

Corporate Efforts to Support the Election

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Abstract:

This document summarizes contributions that companies are making to ensure that the general election goes smoothly in November. Corporate contributions have been divided into three categories, listed in Sections I-III: “People” (recruiting poll workers or facilitating voting and registration), “Places” (providing voting locations, ballot drop boxes, and registration locations), and “Things” (providing PPE or financial support to election officials or voting-focused organizations). In addition, corporate coalitions which require members to make relevant pledges are listed in Section IV.

This list is necessarily incomplete; other corporations should contact azerbe@stanford.edu to add their information.

Authors: Amanda Zerbe, Emily Kohn, Neil Wary

I. People

A. Paying Employees to Serve as Poll Workers¹

- **Tory Burch, Warby Parker, and Target** have [announced](#) that they will pay employees who serve as poll workers for eight hours of work.
- **Compass Coffee** will [offer](#) paid time off to employees working as poll workers.
- Staff for the **Detroit Lions** will be given Election Day as a paid day off to [serve as election workers](#), helping to staff the Ford Field polling place.
- **Old Navy** and [its sister brands](#) **Gap Inc., Banana Republic, Athleta, Intermix, and Janie and Jack** will pay employees for eight hours of work to serve as poll workers, regardless of whether they were scheduled to work on election day.
- **Best Buy** is [giving](#) employees paid time off to volunteer to work at the polls.
- **Under Armour** is [giving](#) employees paid time off to serve as election officials.
- **Wayfair** is [allowing](#) its 14,000 U.S. employees to take a [full paid day off](#) to volunteer as a poll worker.
- **Live Nation Entertainment** is [providing](#) any active employee with a full day of paid time off to serve at the polls.
- All **Facebook** employees will be able to take extra paid time off to [help staff polls](#) on Election Day and participate in trainings ahead of time.

¹This list includes corporations which specifically have committed paying for employees to serve as poll workers (focusing, in particular, on corporations with hourly employees). It excludes some corporations who will not open on Election Day or are giving Election Day off to all employees.

B. Other Poll Worker Initiatives

- CitizenBlue, **Blue Cross Blue Shield of Minnesota**'s nonpartisan civic engagement program, is [encouraging](#) employees to serve as poll workers by highlighting other associates who have done it in the past.
- **Facebook** [will send notifications](#) to all users who are 18 and over about how to sign up as poll workers in their states. Facebook is also [offering free ad credits](#) to state election authorities in all 50 states and Washington D.C. in order to run ads to recruit poll workers.
- **GitHub**'s social impact team will [donate](#) \$250 on behalf of any employee that volunteers on election day to a non-profit of their choice.

C. Voter Information and Registration Initiatives

- **AirBNB**'s Civic Action Center [uses the AirBNB platform](#) to allow users to double-check their voter information and find local elected officials and 2020 candidates on the ballot. It also connects them to state resources to be able to register to vote, update their voter registration information, and learn how to vote early or by mail. This online center will be shared with guests and hosts, and outreach will be conducted to people traveling on election day to remind them to request an absentee ballot or to vote early.
- At its events, **CMT (Country Music Television)** [has offered](#) fans the chance to register to vote on tour stops, and at events like the CMT Awards.
- **The Detroit Tigers** and **the Detroit Red Wings** will [use](#) their social media platforms to share educational information about voter registration, voting by mail, election day volunteer opportunities, and ballot completion.
- The **Detroit Lions** will be in [a series of public service announcements](#) on applying to vote by mail and how to complete and return their ballots correctly. Other team personnel will also speak about why voting matters to them.
- **Estée Lauder** [partnered with](#) Turbovote. Connecting employees who are eligible to vote with Turbovote gives them help with voter registration, e-mail, and SMS reminders.
- At **Eventbrite** events, creators [can add](#) "Register to Vote with HeadCount" as a free ticket type for their event. Those who add the ticket receive an email about how to register, mail-in voting, checking their voter status, and getting updates and alerts on polling place, ballot, and other voting options.
- **Facebook** (and **Instagram**) [launched](#) an in-app tool to help voters find accurate voting information ahead of the 2020 election. A link to this Voting Information Center is also now attached to all posts on voting in the United States, and will also be accessible from ads about social issues, elections, or politics.
- **Fenwick** will [provide](#) eligible voting employees with information on how to register to vote, apply for mail-in or absentee ballots, and locate polling places.
- In collaboration with Democracy Works, **Google** is [providing](#) state-specific information about voter registration for anyone searching "how to register" to vote or "how to vote."
- Within its app, **Lime** will [prompt riders](#) to register to vote.
- Together with the **Minnesota Lynx**, the **Minnesota Timberwolves** [created an online portal](#) to assist with voting registration, instructions, and other resources.
- **The Cleveland Cavaliers** [hosted](#) a voter registration day on Tuesday, September 22nd in Rocket Mortgage Fieldhouse in Cleveland. Rocket Mortgage FieldHouse also posted an online

