

The Election is Over... Time to Get Ready for the Next Election.

Win some, lose some, that's the democratic process. It's incumbent on voters to make their voices heard and their votes count. The National Association of Manufacturers provides the tools to make an even better showing at the polls next time.

SOME EMPLOYERS may be reluctant to talk about politics, legislative issues or campaigns to their team members. You shouldn't be worried. Polling has shown that employees like to hear from their employers about legislative issues that impact jobs and the company's bottom line. They appreciate hearing non-partisan and unbiased information about how to register to vote or request an absentee ballot. Polling also shows that such information is viewed as very credible. The Council of Industry has partnered with the National Association of Manufacturers (NAM) to make these efforts easier for you. Whether you want to launch a full, civic-minded Get Out the Vote (GOTV) campaign or pick and choose among election activities, the NAM's resources can make a world of difference in reaching your employees and increasing voter turnout. Here's an in-depth look at how you can use the NAM



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Election Center resources to make the manufacturing vote count on Election Day.

A One-Stop Shop

The NAM Election Center offers comprehensive resources to help you get out the vote, find your legislators and advance the manufacturing agenda. The resources are divided into three sections: one for Manufacturing Voters, one for Manufacturing Employers and even one for Manufacturing Candidates, the three primary audiences that the NAM hopes to motivate during this important election season.



Resources for Voters

The Manufacturing Voter page is designed with your workforce in mind. Here, employees and family members will find videos that can be shared with co-workers or social media networks. There is also information on the current members of Congress that includes their NAM voting records on key manufacturing issues. "What is a Manufacturing Voter?" will help your employees understand why it's important to vote and what their voices bring to the national debate.

Employees can also take advantage of a unique new voter registration platform. The NAM has partnered with TurboVote, a non-partisan web-based voter registration platform that simplifies the process to make it as easy as ordering a movie from Netflix! TurboVote asks users to answer a few basic questions and, at the end of the process, provides a completed voter registration form that they can print, drop into an envelope and mail in. What really sets TurboVote apart from similar technology is that already registered voters can sign up for Election Day reminders so that they never forget to go to the polls. You can link to TurboVote through the NAM Election Center or by visiting www.nam.turbovote.org.

Finally, the NAM has zip-code-searchable side-by-side Voter Guides available that show where candidates stand on crucial manufacturing issues. These Voter Guides can be custom-branded with your company's logo and are easily printed, making distribution to your employees simple.

Resources for Employers

The Manufacturing Employer page is designed to make the work involved in operating GOTV activities as light as possible. The resources are easy to copy, paste and print for busy people—like you. Everything on the Manufacturing Employer page is open-source and can be used by your

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These days, in every election, there's too much at stake for manufacturers to sit on the sidelines.

company without attribution to the NAM.

On this portion of the Election Center website, you will find a digital how-to guide that is based on input and best practices from NAM member companies. Whether you are a GOTV novice or looking to grow an existing program, the how-to guide provides advice and ideas for building an effective, legally sound GOTV campaign.

The Manufacturing Employer section also houses resources and sample materials, including draft email and newsletter messages, sample postcard text, a customizable flyer and co-brandable posters for your use. Voting dates and deadlines are listed for easy reference so you can remind your employees when important voter registration and election dates are approaching. Finally, there is copy-and-paste code that puts an Election Center button on your internal website—and allows you to link directly to the Election Center home page.

Resources for Candidates

Another goal for the NAM is to support candidates, and ultimately officeholders, who understand the value our members bring to the economy and to their communities. If you host candidates in your facilities or have an opportunity to meet with them on the campaign trail, please direct them to the Manufacturing Candidate page. This is the destination for information, policy papers and data from the NAM that can help them learn about manufacturing issues and craft their messages to manufacturing voters in your area.

It does not take a major, coordinated effort to make a huge difference in the turnout of your employees at the polls. Take a few minutes during a staff meeting to talk about voting. Hang posters in your facilities. Hand out reminder flyers at shift change. Encourage voter registration among your employees. Invite local candidates to visit and meet with your workforce. The Council of Industry and the NAM are committed to making it easy for you to ensure your employees have the opportunity to vote for the candidate of their choice on Election Day.

For information about the NAM Election Center and GOTV activities, contact Leann Paradise, external relations manager, at lparadise@nam.org.

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