

The Prosperity Project (P2®)

REQUEST

- Promote the availability of customized corporate web-based tools to encourage employee participation in elections.

RESPONSE

- Engage national news media in a dialogue about the fact that many employees now own stock in their own companies and federal election law allows employers to endorse political candidates to stockholders.
- Provide media relations on a decision by major employers to refrain from endorsing candidates in the workplace, but rather to encourage voter participation, supplying one-click access to regular, absentee, and early voting registration and information sites for every state directly from corporate websites.
- Promote the availability of side-by-side candidate voting records on issues related to employees' jobs and industry and encourage employees to use the information in support of personal decision-making about their own vested interests.
- Compare and contrast the new employer voter information initiatives to the long history of organized labor candidate endorsements and political activism in the workplace.
- Promote the importance of voting to employees through a variety of customizable print, online and other communications tools.

RESULTS

- Political, business and general news media coverage reflected an understanding of the value of the new tools to employees and of the changing political landscape in the workplace.
- Key planks in a platform were laid on which, in subsequent years, more than six times as many employees heard from their employers about policies and politics as had previously been offered the information. Employers have since grown to eclipse both political parties combined as the most credible sources of information for employees on issues and elections affecting their jobs and industry.

CUSTOMER

Business Industry Political Action Committee (BIPAC)

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