the polls.</p>	<p>On election day... Employees can use VTO (up to 20 hours annually) to vote, engage in voter turnout or serve as poll workers through Power the Polls and the Election Day of Service activities.</p>
<p>Product</p>	<p>Our grantee portfolio includes a current PagerDuty.org customer, and we are in conversations with others to offer in-kind product and technical support to accelerate their digital operations.</p>	
<p>Advocacy/Voice/Influence</p>	<p>We are members of the Civic Alliance, alongside more than 140 other businesses working together to support safe, healthy, and trusted elections. Beginning on National Voter Registration Day, customers and visitors to PagerDuty.com can easily register to vote through TurboVote and through the event app for our annual customer conference, Summit</p>	
<p>Key Partnerships</p>	<p>Our partnership with NAACP was initiated through a 3:1 employee matching gifts campaign, which was the catalyst for a long-term partnership. The CEO of NAACP will be a keynote speaker at PagerDuty's annual customer event, Summit, and both customers and employees will have opportunities to volunteer with NAACP to target low propensity Black voters in key battleground states. Post-election, we'll continue to support their Civic Engagement work.</p>	<p>Democracy Works, the organization behind TurboVote software, is a PagerDuty customer. We are promoting easy and reliable registration via TurboVote to employees and customers. Democracy Works will also speak on a customer panel at Summit.</p> <p>Election Protection: Funding to promote 866-Our-Vote election hotline to at-risk communities.</p> <p>When We All Vote: We are providing a grant plus engaging employees in text-banking to get out the vote.</p>

PART 3

How: Planning & Rollout

How did you build your plan and how are you executing this?

Funding



Which organizations did you select and why?

- **Black Voters Matter Fund, Woke Vote, Protect Democracy, Democracy Works, and MomsRising**
- Goals: Provide funding to civic engagement organizations that are:
 - **Educating and empowering voters for the November 2020 elections**
 - **Implementing grassroots “get out the vote” (GOTV) efforts that reach low-income, underrepresented and first time voter communities**
 - **Provide 1M people underrepresented in the voting pool with the information, resources, and means to exercise their right to vote in the 2020 US Election.**

What were some of your critical considerations?

- We wanted to support organizations with a focus on **three key critical issues** we identified for this election:
- Black and Brown communities face **systemic barriers** to vote. For example, the challenges faced by voters in the Georgia primaries on June 9, including missing mail-in ballots, long lines and malfunctioning polling machines were particularly acute in predominantly Black neighborhoods.
 - Maintaining the **integrity of voter registration lists** is critical. There is wide agreement amongst civic engagement organizations, policy makers and the intelligence community that voter registration lists are susceptible to cyber attacks. It is critical to maintain the integrity of voter registration lists from such situations as well as intentional or unintentional purging.
 - This year, communities that are regularly disenfranchised face even greater challenges to exercise their right to vote due to the uncertainty and health concerns caused by the COVID-19 pandemic. **Shelter-in-place ordinances** and the uncertain path ahead has made the vote-by-mail infrastructure critical.

Would you recommend these organizations to other companies (why or why not)?

Yes, we recommend these organizations and would encourage other grantmakers to consider **nonpartisan** organizations that are focused on the goals outlined above.

What lessons learned or recommendations do you have for other companies?

Go to your **DAF holder/philanthropic partner** to get a short list of recommendations.

How did you build your plan and how are you executing this?

Funding

PagerDuty

Which organizations did you select and why?

- **NAACP, Democracy Works, Election Protection** (a program of Lawyers Committee for Civil Rights), **When We All Vote**
- In 2016, nearly 40% of the voting-eligible population in the US did not vote. We have opted for a portfolio approach to **address the myriad and interconnected obstacles to voter engagement and access**, with a **focus on ensuring representation and turnout among Black, brown, and COVID-19 vulnerable voters**.
- The organizations in this first cohort address depressed voter turnout in underrepresented communities; offer tech solutions to facilitate voter registration and vote-by-mail for COVID-19 vulnerable populations; seek to close the race and age gap and promote virtual activation via text banking; and uphold voter rights at the polls.

