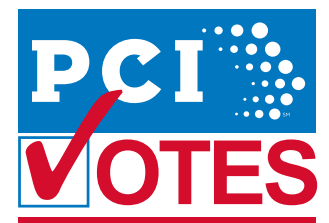




**2018 General Election  
GOTV Toolkit**



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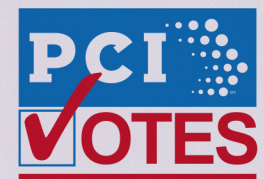
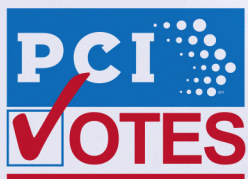


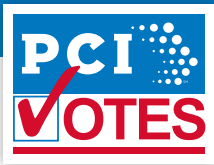


Election Day 2018 is right around the corner. Study after study has shown that employees want and trust information from their employers on elections and voting. The resources in this toolkit will help you communicate with your employees about the mid-term elections in an effective and legally sound manner.

Please contact Bethany Nadeau Dame, PCI Senior Director of Political Engagement, Advocacy & Grassroots at [bethany.dame@pciaa.net](mailto:bethany.dame@pciaa.net) or (202) 783-2353 with any questions, or for help customizing these materials for your organization.

Thank you for your help in getting out the property casualty industry vote on November 6!





## MESSAGE CALENDAR

September 25

Post the provided websticker on your organization's homepage or intranet, and link the sticker to [www.pcivotes.net](http://www.pcivotes.net) *Intranet*

General Election Voter Registration

*Email to Employees in all States (except LA\*)*

October 2

General Election Early Voting (by mail and in person)

*Email to Employees in all States (except LA\*)*

October 9

Post provided flyer on office bulletin boards *Bulletin Board*

October 29

Publish provided PowerPoint slide on electronic displays through Election Day (November 6) *Electronic Display*

November 5

General Election Day Reminder

*Email to Employees in all States (except LA\*)*

## ELECTION CALENDAR

September 24-28

Employee Voter Registration Week

November 6

General Election Day\*

Louisiana Primary Election Day

December 4

Georgia Runoff for State and Local Offices (a runoff for federal offices is set for Jan. 8, 2019)

December 8

Louisiana General Election Day

*\*Louisiana's primary election is on November 6 and their general election is on December 8. For help with Louisiana primary and general election messages and dates, please contact Bethany Nadeau Dame at [bethany.dame@pciaa.net](mailto:bethany.dame@pciaa.net).*

*Text in gray italics notes the message delivery method.*

### SEPTEMBER

						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
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23	24	25	26	27	28	29
30						

### OCTOBER

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28	29	30	31			

### NOVEMBER

				1	2	3
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18	19	20	21	22	23	24
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### DECEMBER

						1
2	3	4	5	6	7	8
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30	31					

- Toolkit Deliverables
- Employee Voter Registration Week
- Election Day



## General Election Voter Registration

To: All Employees (except those in LA\*)  
From: [ORGANIZATION]  
Subject: Register to Vote!

**Suggested Send Date: September 25, 2018**

## General Election Early Voting (by mail and in person)

To: All Employees (except those in LA\*)  
From: [ORGANIZATION]  
Subject: Vote Early

**Suggested Send Date: October 2, 2018**

## General Election Day Reminder

To: All Employees (except those in LA\*)  
From: [ORGANIZATION]  
Subject: Vote Tomorrow!

**Suggested Send Date: November 5, 2018**



2018 VOTE  
**YOUR VOICE,  
YOUR VOTE.**

Dear Employee Voter,

Voting on November 6 is a right and the ultimate expression of our freedom. Are you and your family members registered to vote?

[ORGANIZATION] is partnering with our industry association PCI (the Property Casualty Insurers Association of America) to provide our employees with information on voter registration, including deadlines, instructions and forms. Simply go to [www.pcivotes.net](http://www.pcivotes.net) to learn more about the upcoming elections, and feel free to share the website link with your family and friends.

We hope you'll take the time to register and vote this fall for the candidates of your choice.

Sincerely,  
[NAME]



2018 VOTE  
**YOUR VOICE,  
YOUR VOTE.**

Dear Employee Voter,

Did you know that many states give their voters the opportunity to vote early in-person or by absentee ballot before Election Day? If there's a chance you won't be able to vote in person on November 6, consider checking your state's rules for voting early.

Visit [www.pcivotes.net](http://www.pcivotes.net) to find out if you're eligible to vote early, and get deadlines, instructions and forms. You can also find additional information on your state's Secretary of State or Board of Elections website.

Be sure to vote early or in person for the candidates of your choice.

Sincerely,  
[NAME]



2018 VOTE  
**YOUR VOICE,  
YOUR VOTE.**

Dear Employee Voter,

Tomorrow, November 6, is Election Day!

If you haven't already voted early or by absentee ballot, be sure to head to the polls and vote in person tomorrow. Before you head out, visit [www.pcivotes.net](http://www.pcivotes.net) to find your polling place, or look up information on candidates.

Make your voice heard and vote tomorrow for the candidates of your choice.

Sincerely,  
[NAME]

\*For employees in Louisiana, November 6 is the primary election day. Their general election is December 8.

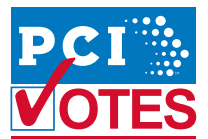
# Election Day

## 2018

is right around  
the corner!

A lot is at stake for property casualty voters like you—don't be silent. Be a part of our democracy and make your voice heard on November 6, 2018. Your polling location and voter registration information can be found by visiting [www.pcivotes.com](http://www.pcivotes.com).

YOU HAVE A **VOICE**, AND YOU HAVE A **VOTE**.  
**VOTE ON ELECTION DAY!**

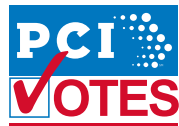




# **YOUR VOICE, YOUR VOTE.**

Your polling location and voter registration information  
can be found by visiting [www.pcivotes.com](http://www.pcivotes.com).

**Make your voice heard by voting on November 6, 2018.**



**YOUR VOICE,  
YOUR VOTE.**

**Vote in 2018**

Visit [www.pcivotes.net](http://www.pcivotes.net)



**YOUR VOICE,  
YOUR VOTE.**

**Vote in 2018**

Visit [www.pcivotes.net](http://www.pcivotes.net)







**Bethany Nadeau Dame**

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[www.pcivotes.net](http://www.pcivotes.net)