

DEMOCRACY IS GOOD FOR BUSINESS | TOOLKIT

Getting started

Hello, Texas Partners!

Consistent with the League's mission of empowering voters and defending democracy, we're incredibly eager to get all hands in to support safe and accessible voting through our **Democracy is Good for Business** initiative.

The League of Women Voters of Texas, the Texas NAACP and the Texas LULAC have partnered in calling all Texas businesses (both large and small) to take nonpartisan action by signing Democracy is Good for Business—a mission statement and petition for Texas business leaders and organizations to show their support for the democracy of all citizens, irrespective of zip code.

About the initiative

Democracy is Good for Business aims to show Texan legislators that Texas businesses:

- Believe in democracy and the right to vote
- Oppose any legislation designed to limit Americans' ability to vote, and;
- Agree that all politicians should be committed to encouraging every eligible voter to participate in our elections

Read the Democracy is Good for Business press release [here](#).

This toolkit

Below is a step-by-step guide for you and your organization to start conversation around how voting should be safe and accessible, and to participate in our Democracy is Good for Business petition.

Part 1: About the Democracy is Good for Business initiative

Part 2: Who should use this toolkit and be involved

Part 3: What you can do to help spread the word

- Social media assets to use across channels and networks
- Sample script + video submission details

- Sample email text + talking points

Part 1: Who should use this

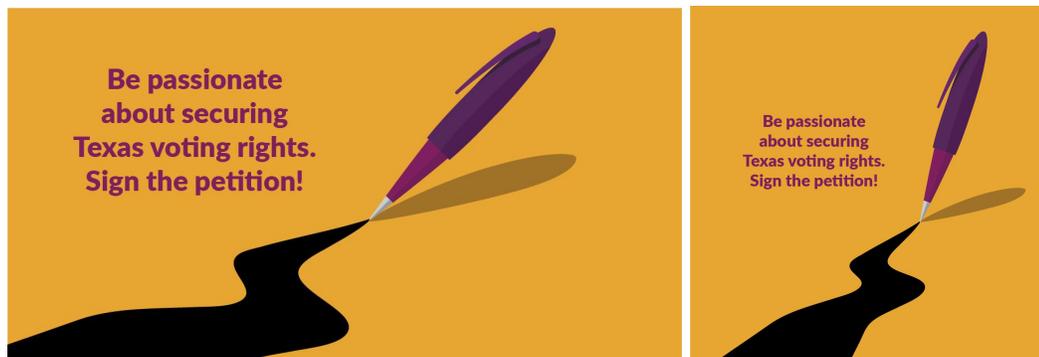
Our business community in Texas recognizes that when we give everyone a platform to make their voice heard, we can strengthen our society and our businesses. We're encouraging all Texas businesses and organizations to use this toolkit. With your help in raising awareness to Democracy is Good for Business across your channels and throughout your networks—we can safeguard our voting rights and show Texas a better tomorrow.

Welcome, and thank you for your support! This toolkit is for you and all of us.

Part 2: What you can do

Share on social media

We've included a few Facebook and Instagram social media posts, with caption examples below the graphics. These are suggestions that your business or organization can customize to speak to your communities and audiences.



Suggested post copy: [CITY NAME HERE] businesses—let's talk about democracy. We signed up to be on board with Democracy is Good for Business—an initiative focused on securing Texas voter rights and inspiring civic engagement. Sign the petition and help us reclaim our voices and votes at <https://bit.ly/lwvgoodbusiness>.



Suggested post copy: At [ORG NAME HERE], we believe that democracy is good for business. If you're a [CITY NAME HERE]-based business passionate about voter engagement, sign the petition and show Texas legislators that we're serious about protecting citizens' voting rights: <https://bit.ly/lwvgoodbusiness>.



Suggested post copy: Our community is committed to democracy, and we're on a mission to protect our voices and votes. [CITY NAME HERE] businesses—be passionate about securing Texas voting rights, upping civic engagement, and demonstrating to legislators we're all part of the same community. Sign the petition at <https://bit.ly/lwvgoodbusiness>.

Record a video

Seeing a real human speak about why they're supporting a cause differs from the often-curated content that saturates social media. If you express genuine interest in Democracy is Good for Business, people will listen.