What were some of your critical considerations?

All of the grantees are non-partisan, national and registered 501(c)(3) charitable organizations. We selected organizations that have a focus on increasing voter turnout and access in underrepresented and marginalized communities as part of our broader equity commitment. We believe that a healthy democracy is one in which *all* individuals have the opportunity to be fully informed about the democratic process, participate in elections, and to be able to connect with their elected representatives. We are also interested in tech-forward nonprofit organizations that are using innovative tools and may have the potential to benefit from the use of PagerDuty software.

We engaged (in the decision-making process) our **ERG Array**, which supports our Black and Latinx employees, in a broader discussion around our focus on Just and Equitable Communities.

Would you recommend these organizations to other companies (why or why not)?

While we're building these partnerships now, we're happy to share our discovery work and analysis that went into determining these four final partners.

How did you build your plan and how are you executing this?

Time/Volunteerism



What are the volunteer actions that employees can take to support safe and accessible voting?

- [12 Weeks of GOTV employee campaign](#) (see previous plan)
- Volunteer opportunities with our elections grantees, text banking for voter registration, postcards for voter registration, text banking voter information support the day before Election Day
- Encouraging local volunteering at election sites (powerthepolls.org)

What were some of your critical considerations as you mapped this out? (i.e. global distribution of employee base)?

- Nonpartisan activities
- Prioritising virtual, but offering in-person opportunities as well and allowing employees to choose what to do
- Prioritising underrepresented populations
- Employees leading what actions to take

Are you working with partners to help you operationalize and scale these efforts?

- Collaborated with elections grantees to develop volunteer opportunities
- Working with employee committees to create content, organize logistics for volunteering, and promote weekly actions

Are you offering election day as a day off or “day in” (for civic engagement activities)?

Yes. We are encouraging use of Twilio’s unlimited PTO policy for voting and use of 20 hours of VTO for volunteering engagements

How are you planning to track these civic engagement activities?

- We asked employees to commit to participating in the 12 Weeks of GOTV by joining a “volunteer event” on our tracking platform Week 1.
- Signups will be required for all individual volunteer opportunities in Benevity, our SaaS tool for the employee impact program
- Goal: 15% of employees engage in a GOTV opportunity

What lessons learned or recommendations do you have for other companies?

Take into consideration elections deadlines, i.e. for voter registration and absentee ballot requests, and what actions by employees are most needed at a given time. The needs of organizations and of employees change as different Elections deadlines pass. Plan early to catch them all.

How did you build your plan and how are you executing this?

Time/Volunteerism

PagerDuty

What are the volunteer actions that employees can take to support safe and accessible voting?

Employees will be encouraged to register to vote via TurboVote (a PagerDuty.org customer) and volunteer with NAACP (GOTV to lower frequency Black voters), When We All Vote (texting voter registration and GOTV campaigns), and Power the Polls (volunteer poll workers).

What were some of your critical considerations as you mapped this out? (i.e. global distribution of employee base)?

Activation around the 2020 general election will primarily be targeted to U.S. employees, with future global civic participation opportunities across all of our international geographies.

Are you offering election day as a day off or “day in” (for civic engagement activities)?

In June, PagerDuty expanded its paid Volunteer Time Off policy to include voting and nonpartisan voter engagement to empower employees to use this designated time off on election day, regardless of geography.

How are you planning to track these civic engagement activities?

We use the Benevity platform for volunteering. Employees will record their hours on the platform under the eligibility of our expanded VTO policy.

How did you build your plan and how are you executing this?

Product

PagerDuty

If applicable, how are you leveraging your product to support your GOTV or broader healthy democracy efforts in the future?

NAACP President & CEO is a featured keynote at our annual customer conference, Summit.

Democracy Works is an existing PagerDuty.org customer. We are in conversations with other grantees on how they might utilize PagerDuty's platform for real-time operations through in-kind donation and pro bono technical expertise.

