



FROM LABOR DAY THROUGH ELECTION DAY:

A Business Roadmap for Supporting Voting

A solid plan and clear communication can guide businesses through the election season. Taking action will ensure employees are informed, prepared and supported. Beehive's guide outlines how organizations can proactively communicate key information, address potential concerns, and maintain a positive and supportive work environment.

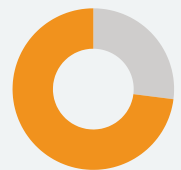
September

Reground in your purpose, mission, vision and values. This is your organization's compass. Is the business clear about what it stands for? Are organizational values current and do they include behavior expectations — for the business and its people? Determine whether there is a need to refresh, clarify or reinforce any of these areas now to support decision-making and actions the business takes during the election cycle.

Agree on the organization's position and plan for the election. A five-step planning process includes:

- 1 Revisit any internal data from the 2020 and 2022 election cycles** that may provide historical context and employee input.
- 2 Assess, review and refresh the organization's voting policies and practices.** If your organization doesn't have clear voting-related policies in place, move now to address the gap. Clarity is crucial for guiding expectations and actions.
- 3 Audit your organization's involvement** in the local, state and national political landscape. This is public information, and organizations and key leaders should be prepared to validate and support their political activity.
- 4 Assess available mental health resources** to determine additional or supplemental needs for employees seeking support through a contentious election cycle. [A 2024 survey from the American Psychiatric Association](#) indicates adults in the U.S. are feeling increasingly anxious — with 73% of adults particularly anxious about the 2024 U.S. election.
- 5 Draft and finalize election plan resources and key messages.**

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October

Begin multi-channel internal communication outreach, with a consistent cadence of communication planned through November.

Determine needs and develop plans for crisis or contingency scenarios related to:

- Operational disruptions
- Heightened workplace tensions
- Employee well-being

November

Closely monitor all internal feedback loops. Share common themes and/or emerging issues with leaders and determine actions and communication needs.



Election Day is Tuesday, Nov. 5:

Communicate final reminders about election day policies and related resources.

Through November

Follow up with messages of gratitude for civic engagement and appreciation for the organization's ability to foster a values-driven culture through the election season.



Beehive has curated a list of non-partisan resources to educate and support business leaders and employees about voting, voting rights and fair elections.

[View and download the list](#)