



IWLA Employee Political Education

*How to Educate Your Employees
About 3PL Legislative Issues*

IWLA
The Resource for Warehouse Logistics

www.IWLA.com

Why Your Employees Will Be Interested

The laws and regulations that impact warehouse logistics companies 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 their trust by being an honest reporter of regulatory issues to your employees.

How to Encourage Political Discussion

Assure your employees that they can approach you with questions regarding the political issues that your business faces. 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 an 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/absentee Voting
- Importance of Voting

Make the IWLA Issues Action Center webpage available at your office. Visit www.IWLa.com to access this site.

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 about who to vote for or what issue position to support. There are many ways to communicate this information:

1. 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, 3PL issue information, absentee ballot forums, a list of online resources for more information, polling locations, offices up for election and information about the candidates.

3. 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 decisions.

2. 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.

4. 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. Information on registering to vote is available through the IWLA Issues Action Center.

It is an easy, step-by-step process, which results in the prospective voter mailing in a form to his/her 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 business day 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 each state has its own deadlines and rules. You may see which states allow absentee voting and the deadlines for ballot requests at IWLA's Issues Action Center. 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 they can avoid the lines and scheduling conflicts that often occur on Election

Early voting is another option in a growing number of states, and information is also available at the IWLA Issues Action Center.



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 employees will avoid waiting in long lines at the polls on Election Day. If they haven't voted already, give them time to vote during normal business hours. If possible, allow them to take the day off and volunteer with a campaign or to 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 improve your business and the greater

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 warehouse logistics 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 info is available at www.IWLA.com.

In addition IWLA staff is always available at (847) 813-4699 or mail@IWLA.com.

Legal Do's and Dont's

The hesitancy that comes with discussing political campaigns and issues with employees is often associated with a fear of what is legal and what is 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 more information regarding state elections, consult your state's election commission.

Do not hesitate to contact IWLA's government affairs staff for assistance or clarification at (847) 813-4699 or mail@IWLA.com

DO

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 via the Issues Action Center.

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

DON'T

DON'T tell your employees whom 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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