



# TOP 10 WAYS FOR BOOKSELLERS TO **GET OUT THE VOTE**

## Politics is your business.

Small businesses are impacted by local, state and federal politics in all kinds of ways.

Every election **matters to you**, your community and especially your business. Your city council votes on minimum wage. Your school board determines protocol for challenging books, creates school budgets, and establishes curriculum guidelines. Your city attorney may have the authority to make certain offenses, like shoplifting, a lower priority for prosecution. Your mayor or city manager may address issues related to land use, development, and tax incentives. State supreme court justices hear **5,000 to 10,000 cases a year** that can directly impact your life and the lives of your customers. And these are just a few examples.

One way to understand how politics impacts your business is to consider the fights you're fighting right now. Banned Books. Antitrust. Obscenity Laws. Sales Tax. Labor Laws. Some of the biggest challenges facing small businesses are dependent on your government representation. Your vote, on even the seemingly smallest office or resolution, may influence the future of your business.

## **GET OUT THE VOTE**



- 1. Remind customers:**
  - [When the deadline is to register to vote in your state >](#)
  - [How to register to vote >](#)
  - [How to confirm you are registered to vote >](#)
  - [How to find your polling place >](#)
  - [How to look up your ballot >](#)



- 2. Offer your employees time off to vote.**  
(It's the law in some states.)

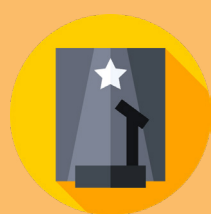


- 3. Host voter registration and absentee ballot application drives.**



- 4. Help educate your audience, customers, and employees about voting by mail and early voting.**

Remind customers about the importance of signature requirements for absentee ballots. Voters are generally required to affix a signature to their mail-in ballots or the accompanying envelope. And what many of them fail to realize is that, unlike most things that require a signature in daily life, the appearance of this signature matters—mail-in ballots may be rejected if the ballot signature does not match a signature on file, typically a signature from the voter's state ID. Remind customers that it is essential that they sign their ballot so that the signature matches the one on their state-issued ID (often a driver's license).



- 5. Reach out to local election officials and offer space, like event spaces, for ballot drop boxes or polling locations.**



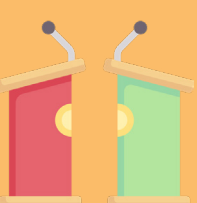
- 6. Share these *Get Out The Vote* assets on social media!**



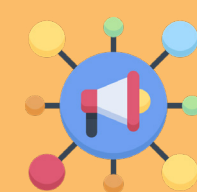
- 7. Promote Lyft's offer of free rides to polling places.**



- 8. Pay employees to help work the polls.**



- 9. Help your customers be informed. Host a debate, a candidate forum, or a town hall.**



- 10. Share the *Book the Vote Suggestions for Books on Democracy* with your customers.**

Use this list to create a Civics section in your bookstore. Educate yourself, your staff and your customers about the importance of the democratic process. Change starts locally.