



IWLA EMPLOYEE POLITICAL EDUCATION

*How to Educate your Employees on
3PL Legislative Issues*



I | W | L | A

International Warehouse
Logistics Association

www.iwla.com



WHY YOUR EMPLOYEES WILL BE INTERESTED

The laws and regulations that impact 3PLs affect employees. Employees understand that their jobs depend on a solid company. They will look to you to inform them about current events that are related to their jobs because they believe you are “in touch” on political issues. You can earn this trust by being a honest reporter of regulatory issues to your employees.

HOW YOU CAN ENCOURAGE POLITICAL DISCUSSION

Assure your employees that they can approach you with questions regarding the political issues that your business faces and that affect them. When you are asked for an opinion on an issue, candidate or campaign, offer your position and back it up with facts. Show them hard evidence of how an issue – **like trade and commerce regulations** – can directly affect the company and their jobs.

Your goal is to offer the information they need to make their own educated decision. By encouraging employees to come to you with questions about issues or any other aspect of the political process, you are opening those lines of communication necessary to begin an effective dialogue.

Share information on business issues, registration deadlines, candidate issue positions, early and absentee voting and the importance of voting. Encourage your employees to become part of the political process by making an informed decision at the ballot box. Make the IWLA Legislative Action Center website available at your office. Click on IWLA Legislative Action Center on the left hand side of **www.iwla.com** to visit this site today.

3PL ISSUES MATTER TO YOUR EMPLOYEES

WAYS TO COMMUNICATE

Political issues and campaigns can be difficult subjects to discuss in a business environment. As the business owner, you must not impose your political views on your employees. You do want to offer them the same factual information you were armed with in making your decision on who to vote for or what issue position to support. There are many ways to communicate this information. Below are a few suggestions:

INFORMATION WALL

In your employee break room or common area, set up a bulletin board with political and election related information. Include a calendar of important deadlines and election dates, voter registration information, 3PL issue information, absentee ballot forms, a list of online resources for more information, polling locations, offices up for election and information about the candidates.

STAFF MEETING

Hold a staff meeting with your employees to talk about 3PL issues, elections and the importance of voting. At the meeting,

provide your employees with information on registering to vote, absentee ballots, issues, candidates and important dates. The key here is to keep the information factual and unbiased. Let your employees make their own informed decision at the ballot box.

EMPLOYEE NEWSLETTER

If you already have an employee newsletter, add a feature highlighting the upcoming elections. If you do not have a newsletter, now is a great time to start one. It does not have to be elaborate – a one-page sheet with important information regarding voter registration, election dates, etc. will do. Your employees will appreciate the time you put into keeping them informed.

PAYROLL STUFFERS

Include reminders regarding voter registration, absentee ballots and elections in your employees paychecks. This is an easy way to remind people to be informed and involved.



VOTE: REGISTRATION DRIVES, ABSENTEE BALLOT AND EARLY VOTING

Once your employees understand how 3PL issues affect them and where the candidates stand on those issues, it is essential to get them to the polls. But first, they must be registered to vote. Voter registration drives can be conducted year-round and they are very easy to organize. Anyone can register to vote online at www.bipac.net.

It is an easy, step-by-step process, which results in the prospective voter mailing in a form to their elections office. In addition, you may obtain voter registration forms directly from your elections office. Make sure you know and communicate the registration deadlines to your employees and allow them time to register.

Even though many people are registered to vote, a large percentage of registered voters do not make it to the polls on Election Day. As a small-business owner, you know first hand how hectic a workday can get. There is no reason to wait until Election Day to vote – for you or your employees.

Absentee ballot voting is available in most states, although they do have different deadlines and rules. You may see which states allow absentee voting and the deadlines for ballot requests at www.bipac.net. Encourage your employees to take advantage of this opportunity if it is available in your state. They will not have to take time off to vote and can avoid the lines and scheduling conflicts that often occur on Election Day.

Early voting is another option in a growing number of states, and information is also available at www.bipac.net.



ELECTION DAY: VOTING – YOUR PRIORITY AND THEIRS

Election Day should be a focus of your communications with your employees. Vote early or absentee if it is available in your state and encourage your employees to do the same. This will ensure no one misses the chance to vote and they won't have to take extra time on Election Day to wait in long lines at the polls. If they haven't voted already, give them time to vote during the workday. If possible, allow them to take the day off and volunteer with a campaign or be a poll watcher.

Election Day should also be a focus for you, whether you are volunteering, voting, encouraging friends and colleagues to vote, or celebrating the election of another pro small-business candidate. Being more involved will make you and your employees feel more connected with the political process and a part of the effort to better your business and the greater community.

SETTING THE EXAMPLE: ACTIVE AND INVOLVED

Just as you are often the source of information to your employees, you are also the example. Make issues and elections a top priority. Make sure you are well informed of relevant 3PL issues and where candidates stand on those issues. Know important dates – voter registration deadlines, absentee ballot requests and early voting. Stay up-to-date on what is going on in campaigns in your community. IWLA can assist you with all of this and help you set a great example for your employees. Much of this information is available at www.iwla.com.

In addition, IWLA staff is always available at (800) 525-0165 to answer any questions that you may have.

LEGAL DO'S AND DON'TS

The hesitancy that comes with discussing political campaigns and issues with employees is often associated with a fear of what's legal and what's not. Below are some clear and simple guidelines you can follow to make sure you are not only legal but also effective in your efforts. These guidelines are based on federal election laws. Regulations pertaining to state elections vary from state to state. For information regarding state elections, consult your state's election commission. Do not hesitate to contact IWLA staff for assistance or clarification at **(800) 525-0165** or at **info@iwla.com**.

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DOs

DO base all of your information on the facts surrounding an election or issue – not on your personal views.

DO share issue related information from IWLA with your employees (voting records, issue positions, news articles).

DO encourage your employees to register to vote, be informed, stay involved and vote.

DON'Ts

DON'T tell your employees who to vote for.

DON'T give your employees paid time off to volunteer with any campaign. Employees may elect to use vacation time or unpaid leave to do so.

DON'T share partisan, members-only information from IWLA with employees.

DON'T reimburse employees for their political contributions or require them to make contributions to a political campaign.

DON'T require employees to participate in the political process or single out employees based on their involvement or lack thereof.



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