

Raising Awareness Inside the Hospital

The AHA's "We Care...We Vote" website offers numerous sample materials hospitals can use in their own organizations, such as get-out-the-vote e-mail messages and table tent cards to raise awareness of the importance of voting. Research your state's voting registration policies, including deadlines, absentee voting and early voting guidelines, and use this information to customize your materials.



Listed below are suggested activities to encourage voter registration and participation in Election 2012. To increase the effectiveness of your efforts, consider timing activities throughout the summer and early fall. For example, plan a voter registration drive around the July 4th holiday, consider Labor Day as another marker as well as October 6, the 30-day pre-election countdown. Materials also are available through the [AHA Online Store](#). Finally, coordinate your efforts with your organization's leadership.

- **Hold a voter registration drive at your hospital.** Also, post links on your employee intranet to non-partisan voter registration sites, such as www.Vote411.org and www.CanIVote.org, which are sponsored by the League of Women Voters and the National Association of Secretaries of State, respectively.
- **Run an article in your employee newsletter** or blog from the CEO encouraging employees to register to vote and to vote on November 6.
- **Employ recorded messages and e-mails from the CEO** encouraging employees to register to vote and to vote on Election Day.
- **Prominently display cafeteria/break room table tent cards, flyers and posters** to hospital employees encouraging them to register to vote and participate in our democratic process. [A variety of promotional materials are available on AHA's Online Store for the We Care...We Vote campaign.](#) The League of Women Voters store also offers educational posters, such as "5 Things to Know on Election Day" and "3 Ways to Make Voting a Breeze."
- **Distribute buttons and stickers** that say "**WE CARE, WE VOTE**" to raise awareness of the election and build excitement for the electoral process. Consider distributing the buttons during a voter registration drive and other voter encouragement activities.
- **Communicate to employees information about local voting**, including information on early voting (if applicable) and submitting absentee ballots. Again, these websites – www.Vote411.org and www.CanIVote.org – have state-specific information. Consider posting voting registration deadlines on your intranet site.
- **Provide time off for employees to vote.**