*Please consider sending the letter below as a formal letter to your employees at their homes, or cut and paste the language into e-mails and newsletters. We recommend having this message come from a recognizable, senior-level official in your company. 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 Company 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 [Company Name] 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, [Company Name] is making it a priority in the coming months to ensure that all eligible employees are registered to vote and to provide you with information that will help you prepare for the upcoming elections. We invite you to visit a new section of our intranet/internal website [insert link] that is designed to encourage ALL employees, regardless of political affiliation, to educate yourselves about political issues and to do your civic duty by voting for the candidates of your choice on Election Day. It is not the goal of this program to endorse any specific political candidates or parties, and we will never tell you HOW to vote. We simply want all of you to 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 [Company Name] family in this important initiative in 2016: Be a Manufacturing Voter!

**Launch Talking Points for Company 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 that affect your life and your job here at [Company Name], and you have a say in choosing the people who make those decisions.
* It is a priority of this company to see that all of our employees exercise the right to vote.
* Therefore, we are kicking off a program designed to encourage all employees, regardless of political affiliation, to do your civic duty.
* Make no mistake, we will never tell you HOW to vote, and the resources we provide you are not intended to endorse any specific candidates or parties. However, we want all of you to be educated and active voters.
* We have established a section of the company intranet/internal website that will show you how to register, give you background on critical issues and ensure you are aware of important upcoming dates and deadlines. Activities will also be announced in the coming weeks that will help accomplish these goals as well.
* Please join me and the [Company Name] family in this important initiative in 2016: Be a Manufacturing Voter!