

# Tactical framework for encouraging and enabling civic participation

| IMPACT LEVERS  | TACTICS  |
|--|--|
| <b>Workplace policies and benefits</b>               | <ul style="list-style-type: none"><li><input type="checkbox"/> Support Election Day flexible scheduling</li><li><input type="checkbox"/> Offer Election Day paid time off</li><li><input type="checkbox"/> Close firmwide for all or part of Election Day</li><li><input type="checkbox"/> Offer annual civic time off</li></ul>   |
| <b>Employee engagement and people infrastructure</b> | <ul style="list-style-type: none"><li><input type="checkbox"/> Create an internal resource hub with voting information, tools, and resources</li><li><input type="checkbox"/> Educate employees on government, civics, and the role of individual participation</li><li><input type="checkbox"/> Host a workplace voter registration drive</li><li><input type="checkbox"/> Engage with a civics oriented employee network and/or Employee Resource Groups (ERGs)</li><li><input type="checkbox"/> Provide volunteer and employee giving opportunities aligned with civic participation</li><li><input type="checkbox"/> Support poll worker recruitment</li><li><input type="checkbox"/> Reward and celebrate civic participation</li></ul> |
| <b>Corporate products and services</b>               | <ul style="list-style-type: none"><li><input type="checkbox"/> Run a point-of-service voter registration campaign</li><li><input type="checkbox"/> Donate business facilities as polling places</li><li><input type="checkbox"/> Launch a product-based voter and civic engagement awareness campaign</li></ul>  |
| <b>Political contributions and advocacy</b>          | <ul style="list-style-type: none"><li><input type="checkbox"/> Advocate and lobby for voting rights and access</li><li><input type="checkbox"/> Advocate and lobby for increased election funding at the local, state, and federal level</li></ul>   |
| <b>Corporate and executive voice</b>                 | <ul style="list-style-type: none"><li><input type="checkbox"/> Make a public statement in support of civic participation, voting rights, and voting access</li><li><input type="checkbox"/> Run a creative campaign around civic participation</li></ul>   |

# Tactical framework for promoting information accessibility, transparency, and quality

| IMPACT LEVERS  | TACTICS   |
|--|---|
| <b>Workplace policies and benefits</b>               | <ul style="list-style-type: none"><li><input type="checkbox"/> Offer employees paid subscriptions to reliable news sources as a workplace benefit</li><li><input type="checkbox"/> Develop policies governing the use of AI in the workplace</li></ul>  |
| <b>Employee engagement and people infrastructure</b> | <ul style="list-style-type: none"><li><input type="checkbox"/> Educate employees and provide resources on assessing information quality</li></ul>   |
| <b>Political contributions and advocacy</b>          | <ul style="list-style-type: none"><li><input type="checkbox"/> Advocate and lobby for effective regulation to promote the responsible use of AI</li><li><input type="checkbox"/> Advocate and lobby for the regulation of the use of deepfakes and manipulated media, particularly as part of federal elections and campaigns</li></ul> |
| <b>Corporate and executive voice</b>                 | <ul style="list-style-type: none"><li><input type="checkbox"/> Take a public stance on election results and/or election integrity</li></ul>   |

# Tactical framework for supporting issues that protect fundamental rights and strengthen democracy

| IMPACT LEVERS  | TACTICS  |
|--|--|
| <b>Workplace policies and benefits</b>               | <ul style="list-style-type: none"><li><input type="checkbox"/> Develop policies and guidelines for workplace political discourse</li><li><input type="checkbox"/> Develop anti-discrimination and harassment policies</li></ul>  |
| <b>Employee engagement and people infrastructure</b> | <ul style="list-style-type: none"><li><input type="checkbox"/> Connect with ERGs to identify issues that matter most to employees</li><li><input type="checkbox"/> Provide advocacy training for employees</li></ul>   |
| <b>Corporate products and services</b>               | <ul style="list-style-type: none"><li><input type="checkbox"/> Use products as vehicles for issue advocacy</li></ul>   |
| <b>Political contributions and advocacy</b>          | <ul style="list-style-type: none"><li><input type="checkbox"/> Develop policies that govern the use of corporate funds (PAC or treasury) for campaigns and candidates that pose direct threats to fundamental rights and/or U.S. democracy</li><li><input type="checkbox"/> Advocate and lobby for issues that advance fundamental rights and safeguard democracy</li><li><input type="checkbox"/> Voluntarily disclose political contributions in a public report</li></ul> |
| <b>Corporate and executive voice</b>                 | <ul style="list-style-type: none"><li><input type="checkbox"/> Develop and adopt a response framework for political, cultural, and social events</li></ul>   |