Voter's Educational Guide as a resource for the public to learn more about the voting process, answer frequently asked questions and more.

- **The Detroit Pistons**, in partnership with the Michigan Secretary of State's office, are [creating](#) a series of PSA videos using Pistons players, coaches, and personalities to educate voters, including videos discussing applying to vote by mail and "how to" videos to ensure ballots are properly filled out and returned. In addition, the team will host live voter registration and education events, and build a voter registration page into the Pistons.com website, integrated directly with the Michigan Bureau of Elections.
- **H&M** [is putting up signs](#) in its stores encouraging customers and staff to text a particular number, which will allow them to check their registration status or sign up to vote (in partnership with I Am A Voter). H&M has also created a separate landing page to support the ACLU's vote by mail education tool.
- Until election day, **Intermix** will [provide information](#) about how to vote in their area to users who visit in-person boutiques, text a certain number, or go to the Intermix website.
- **Intelligentsia Coffee** [has partnered with](#) Turbovote to promote online registration efforts in their coffee bars.
- **Janie and Jack** will [feature](#) a book reading and additional content on their Instagram channel, to provide resources for parents to teach their kids about the importance of voting.
- The **Los Angeles Clippers and the Forum provided by Chase** [will launch a website](#) to help voters check their registration status, explore what's on their ballot, research policies, and make a voting plan.
- **Magic Hat Brewing and Performing Arts Company** is using a [limited edition "Participation Variety Pack"](#) of beers to encourage online voter registration via a link on their website.
- **MTV** [sponsored](#) high school proms running registration drives, and is collaborating with nonprofits to create new polling sites on college campuses.
- The **Orlando Magic** [hosted](#) a voter registration drive at their Amway Center on September 22. They also plan to create and include advertising spots in each NBA playoff game dedicated to promoting greater civic engagement in national and local elections and raising awareness around voter access and opportunity.
- The **Oklahoma City Thunder** will [hold](#) voter registration drives inside Chesapeake Energy Arena every Saturday from September 12 to October 4. At these drives, they will allow the public to freely access computers, printers, postage, and other registration and voting resources. The Thunder corporate offices have also made voter registration forms and voting information available during regular business hours since September 14.
- **Spotify** [created](#) a Voter's Booth hub to provide resources so voters can get informed, register, and make a plan to vote.
- **Snapchat** has implemented [an in-app tool](#) to register people to vote, [reporting approximately 400,000 registrations to date](#).
- **Starbucks** is [urging](#) employees to register to vote within its mobile app. It is also [providing information](#) to customers through its app and additional website on how and where to register to vote.
- **Spurs Sports & Entertainment** [hosted a voter registration drive](#) at the AT&T center in San Antonio, Texas.

