

Sample Employee Newsletter Article

Voting is Routine Maintenance for Our Nation

We all know firsthand why we change our oil and pay attention when dashboard lights go on: we're taking close care of the heart of our motor vehicle. Sure, we don't *have* to do anything – we have someone in our lives who gets where they need to go even when they skip a few oil changes or drive a few hundred miles with the 'check engine' light on. But that's not how you truly keep your car in good shape for the long haul.

For our nation's democracy, *voting* is the routine maintenance that keeps our government in good working condition. And by showing up to vote on Election Day, we're changing the oil that helps our nation run.

Every day our (organization) team provides the highest-quality service in the most professional manner possible. But, as you know, the service we deliver is often influenced by the laws, policies and rules put in place by our state and federal representatives. Your voice matters in choosing your elected officials, and your opportunity to exercise your right to vote is on Nov. 5, 2024.

In the last presidential election in 2020, 257,605,088 ballots were cast, representing nearly 67% of the eligible voting-age population. And as you saw in 2020, every vote matters, meaning the ability to vote is too important to pass on the opportunity. This will be a critical election year, and the candidates we elect will make many important decisions concerning our nation's future — and, ultimately, the future of our industry.

That's why (organization) is participating in "Drive The Vote," SEMA's nationwide, nonpartisan initiative to encourage our nation's 1.3 million automotive aftermarket industry employees to vote in the 2024 national election. As a nonpartisan initiative, Drive The Vote does not support any particular candidate for office – only the act of voting.

Plan to exercise your civic duty by taking the time to register to vote by (state deadline date) and learn about the candidates and issues in the 2024 election. If you need information on how to register or the location of the appropriate polling place, visit www.vote.org.

Remember: your vote is yours and yours alone. Form your own opinion and vote on Nov. 5, 2024. It may be the most important maintenance you perform this year.