



5 Actions for Investors to Support a Successful 2020 Election

A strong democracy is good for business and is underpinned by secure and fair elections with high levels of participation. The COVID-19 pandemic is creating unprecedented operational challenges and investors can do their part to support a successful, legitimate election in November. Through enabling civic engagement by employees, portfolio companies and communities, investors can demonstrate civic-minded leadership and encourage action across industries.

Here are 5 concrete ways for investors to support election efforts throughout the United States. You'll find further detail on how to pursue these actions below.

- 1) *Encourage direct employees, and employees at portfolio companies, to make a voting plan*
- 2) *Give all direct employees paid time off to vote on or before Election Day, and encourage portfolio companies to do the same*
- 3) *Encourage employees to register as poll workers, health status permitting*
- 4) *Contribute funds to support election operations*
- 5) *Publicly support a safe and secure election*

5 Actions for Investors to Support A Successful 2020 Election -- Detail

1) Encourage direct employees, and employees at portfolio companies, to make a voting plan	<ul style="list-style-type: none">● Voting is going to look different this year due to the COVID-19 pandemic. Policies around early voting and absentee ballots differ by state. It is critical that individuals are informed on their state's policies in advance so that they can make a plan for how to cast their ballot.● Provide employees and organizations you invest in with resources on the voting policies in relevant states. Encourage voter registration, early voting, early absentee ballot requests, and election day plans.● <u>TurboVote</u> is a free tool that can provide employees and portfolio companies with information on how to register to vote, key deadlines, and reminders in the lead up to election day.
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2) Give all direct employees paid time off to vote on or before Election Day, and encourage portfolio companies to do the same	<ul style="list-style-type: none">● In 2016, 40% of those who did not vote listed barriers getting to the polls as the main reason. One of the most commonly reported barriers was difficulty getting time off from work.● Giving employees paid time off to vote ensures that work commitments will not keep individuals away from the polls. This is one of the most actionable steps that investors can take to increase civic engagement amongst employees and portfolio companies.● For investment firms this could include encouraging paid time off for all companies you invest in.● Investment Firms such as K1 Capital have already taken this critical step. A Day for Democracy is a Non-partisan initiative of employers across the U.S. pledging to give employees Election day off and increase voter turnout. Take the pledge here.
3) Encourage employees to register as poll workers, health status permitting	<ul style="list-style-type: none">● A key challenge facing state and local election officials is a poll worker shortage driven by the fact that poll workers are typically over the age of 60, and this is the exact population that is at high risk for contracting COVID-19. In fact, in the 2016 presidential election, 60% of the 1,000,000 poll workers were 61 or older.● Provide information so that your employees or those at organizations you invest in can learn how to register as a poll worker. Provide them with paid time off to work as poll workers on election day and early voting days.● Provide information to your networks to enable low-risk individuals to register as election day or early voting poll workers.● You or the organizations you invest in may sign up for Power the Polls to provide employees with information on how to register, training, and key dates / reminders for how to be a poll worker in a given state.● Join the Civic Alliance for Election Day of Service, a coalition of businesses working to identify 250,000 new poll workers and election volunteers to support safe and secure elections this November



	<ul style="list-style-type: none">● To further support polling infrastructure, you or your portfolio companies can volunteer appropriate space (e.g., 2,000 sqft, easily accessible) as a polling location.
4) Contribute funds to support election operations	<ul style="list-style-type: none">● Election officials lack the necessary resources to keep poll workers and voters safe from COVID-19 during in-person voting. Funds are needed to supply personal protective equipment for poll workers such as masks, gloves and sneeze guards, and disposable pens at each polling site.● So far, the federal government has allocated \$400 million to emergency election resourcing. An estimated total of <u>\$4 billion</u> is needed. The private sector needs to step in and encourage congress to <u>properly fund the voting process</u> and can also help supply funds directly in order for our elections to run smoothly.● Encourage employees and employees at portfolio companies to reach out to your U.S. Senator through <u>Issue One Action</u> to advocate for additional funding for election support in the next round of federal aid● Create an employee match donations campaign to encourage employees to donate and amplify impact, and direct corporate dollars to election resourcing● Donate funds raised to the <u>National Vote at Home Institute</u> for distribution to high risk and high priority counties
5) Publicly support a safe and secure election	<ul style="list-style-type: none">● There has been a significant amount of misinformation regarding this election. Campaigns that call into question the security of mail in ballots are unfounded and create mistrust in the system.● Voting fraud is extremely rare in the US, and voting by mail is no exception. In the past 20 years, over 250,000,000 votes have been cast by mail, roughly 25% of all votes in the last 5 elections and according to data from the <u>Heritage Foundation</u>, there have been only 1,290 proven cases of voter fraud.● Utilize your platform as an investor to make public statements in support of the safety and security of this election. Work to build



trust in the vote by mail system by providing employees with the key facts and figures to counteract misinformation.

- Given the increased number of mail in ballots, election results are likely to take longer than usual this year. Set expectations and build trust among employees and employees at portfolio organizations via communications campaign and targeted public statements.

About the Leadership Now Project

The Leadership Now Project is a membership organization comprised of business and thought leaders who are committed to long-term solutions to renew American democracy.

Leadership Now has four guiding principles that transcend political parties: to protect democracy while renewing it; to promote fact and evidence-based policymaking; to create an economy that works for all; and to embrace diversity as an asset. In 2019-2021, the organization is focused on the threats to the fundamentals of democracy, including low voter participation, gerrymandering, and the influence of money in politics.

Leadership Now activates the resources, networks, and skills of our members, powering reforms to our system through sophisticated analytics; mobilizing new investments in a portfolio of reform organizations like OpenSecrets, and recognizing those political leaders who can change the game and share our principles. Incubated in 2017 by a group of Harvard Business School alumni, the organization today has members in five cities and will launch additional chapters this year. Learn more at www.leadershipnowproject.org. You can also follow us on LinkedIn and on Twitter at @LeadershipNP.