So we're encouraging a person from your organization to record a 30-second video of themselves expressing why they believe democracy is good for business and why they're participating in this initiative. These videos can be repurposed across your organization's social media channels as well (don't forget to tag us!). We've included a sample script below:

Hi! I'm [name], [position] at [company name]. Democracy functions best when all citizens actively engage and participate in the political process through voting. I need your help in supporting Democracy is Good for

Business, an initiative led by The League of Women Voters of Houston, the Texas NAACP, and the Texas LULAC.

Sign the petition to promote safe and accessible voting in Texas at <https://bit.ly/lwvgoodbusiness>. Let's protect our Texas voices.

Email your partners

Sample copy below.

Hello, [Partner Name]!

Consistent with the concept of a representative democracy, we're incredibly eager to get all hands in to support safe and accessible voting for all through the Democracy is Good for Business initiative.

The League of Women Voters of Texas, the Texas NAACP, and the Texas LULAC partnered to call all Texas businesses (both large and small) to take nonpartisan action by signing Democracy is Good for Business—a mission statement for Texas business leaders and organizations to show their support for the democracy of all citizens.

Several Texas businesses already signed onto the petition, now we have the power to incite change and take action to secure our voting rights. With the addition of your business, we're one step closer to real change. Join us in this initiative, and help Texan voices be heard.

Start a conversation

A 30-second elevator pitch below.

Hi! I'm [name], with [company name]. Consistent with the concept of a representative democracy, we need your help in supporting Democracy is Good for Business, an initiative led by The League of Women Voters of Houston, the Texas NAACP, and the Texas LULAC.

We know your organization is committed to voter accessibility in our city and state. Sign the petition to promote safe and accessible voting in Texas at <https://bit.ly/lwvgoodbusiness>. Let's protect our vote.

Talking Points for Speakers

- **Our votes keep businesses running and employees working.** Voter suppression leads to less political power for the targeted communities which in turn leads to lower wages, less public sector employment, and decreased educational opportunities.

- **Did you know that decreases in voting access leads to lower salary earnings over time?** Lower earnings impact workforce participation and employment, and reduced earnings drain consumer spending.
- **The cost of voter restriction is expensive, and can decrease revenue for businesses.** The external losses of voter restriction legislation would total \$16.7 billion, with a decrease of close to 150,000 jobs. Suppressed economic activity translates to mind-blowing tax revenue losses.
- **Voter restriction impacts the future of your state's progress.** Lack of voter access could cause a decrease in tourism and economic development in our state.
- **Voting should be accessible for all.** Increases in voter participation shouldn't be seen as partisan—it should be seen as good for our democracy, and good for business.

Resources

- [Press Release – Democracy is Good for Business! 4.5.21](#)
- [Texas Civic Health Index by UT's Annette Strause Institute for Civic Life](#)
- [Civic Responsibility: The Power of Companies to Increase Voter Turnout by Ash Center for Democratic Governance and Innovation Harvard Kennedy School](#)
- [AXIO – Flood of CEOs, corporations speak out against Georgia's voting restrictions](#)
- [Texas Tribune – Corporate giants come out against efforts to restrict voting in Texas](#)
- [Houston Chronicle – Dell, American Airlines and other influential Texas companies decry proposed voting reforms](#)
- [Washington Post – HP, Dow, Under Armour among nearly 200 companies speaking out against voting law changes in Texas, other states](#)
- [The Potential Economic Impact of Legislation Restricting Voter Access on Business Activity in Texas](#)

About the organizations

The League of United Latin American Citizens (LULAC), founded in 1929, is the oldest and most widely respected Hispanic civil rights organization in the United States of America. LULAC was created at a time in our country's history when Hispanics were denied basic civil and human rights, despite contributions to American society. The founders of LULAC created an organization that empowers its members to create and develop opportunities where they are needed most.

With more than local 100 units in Texas, **the Texas NAACP** is a nonprofit affiliate of the National NAACP and is committed through advocacy, civic

engagement, and litigation to fighting unjust discrimination and eliminating unwarranted color distinctions in our society. Founded in 1909 nationally and 1915 in Texas, the Texas NAACP has a broad and diverse membership.

The League of Women Voters is one of America's oldest and most trusted civic nonprofit organizations. Formed in 1919, LWV TX represents more than 13,000 grassroots advocates and 34 local Leagues across the state. The League never supports or opposes candidates for office or political parties. The League encourages the informed and active participation of citizens in government and seeks to influence public policy through education and advocacy.

LWV TX

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LWV Houston

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