The graphic features a dark blue background with diagonal stripes in shades of purple and orange. In the top left, the text 'PagerDuty SUMMIT' is displayed, with 'PagerDuty' in a small white font above 'SUMMIT' in large, bold, orange letters. Below this, the name 'Derrick Johnson' is written in a large, light green font. Underneath his name, 'President' is written in a smaller, orange font, followed by 'NAACP' in a larger, orange font. On the right side of the graphic is a black and white portrait of Derrick Johnson, a man with glasses, a goatee, and a suit, looking slightly to the right.

How did you build your plan and how are you executing this?

Voice/Influence



If applicable, how are you leveraging your voice & influence (this could be at a corporate policy level, CEO specific voice, partner network/comms, employee actions)

Internal communications coming from C-Suite highlighting the importance of voting and encouraging the use of the unlimited VTO policy. Using external platforms, including shareholder calls, to advocate for anti-racist policies and practices, and social media channels to encourage people outside Twilio to join our GoTV initiative.

← Tweet



Jeff Lawson ✓
@jeffiel

At our Twilio all hands last week, we discussed the actions we're taking to become a company that practices anti-racism. These actions are the beginning, not the end, of our commitment to creating a more just company, industry, and society.

Twilio unequivocally condemns all forms of racism, bigotry, hate and violence. We believe in equity, inclusivity, and empowering others in our work. We commit to becoming an anti-racist organization and using our product, people, and resources to create a more just and equitable world.
#BlackLivesMatter



Twilio's commitment to equity and anti-racism

It is our collective responsibility to create change, and Twilio is committed to doing the work. These are the initial actions we are taking as a company.

[twilio.com](https://www.twilio.com)

Planning & Rollout

PagerDuty

Executive Support: How do you get executive support?

Our CEO actively supports Voter Engagement and our focused work to combat systemic discrimination through our Just & Equitable Communities funding and broader racial equity work.

Roles & Budget: Who is driving this effort at your company? (Social impact team, DE&I, HR, other?) and does it have a budget (Grants, Matches, Swag/Employee incentives, Paid time off?)

Social Impact team. Grants are made from our Fund and employees can take time off to vote and participate in nonpartisan voter engagement through our paid VTO policy.

← **Tweet**



Jennifer Tejada
@jenntejada

We have work to do. Please stand with us [@pagerduty](#) in our [#Day4Change](#) on June 19 in honor of [#Juneteenth](#). Join me and our employees as we take action by advocating for change on this day and every day. [#BlackLivesMatter](#) 🍌🍌...



Day for Change on June 19: Solidarity With the Black Community | PagerDuty
Join PagerDuty on Juneteenth to reflect on, remember, and recommit to work every day for equality and social justice. [#BlackLivesMatter](#)
[🔗 pagerduty.com](#)

12:22 PM · Jun 9, 2020 · Twitter Web App

Planning & Rollout



Executive Support: How did you get executive support?

GOTV is one tactic of our larger Racial Equity and Justice initiative. Our Chief People Officer and Chief Impact Officer are executive sponsors of this company-wide strategy and we review progress toward goals consistently.

Critical Considerations: What key decisions and factors should every company consider as they build their plan and expectations?

- Listen to your employees, find out what they want and ways to engage them meaningfully
- Nonpartisan, nonpartisan, nonpartisan
- Be mindful of international employees and how GOTV initiatives are being communicated
- Provide a variety of engagement opportunities, from educational activities, to donation campaigns, to volunteer options. Also consider providing a variety of volunteer options, virtual/in-person, pre-election, election day, etc.



PART 4

Making The Plan Your Own

Let's get started

It is important to remember your goals, priorities, resources, budget and timeline — these will drive any action you're able to make. Your GOTV strategy may look different from other companies, but no matter where and when you started planning, you can always do something.

