

## Sample Email Messages from CEO

### Option 1

Dear Employees:

The 2024 election will be critical to those who work in the automotive aftermarket; the individuals we elect will make many important decisions concerning the future of our industry and passion — and, ultimately, the future of this organization.

Please take the time to register to vote by [\(state's registration deadline\)](#) and to learn about the candidates and issues in this year's election.

If you need information on how to register or the location of the appropriate polling place, please visit [\(Insert appropriate link for employees to locate state-specific voting policies and guidelines or wecarewewote.aha.org\)](#).

You have an important role in choosing who gets elected. These decisions are yours and yours alone, but they can only be made if you cast your ballot on Nov. 8. On Election Day, be sure to show how much automotive aftermarket employees care for our industry, as well as communities across America. You have the power to make a difference!

### Option 2

TO: All Employees

FROM: (CEO name)

SUBJECT: This November, Let's Drive The Vote

I see firsthand every day how our organization provides the backbone of the auto enthusiast community, striving 365 days a year to deliver quality in support of our passion for cars, motorsports and driving. This year, on one of those days — Nov. 5, 2024 — you also have an important role in choosing the elected officials, including the next President of the United States, who will make important decisions that affect our organization and industry.

Not only is the 2024 election going to select a new president, we as voters will also weigh in on the nation's important congressional campaigns, with control of the U.S. House and U.S. Senate again at stake. Those elected will face a full plate of new and ongoing issues impacting the automotive aftermarket and our customers.

The right to vote is too important to take for granted. That's why [\(Organization\)](#) is participating in SEMA's "Drive The Vote" campaign. I am hoping we each do our part by registering and voting this year.

In the last presidential election in 2020, over 257 million ballots were cast, representing nearly 67% of the eligible voting-age population. Yet, the outcomes of recent

presidential elections (particularly the 2016 election) have been determined by a couple thousand votes). The 2024 election is expected to be very competitive, which means that every vote matters. The ability to vote is too important to pass on the opportunity.

It's important that you familiarize yourself with our state's rules on voting and poll opening and closing times. A great resource for this information can be found by clicking on <https://www.nass.org/can-i-vote>.

Remember to register to vote by **(state's deadline)** so you don't miss the chance to exercise your right. A pair of vetted websites on which you can rely are the non-partisan, not-for-profit Vote.org (<https://www.vote.org/>) and the National Association of Secretaries of State *Can I Vote* page (<https://www.nass.org/can-i-vote>). This will be a critical election year, and the individuals we elect will make many important decisions concerning the future of our industry.

You have the power to make a difference. It's because of your passion for our industry and your deep commitment to our community that I encourage you to register to vote and cast your ballot on Nov. 5, 2024.