



The Leadership Conference *on* Civil *and* Human Rights

How Companies Can Support Justice, Fairness, and Inclusion

Everyone has a role to play in making sure our votes count, our voices are heard, and our civil and human rights are protected. Companies have tremendous influence on how we live our lives — and that’s why The Leadership Conference offers a range of corporate and employee engagement opportunities to shape the nation we all deserve. Here are just a few actions companies and your teams can take to meet the urgency of the moment.

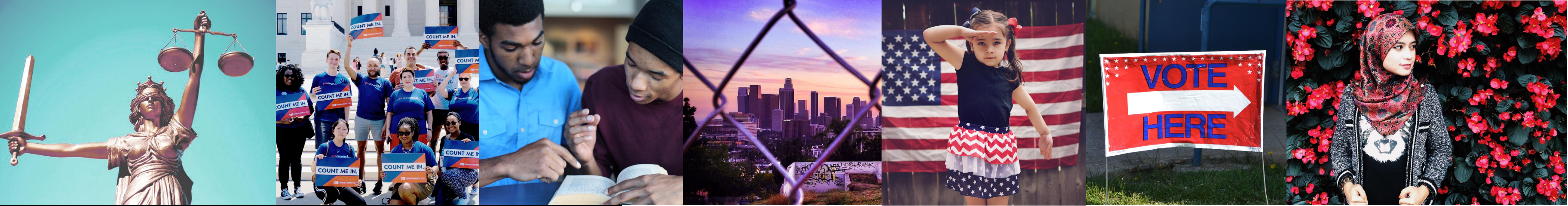
If you are interested in partnering with us to build a democracy that works for everyone, please contact Ron Goines, director of major gifts and corporate relations, at goines@civilrights.org.

Promote Fairness and Inclusion From Within

- Develop new talent pipelines to accelerate internal diversity. Be aggressive and intentional about creating and developing a diverse talent pool.
- Invest in the communities where you operate.
- Take the lead from industry leaders and organizations on the front lines of social change and transform your concept of a corporation’s purpose — retiring stakeholder capitalism over shareholder primacy.

Support Safe, Fair, and Accessible Elections

- Educate patrons and employees about how to vote in their state. As trusted messengers with your families, friends, and communities, it is critical for you to follow the facts and share them in your networks.
- Encourage employees to volunteer and support the administration of elections. More than ever, our nation needs a large swath of volunteers to serve as poll workers in their communities.
- Encourage employees to vote. Give your employees the information and flexibility they need to check their registration, make a plan to vote, and safely cast their ballot.



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These actions are just one slice of the many opportunities for companies to promote a fair, just, and inclusive democracy.

The Leadership

Conference works on issues from democracy reform to economic security to health care and educational equity.

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- Companies can use their platforms to call on lawmakers to expand access to the ballot and provide voters with options in this unprecedented election. Companies should also support additional funding for elections in the next relief package. If funding isn't secured, the civil rights and business communities should come together to develop creative solutions on how to fill the gap in counties hit the hardest by COVID-19.
- Offer existing resources like vehicles for poll transport, warehouse space, and products or services to help bolster election infrastructure in this time of deep uncertainty.

Ensure a Fair and Accurate 2020 Census

- Call on elected officials to extend the 2020 Census deadlines so that millions of people living in rural and tribal communities, people of color, people with disabilities, and people experiencing homelessness are not missed in the count. The 2020 Census will be incomplete if the Census Bureau doesn't have the time it needs to count everyone.
- Encourage patrons and employees to respond to the 2020 Census — online at 2020Census.gov, by phone, or by mail.
- Partner with our Census Counts campaign to promote census participation to your customers in stores and through web, email, and social platforms.
- Pledge financial support to community outreach efforts like text and phone banking; digital organizing; and print, radio, TV, and digital advertisements.



The Leadership
Conference



The Leadership Conference
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