- **Target** and **Kraft Heinz** have [set up websites](#) to guide employees on registering to vote and learning about candidates.
- **Under Armour** [launched](#) a website to encourage employees, customers, and athletes to vote, linking them with resources like polling locations and mail-in ballot instructions.
- **Uber** [teamed up with](#) TurboVote to help riders, eaters, drivers, and delivery people register to vote or request a vote-by-mail ballot through the Uber and Uber Eats apps. On Election Day, they will help people find their polling location within the Uber app.

D. Advertising and Get Out the Vote Efforts

- **Amazon Studios** [announced](#) a 50 state initiative, #AllInForVoting, to get out the vote. The initiative assembled a team of 50 influential celebrities to use their platforms for voter education and mobilization. (The initiative is a larger collaboration with various voting organizations).
- **Attn:**, a media company, [premiered](#) a Get Out the Vote video featuring Barack Obama and [aired](#) an hourlong nonpartisan comedy special on September 14, urging people to vote.
- **BET** will roll out a [series of public service announcements](#) to encourage Black Americans to vote.
- On **Spotify**, voters who will be voting in their first presidential election [will receive](#) messages encouraging them to register to vote from fellow first-timers. Spotify has also partnered with artists and influencers voting for the first time to curate new playlists specific to that process. Curated podcasts will feature content about civic engagement and urge listeners to get registered and vote.
- **Anchor**, a **Spotify**-owned podcast creation platform, will [give podcasters](#) the opportunity to donate ad space to voter registration initiatives.
- **Estée Lauder** disseminated a [video](#) to employees in which other employees described their philosophies behind voting.
- On Voter Registration Day, September 22, **Gap** [hosted](#) a “Gap House Session” with pop star Jojo to remind everyone to register and vote.
- **iHeartMedia** [launched](#) a non-partisan campaign that asked musicians, cultural influencers, athletes, and listeners to say why they were voting, which was then broadcast at [iheartradio.com/vote](#). This initiative is also being incorporated into music events occurring between August and the election. iHeartMedia also premiered a “Why I’m Voting” podcast, which started on August 10 and will run through Election Day. That podcast features conversations with celebrities and influencers about what voting means to them.
- To increase voter turnout, **Kenneth Cole** [reached out](#) to thousands of design students and provided three options for different pro-voting statements that they could create a “design” to express. Top entries were selected by Kenneth Cole to appear in the brand’s social media channels.
- **Levi Strauss** will [offer employees](#) the opportunity to participate in get-out-the-vote texting campaigns by partnering with Rock the Vote.
- **MTV** is [meeting with](#) content creators across the industry to highlight voting and civic engagement within shows.

- **Paypal, Fenwick & West, and Patagonia** are [partnering](#) with nonprofit Vote Forward to provide workers with letter-writing materials and voter addresses, letting their employees use working hours to write nonpartisan letters that urge infrequent voters to vote.

E. Transportation

- **Lyft** will [provide](#) 50% off of one ride -- up to \$10 total -- for rides to vote in the general election.
- **Lime** will offer [free scooter rides](#) on Election Day.
- **Uber** will offer [discounted rides](#) to and from the polls.

F. Other

- **Fenwick** will [provide](#) election service opportunities to employees, including hosting and staffing an Election Protection call center, poll monitor training and support, and supporting nonpartisan organizations working for voter protection, registration, and outreach.
- **Under Armour** is [discouraging](#) employees from scheduling meetings or deadlines on November 3.