Summary of Questions To Start Planning

- 1 How much time do you have?
- 2 What are your goals and priorities? Why is GOTV important to you?
- 3 Which assets will you leverage?
- 4 What internal resources do you have at your disposal?
- 5 What communications strategies can you leverage?

Quick and High Impact Lifts

- **Educate Employees**
Make sure employees are registered and know where to vote.
 - **Give employees time off to vote**
Join [Time to Vote](#) and help to grow the business-led movement to ensure no one has to choose between casting a ballot and earning a paycheck.
 - **Help fight disinformation/misinformation**
Use your social media platform to promote registration and accurate information through and after the election.
- Direct employees to additional tools and resources where they can learn more and get further involved.**
- **Find partner organizations that fits your company's culture and your employees' point of view.**

One Month Left: What your company can do

1 Help your employees get ready to vote

- Make voting an event at your business. Have your CEO encourage voting.
- Provide voting information resources how to register, how to request an absentee ballot, knowing when and where to vote — [Vote.org](#)
- Help employees learn about candidates and the issues — [BallotReady](#) or [Ballotpedia](#)

2 Give employees time off to vote

- Join [Time to Vote](#) and help to grow the business-led movement to ensure no one has to choose between casting a ballot and earning a paycheck
- Consider offering paid time off to vote and join [ElectionDay.org](#)

3 Invite employees to become poll workers

- [Work Elections](#) or [Power the Polls](#)
- Consider offering paid time off to employees to ensure polling places and ballot-counting operations are fully staffed and watched properly
- Recognize those who participate

4 Participate in election-related events

- National Voter Registration Day: Sept 22
- Vote Early Day: Oct 24

5 Find creative ways to use your company's products, services, or platform to support election officials and voters

- Digital reminders in your app, website, and email
- Free rides to the polls on Election Day
- Drinks and snacks for poll workers

6 Help fight disinformation/misinformation

- Amplify state and local election administrators' official election communications channels
- Share your state's digital materials to share with employees, customers, and community.

7 Purchase/Donate PPE to polling locations

Learn how to purchase or donate drop boxes, plexiglass, sanitation, and other PPE to your local polling station by contacting Sarah Bonk, bonk@bfa.us

Two Weeks Left: What your company can do

- 1 Encourage your employees, customers, and community to vote early**
 - With early in-person voting, you're helping to reduce crowding on Election Day. It also gives you time to correct your registration if there's a problem.
 - For absentee ballots, be sure to request, complete, and return the ballot as soon as possible. Consider using a drop box or delivering it to a board of elections office in case of USPS delays. (Options will vary from state to state.)
- 2 Help transport people to the polls for early voting or Election Day voting**
- 3 Ask your county election official how you can help with poll workers, technical assistance, PPE, or other needs.**

Small Businesses: What your company can do

Small businesses can do everything above. Here are some additional ideas for smaller companies to have an impact.

- 1 See if your state / county has signs or posters available to print and hang in your local business establishment.**
- 2 Write an op-ed or letter to the editor in your local paper. Ask them to publicize your voter registration or early voting efforts.**

After the election: What your company can do

- 1 **Make voting and civic engagement a cornerstone of your company's social impact plan. Add it to your corporate social responsibility statement and ESG goals.**
- 2 **Set up your voter program to be repeated in every election year — and plan to do more next time.**
- 3 **Educate and empower employees on civic engagement, civil dialogue, and media literacy.**
- 4 **Advocate for policy changes to protect voting rights, boost civic engagement, and reduce political polarization.**

For more information and ideas, check out the resources and assistance offered by [Business for America](#).
Sarah Bonk: bonk@bfa.us



Don't plan for election night: Plan instead for election week

- 1 **Set expectations in advance. Get employees (and yourself!) comfortable with waiting, and being wary of in-person precinct reporting numbers. Mail in votes will take longer to count, and the race is not officially over until all votes are counted.**
- 2 **Get employees (and yourself!) comfortable with waiting, and being wary of in-person precinct reporting numbers. Mail in votes will take longer to count, and the race is not officially over until all votes are counted.**
- 3 **Give yourself grace and time.**

In Conclusion

Companies who value true equity and justice are thinking harder about their role in living out these values, both for their employees as well as for their customers and community. This Playbook, while not absolute, is meant to help guide companies to reinforce their values and to help encourage a more diverse, equitable, and just world.



