

OVERVIEW



Voteworks: Businesses Promote the Vote is a new non-partisan effort to encourage and support business leaders to take an active role in getting their employees, customers, vendors, business peers and local community members registered to vote, inspired to volunteer, educated on issues and candidates and, most importantly, turned out on Election Day 2004.

A few facts:

- Voter registration rates and voter turnout have been falling in the 18-24 age group alone, from 50% to 32% over the past 25 years
- A 2001 study by the Center for Voting and Democracy ranked the United States in the lower third of world democracies for voter participation
- Less than half of eligible voters voted in the last presidential election

Every vote does matter. Voteworks is motivating the socially conscious business community to participate in making a difference this November.

Voteworks gives you and your company an easy, accessible way to launch a voter participation program right now. The website, www.voteworks.org, provides information, resources for you to use and inspiring examples of what other businesses are doing.

Voteworks will provide the tools to implement programs to increase voter participation – online and on-site voter registration, informing people of volunteering opportunities, and helping people know where to vote.

The tools are simple to use and understand, and easily can be customized to fit your brand, your audience and your business environment. Voteworks even will assist you in designing a project that best fits your needs. And there is no charge to participate.

A Voteworks program can boost employee morale, enhance your image as a good corporate citizen and create new networks of customers and peers. In other words, participating in Voteworks can be good for your business.

The Voteworks team is led by Suzanne Biegel, a business owner, who won the Entrepreneur of the Year and Woman of the Year in Los Angeles for the work of her socially responsible and innovative training and communications firm. The project has also extensive participation by the National Voice coalition; Working Assets, providing Your Vote Matters online voter registration capability; the New Voters Project; members of Social Venture Network, a host of volunteers donating their time, and a terrific set of allies and partners.

Voteworks is a 501c3 non-partisan initiative and a project of National Voice (www.nationalvoice.org), a Tides Center project. Voteworks is also partnering with National Voice's "November 2" project, a national non-partisan media campaign working with hundreds of non-partisan groups and socially responsible businesses to co-brand "November 2" and promote a unified focus on voter engagement.

Join us to Promote the Vote! www.voteworks.org info@voteworks.org