II. Places²

A. Sports Facilities and Stadiums

- **The Lakers and AEG** will [open](#) the Staples Center in Los Angeles, CA as a voting center from October 30 through November 3. The Center will also serve as a vote by mail drop box location.
- **The LA Clippers** will [open](#) the Forum presented by Chase as a voting center from October 24 through November 3. The location will also serve as a vote by mail drop box location.
- **The Atlanta Hawks** will [offer](#) their State Farm center as a voting precinct in November.
- **BSE Global** will [provide](#) the Barclays Center in New York as a polling site from October 24 to November 1 and on November 3.
- The **Golden State Warriors** [will open](#) their facilities in Oakland, San Francisco, and Santa Cruz for ballot drop-off and voting, and their Oakland facility for poll worker training.
- **Hornets Sports and Entertainment** is [providing](#) an early voting site at the Spectrum Center in North Carolina.
- The **Houston Rockets'** Toyota Center [will serve](#) as a vote center from October 13-30 and on November 3rd.
- The **Cleveland Cavaliers** [will open](#) Rocket Mortgage Fieldhouse as a polling location.
- The **Dallas Mavericks American Airlines Center** [will serve as](#) a polling site.

² The Philadelphia Office of City Commissioners recently [declined](#) to use the **Wells Fargo Center and the Eagles Lincoln Financial Field**, having identified more convenient locations for voters in the surrounding area. Similarly, **Starbucks** [decided not to pursue](#) offering ballot drop boxes at its locations. It cited challenges like regulatory requirements, and ultimately determined that its resources would be better used by supporting partners.

- The **Detroit Pistons** are working with the Detroit City Clerk's office to [provide](#) Henry Ford Detroit Pistons Performance Center as a voting "Satellite Center" on November 3, where people could register and vote on site.
- After some precincts close in Michigan, election workers will [deliver ballots and equipment](#) to the **Detroit Lions'** Ford Field. Ford Field will host eight of the city's 12 "receiving boards" (independent boards which ensure that election results and ballots are securely transmitted), and serve as the secure location at which to store ballots and equipment.
- Arrowhead Stadium, home of the **Kansas City Chiefs**, will [serve](#) as a polling place on November 3.
- The **Anaheim Ducks** [made the Honda Center](#) in Orange County, an ice hockey arena, available for in-person and drive-through voting from October 30 to November 3rd, and promoted the location on social media.
- The **Arizona Coyotes** have [provided](#) the Gila River Arena, an ice hockey arena, as a vote center in Maricopa County, AZ from October 28 - November 3.
- **Ilitch Holdings, Inc.** has [opened](#) Little Caesars Arena -- home of the Detroit Tigers and the Detroit Red Wings -- as a training venue for over 6,000 volunteer election workers for several weeks in September and October. In addition, the Tigers have made Comerica Park available to host a ballot drop box if the city needs additional locations.
- **Pacers Sports and Entertainment's** Bankers Life Fieldhouse in Indiana will be a [voting site](#).
- **The Los Angeles Dodgers'** stadium will [serve](#) as an early voting center and an election day polling location.
- **Monumental Sports and Entertainment** [will open](#) its Capital One Arena in Washington D.C. as an early voting center and an election day center.
- **Larry H. Miller Sports and Entertainment** [will open](#) the Vivint Arena and three theaters in Utah as voting centers for election day.
- The **Sacramento Kings** [is opening](#) the Golden 1 Center in Sacramento, CA as a voting center, including for early voting.
- The **Phoenix Suns** [will open](#) the Veterans Memorial Coliseum in Phoenix, AZ, as a voting center (including for early voting) and a ballot drop box location.
- The **Orlando Magic** [will open](#) the Amway Center in Orlando as an early voting center (it will not be open on election day).
- The **Milwaukee Brewers'** Miller Stadium [will be used](#) as an early voting center, but will not be open on election day.
- The **Milwaukee Bucks'** Fiserv Forum [will serve](#) as an early voting center, but will be closed on election day.

B. Other

- Starting September 22, all **Foot-Locker**-owned stores in the U.S. will [become](#) temporary voter registration sites. Each store will house a kiosk where visitors can check their voter status, register to vote or sign up for election reminders.
- **Dad's Garage Theater**, a comedy club in Atlanta, [will serve](#) as a voting location in November.
- 100 **Live Nation Entertainment** venues across the nation [are being explored](#) as potential polling places, including the Wiltern and Hollywood Palladium in Los Angeles, Emo's in

Austin and the Buckhead Theatre in Atlanta. As of September 17, [5 locations](#) were confirmed or in the final vetting stages.