Appendix

About the partner organizations mentioned above:

- **ACLU**

Voting is the cornerstone of our democracy and the fundamental right upon which all our civil liberties rest. The ACLU works to protect and expand Americans' freedom to vote. The website contains tabs documenting historical trends, current issues and even provides the latest cases and news articles on voting rights and suppression.

- **Black Voters Matter Fund**

Black Voters Matter's goal is to increase power in marginalized, predominantly Black communities. In addition to voter registration and promoting voter turnout, Black Voters Matter also advocates for policies to increase voting rights and access and works to build infrastructure where none previously existed.

- **Democracy Works**

Democracy Works has implemented a number of tools to increase voter engagement and accessibility. They have created a page with resources particularly for navigating voting during Covid-19. They also have created separate guides detailing both how to register and how to vote as well as their tool TurboVote, helping Americans vote in every election -- local, state and national.

- **Election Protection**

(a program of Lawyers Committee for Civil Rights)

Election Protection has established numerous tools and links to help voters. They have hotlines for those calling in English, Spanish, Asian Languages or Arabic. In addition to the hotline, visitors can check for registration, absentee ballots, information, election management, report incidents or their local polling places. This information can also be accessed by state.

- **Fair Count**

Efforts to discourage and disenfranchise voters—in voter registration, ballot access, or counting of votes—have a catastrophic effect on our democracy and our communities. Fair Count encourages donations, provides ways to volunteer in Georgia and provides relevant stories as to why this fight is worth it

About the partner organizations mentioned above:

- **Head Count**

HeadCount is a non-partisan organization that uses the power of music to register voters and promote participation in democracy. Their website gives quick access into checking your registration, status and even reminding friends to vote.

- **MomsRising**

MomsRising is a platform dedicated to Moms. Within their website they have curated a separate page entitled MomsVote helping people register to vote, pledging to vote, making plans to vote, hosting debate watch parties and more. MomsVote is constantly looking for creative new ways to engage women and moms to exercise their tool in this democracy- the right to vote.

- **NAACP**

The NAACP has created a separate landing page specifically to answer questions around voting and promote voter engagement particularly with black voters. Visitors can check for their local polling places, check their registration or even report any problems or issues through a link or toll free number.

- **Protect Democracy**

Protect Democracy is a nonpartisan, nonprofit organization dedicated to fighting attacks, from at home and abroad, on our right to free, fair, and fully informed self-government. Currently they are actively recruiting poll workers and are also providing resources for voting during the pandemic.

- **When We All Vote**

This organization not only promotes voter registration and ballot requests, but also encourages support through donations and merchandise. In addition, individuals can check their status and pledge to be a voter.

- **Woke Vote**

Work Vote provides a non-partisan, non-candidate-based training and leadership development fellowship program to build a pipeline of talented organizers who can execute engagement programs to scale.

Best Practices in Virtual Employee Volunteering

Make it easy.

Make it high leverage.

Make it fun.

GETTING PEOPLE TO SIGN UP/SHOW UP

Leverage Expanded Communication & Increase Visibility

- Integrate into new communication pathways.
As a result of SIH, most companies have more frequent and consistent communications
 - Weekly All-Hands
 - Team happy hours &/or daily stand ups
 - Internal newsletters, slack channels, etc.
- Make this easy and appealing for executives to get engaged (Demonstrate how this will hit multiple business objectives & trigger multiplier effect)
- Add a visual component for all employees (via internal channels and/or social media ie unselfie)
- Create persistent drumbeat (weekly employee showcase, stats/collective impact, competition update/leaderboard, etc)



CREATING A QUALITY EXPERIENCE

Pump up the Incentives, Connection, Impact & Fun Factor

→ Reduce friction

Turnkey “kits” & instructions

→ Add a social aspect

Dedicate social time before/after (care package/wine tasting)

→ Add a team building component

Breakout discussion/games/”human” element etc.

