

Engaging in advocacy as a corporation, non-profit or private company can be intimidating. You don't want to say the wrong thing or unintentionally cross a line. To help alleviate some of these concerns, CollinCountyVotes has created this list of "Dos and Don'ts" so you can better understand how to properly navigate your company's advocacy role.

Do

- ✓ Promote the importance of voting in your workspace. You can do this by displaying materials that promote the election calendar and important dates, send out communications to your workforce to encourage them to remember to vote, and remind your employees that they may take off the time necessary to go vote on Election Day.
- ✓ Provide access to non-partisan and unbiased sources of information such as the CollinCountyVotes website and materials. You may encourage your workforce to learn more about candidates and their stances through these resources.
- ✓ Let your workforce know what kinds of policies are important to your business. For example, if healthcare reform is vitally important to your business, it is acceptable for you to explain this to your employees so long as you do not encourage them to support or oppose certain candidates.
- ✓ Consider hosting an Election Day or Early Voting celebration at your office. You can celebrate the day and use that event to encourage awareness and participation (but you cannot make voting mandatory for employees to attend the activity).
- ✓ Consult with the Texas Ethics Commission at (512) 463-5800 if you have any questions or concerns about your company's Get Out the Vote advocacy.

Don't

- ✗ Make endorsements of any candidates or political parties. Your role is to remain neutral when it comes to how your employees vote.
- ✗ Host any candidates in your space or an event your company is sponsoring unless all candidates in that race were provided the same opportunity to attend.
- ✗ Give out prizes, recognition or any other incentive for voting.