

How to Encourage Your Team to 'Get Out the Vote' in November 2022



WHY PROMOTE GOTV ACTIVITIES

With the approaching November elections, now more than ever the pharmacy community needs your leadership to encourage your colleagues, pharmacy teams and patients to participate in the election process through what's commonly referred to as a "Get Out the Vote" Campaign (GOTV). Nonpartisan GOTV efforts like NACDS RxIMPACT Votes give voters the tools they need to inspire participation, voter registration, Election Day awareness and understanding the powerful role a constituent can assume by casting their vote at the ballot box – for the candidate of his or her choice. The more we can encourage fellow advocates to participate in this process, the more the needs of pharmacy and its patients will be heard in the policymaking process.

WHO CONDUCTS GOTV CAMPAIGNS

A Grassroots Benchmark Study conducted by the Public Affairs Council found 95% of participating corporations encourage voter registration, many of whom do so through company websites, newsletters, and candidate forums. The study also found the CEO of nearly half of companies participating in this survey endorsed GOTV activities before employees.

NACDS RxIMPACT VOTES

NACDS RxIMPACT has done almost all of the work to create the resources you need to engage your team! Please visit www.pharmacyvoter.org to access all of our tools and contact Heidi Ecker via email at Hecker@nacds.org or phone at 703-837-4121 and NACDS RxIMPACT will provide you with the technical assistance should you like assistance tailoring a GOTV program to meet your company's needs.

SAMPLE GOTV CAMPAIGN IDEAS:

Communications-Based GOTV Campaigns

- 1) Send CEO Communication to Employees: After personalizing our sample communication, send an email or letter to employees with a link to [NACDS RxIMPACT Votes](#) asking each to confirm their voter registration and voting location.
- 2) Connect Your Team to Our Online Resources: Add the NACDS RxIMPACT Votes site to your company's Intranet where your employees can access important voter resources.
- 3) Use Communication Tools to Promote Voter Participation: Use NACDS RxIMPACT Votes material in your print and online materials such as websites, bulletin boards, newsletters, emails.
- 4) Post Details Throughout Your Company: Post flyers with voter registration dates and election dates in elevators, cafeterias, break rooms and reception areas.
- 5) Distribute Election Day Company Communications: Use our downloadable sample GOTV payroll stuffer to remind employees and sample GOTV patient bag stuffer to place in a bag when the patient leaves with a purchase.
- 6) Conduct a Virtual GOTV Drive: Send an email announcing the [NACDS RxIMPACT Votes](#) program and schedule a Virtual Voter Registration Drive to encourage employees to access our voter resources.

MAKING IT HAPPEN!

If you are thinking about ways to plan your GOTV effort, think about the following key aspects:

- (1) Degree of involvement and budget, if any;
- (2) Target you would like to engage i.e.; executives, employees, patients.
- (3) Create an outreach/communications plan;
- (4) Establish GOTV company contact; and
- (5) Celebrate your campaign and efforts throughout your company and community!

IMPORTANT NOTABLES:

- (1) There is no limit on the amount of company resources that be used in GOTV campaigns to employees.
- (2) Ensure your outreach efforts remind employees about your company's Election Day policies for voting.
- (3) Share your efforts with NACDS RxIMPACT, your resource for planning by contacting Heidi Ecker via email at hecker@nacds.org or phone at 703-837-4121.

www.RxIMPACT.org

A Grassroots Program of the National Association of Chain Drug Stores

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