→ Add a learning component

→ Add a shot of inspiration

(beneficiary or non profit speaker)

→ Add Gamification

→ Offer Matching dollar for do-ers/ other rewards

→ Offer visibility for actions/nonprofit/family

On social or internal slack channels, etc.

→ Create Unifying forces

All in 1 day, visible Executive involvement, board/exec matches, day off, company wide initiative ie We Pledge, etc.



Volunteer Program and Policy

As part of PagerDuty's commitment to Pledge 1%, all employees receive 20 hours of paid time off each calendar year to volunteer for causes and organizations they are passionate about.

The purpose of PagerDuty's volunteer time off program is to:

- Make it easy for employees to contribute their time to causes and organizations that are personally meaningful
- Enhance and serve the communities in which we live and work
- Empower employees to respond to and address issues that impact quality of life, utilizing our time and talents

Volunteer Time Off Policy & Guidelines

- Twenty (20) hours Volunteer Time Off (VTO) is immediately available for use on either January 1st of each year, or your date of hire, whichever is earliest.
- Manager approval is required for any volunteering that occurs during business hours.
- Paid VTO leave may only be used on the days that you are scheduled to work, however volunteering on nights and weekends is supported as well, and all hours volunteered should be tracked in Benevity.
- If the available VTO time is not used by December 31 or any given year, any unused VTO will not carry over to the next calendar year.
- Employees are not compensated for unused VTO leave at the end of employment with PagerDuty or at any other time.

Volunteer Program and Policy

<i>Eligible Employees</i>	Full-time employees, part-time employees working 20+ hours/week, fixed-term employees, contractors, and interns.
<i>Eligible organizations for PagerDuty-supported volunteering</i>	<p>Certified charities or 501c3 nonprofit organizations, and/or their equivalent in Canada, United Kingdom, and Australia. Public schools, and inclusive community based programs are also eligible.</p> <p><u>Updated June 2020:</u> Eligible VTO activities may include peaceful participation in civil and human liberties demonstrations and movements that i) advocate for freedom and equal rights; ii) do no harm to others and; iii) do not discriminate on any basis.</p> <p>Participation with any groups <u>categorized as Hate Groups</u> by the <u>Southern Poverty Law Center</u> is not condoned or eligible for VTO.</p>

FAQ - Volunteer Time Off

What are eligible activities for volunteering?

- Any activity that supports a charitable organization or furthers organizational capacity to directly improve the institution, for example—
 - Volunteering with for a school, sports team, or scouts organization
 - Serving food at a shelter or soup kitchen
 - Cleaning up a beach, trail or public space
 - Mentoring, teaching or up-skilling underserved populations
 - Serving on a nonprofit board
 - Voting in local, state, and national elections and volunteering as a poll worker
 - Assisting with non-partisan voter registration drives and efforts to increase voter turnout
- Updated: Peaceful participation in civil and human liberties demonstrations and movements that—
 - Advocate for freedom and equal rights
 - Do no harm to others
 - Do not discriminate on any basis
 - Fall outside of the Southern Poverty Law Center's [list of hate groups](#)

★ Tips in this [Brief Guide to Demonstrating Safely](#)

What is not considered eligible?

- Supporting political organizations that discriminate, or any volunteer activities related to an individual candidate's campaign
- Volunteering with organizations that discriminate on the basis of religion, race, ethnicity, sexual orientation, age, ability or legal status. *Note: Faith-based organizations must provide services to the community at-large (not limited to their members) and must adhere to inclusive practices to be considered eligible.*
- Violent, unruly or unlawful participation of any kind
- Participation in a demonstration or movement that causes harm to others, discriminates in any way, or seeks to restrict civil liberties.