

## Sample Voicemail Messages from CEO

### Option 1

In the last presidential election in 2020, nearly 67% of the eligible voting-age population cast ballots. And as you saw in 2020, every vote matters, meaning the ability to vote is too important to pass on the opportunity. The ability to vote is too important to pass on the opportunity. It's important that you register by **(state's deadline)** and familiarize yourself with **(state)**'s rules on voting and poll opening and closing times by going to [vote.org](https://www.vote.org). And don't forget to vote Nov. 5, 2024.

### Option 2

Remember to register to vote by **(state's deadline)** so you don't miss the chance to exercise your right. Learn about the specific issues facing the automotive aftermarket industry by going to [SEMA-DOT-ORG-SLASH-VOTE](https://www.sema-dot-org/slash-vote), and check [VOTE-DOT-ORG](https://www.vote-dot-org) for important Election Day information. This will be a critical election year, and the individuals we elect will make many important decisions concerning the future of our nation, our industry — and, ultimately, the future of our organization.