- **Lush Cosmetics** has [offered](#) 26 stores as locations for ballot drop boxes, and another 13 as polling locations. It is currently awaiting responses from election officials.
- **Madison Square Garden Entertainment Corp.** will [open](#) Madison Square Garden as a voting center, including for early voting.

III. Things

A. PPE

- **Anheuser-Busch** will coordinate with state elections officials to [provide](#) more than eight million ounces of hand sanitizer, which it began producing earlier this year, to polling locations.
- **RB Sigma**, a medical supply company, [will provide 463,500 surgical masks](#) for poll workers in all 88 counties in Ohio.
- **Levi Strauss & Co.** will [provide](#) 15,000 face coverings for use across the country at polling locations.

B. Money from Product Sales

- **La Colombe** will offer a [special edition coffee](#), contributing \$2 from each \$14 box purchased to Vote.org.
- **Uncommon Goods** [will donate \\$5](#) from each “I’m A Voter” necklace, keychain, or paperweight to Democracy Works. It will also donate \$1 when a customer chooses Democracy Works at checkout.
- **KitschxJustine** will [donate](#) all proceeds from the VOTE hairpin to When We All Vote.
- The **Orlando Magic** [wore and sold t-shirts](#) encouraging voting, with all proceeds going to the Florida Rights Restoration Coalition.
- **Banana Republic** [will donate](#) \$5 to Rock the Vote for each face mask sold that says “Vote for A Better Republic” or “Vote,” up to \$25,000.
- **Nordstrom** will [donate](#) a portion of all “VOTE” apparel sold to When We All Vote and the National Urban League.

C. Monetary Donations

- **The Los Angeles Sparks** [will donate](#) \$50 -- split between Rock the Vote and Equality California -- for each assist point guard Chelsea Gray records during the WNBA season (matching a contribution from Ms. Gray).
- **Jordan Brand** and Michael Jordan [will donate](#) \$500,000 to Black Voters Matter.
- **MTV, Comedy Central, and VH1** are [making](#) a \$250,000 donation to help Floridians with felonies pay off fines, enabling them to vote under the state’s law.
- **MTV** will [fund](#) the cost of printing and mailing ballot applications through October 6, for voters who wish to vote early or by mail and who participate through the Vote For Your Life and Vote Early Day platforms.

- **Old Navy** will [donate](#) \$25,000 to Rock the Vote.
- **Gap** [has donated](#) \$25,000 each to Rock the Vote and When We All Vote.
- **Athleta** [donated](#) \$25,000 to Rock the Vote.
- **Michael Stars** [will donate](#) \$50,000 to Black Votes Matter, Vote Latino, and March On.

IV. Relevant Coalitions

- The **Time to Vote** coalition is a group of companies who have [pledged](#) to “giv[e] employees access to and information about early voting or vote-by-mail options, offe[r] paid time off on Election Day or mak[e] it a day without meetings.” The list of member companies is available [here](#).
- **The Civic Alliance**, a [collaboration](#) between Democracy Works and the CAA foundation, “brings together and supports its member companies as they each take concrete actions that encourage internal and external audiences to participate in elections, the 2020 Census, and to be active members of their communities.” Member companies are listed [here](#).³
- Many companies are **Power the Polls** [partners or founding partners](#).
- Over 700 companies are participating members of **ElectionDay.org**. Participating companies [commit](#) to publicize and distribute company-wide voter information, and provide paid time off to vote either on election day or beforehand.
 - If a participating company has offered hourly time off for voting previously, participating in ElectionDay.org requires that these hours be extended, and apply to early voting periods as well as election day.
 - Companies that have unlimited PTO policies are required to institute a “no meetings” day on election day.
 - Participating companies are listed [here](#).

³ The list of corporate commitments in Sections I-III includes many commitments by Civic Alliance companies.