*Please cut and paste the language below into e-mails, newsletters or a formal letter for your employees. We recommend having this message come from a recognizable, senior-level official in the association. You are welcome to modify and edit as appropriate to fit your message. Also, consider personalizing the language as much as possible to have the greatest effect.*

**Launch Letter from Association Leadership—E-Mail or Newsletter Version**

Voting is one of the most important privileges we have as American citizens. It is a right that many of our forefathers died to win and protect, and even today, throughout the world, men and women fight for the right to choose their own representatives in democratic systems of government. Yet, in the United States, only about half of eligible voters exercise that right.

Consider this: Every day, decisions that are made by elected officials at city hall, in the state legislature and in the halls of the U.S. Capitol affect the way that we live our lives and, ultimately, the way your company is able to do business and thrive in the American economy. We all have a say in choosing the people who make those decisions.

Therefore, [Association Name] is asking our member companies make voting a priority for your employees in 2016, and provide them with information that will help prepare them for the upcoming elections. We have resources available through our website that will help you encourage ALL employees, regardless of political affiliation, to educate themselves about important policy issues and to do their civic duty by voting for their preferred candidates on Election Day. The resources we provide you are not intended to endorse any specific candidates or parties. However, we want all [industry] industry voters to be educated and participate fully in the electoral process.

President Lyndon Johnson said, “We preach the virtues of democracy abroad. We must practice its duties here at home. Voting is the first duty of democracy.” Please join your colleagues in the [industry] industry in this important initiative in 2016: Help us create Manufacturing Voters!

**Launch Talking Points for Association Leadership**

* Voting is one of the most important privileges we have as American citizens; yet, only about half of eligible voters exercise that right.
* Decisions are made every day at all levels of government that affect your life and the lives and jobs of your employees. We all have a say in choosing the people who make those decisions.
* For the sake of our industry, it is a priority of this association to see that all of our member companies’ employees exercise the right to vote.
* Therefore, we are kicking off a program designed to encourage all employees in the [industry] industry, regardless of political affiliation, to do their civic duty.
* The resources we provide you are not intended to endorse any specific candidates or parties. However, we want all [industry] industry voters to be educated and participate fully in the electoral process.
* We have established a section of the association’s website that will provide resources you can use at your company to motivate your employees to go to the polls.
* Please join me and your colleagues in the [industry] industry in this important initiative in 2016: Help us create Manufacturing Voters!