



VOLVO GROUP EMPLOYEES ENGAGE IN ELECTIONS

The 2016 elections proved to be difficult to navigate at times, but one thing was certain - getting out the vote in all parts of the country for all levels of public office elections was a key step towards making an impact.

BIPAC member, the Volvo Group, recognized the importance of a Get Out the Vote (GOTV) effort early and worked diligently to leverage their Volvo Voices program to put together voter registration events for their employees at each of their major U.S. facilities during September and October. Their goal was to be civic-minded and assist employees by providing the resources needed to check their voter registration status and learn about the policy issues that impact the company.

The Government Relations team recognized that by visiting employees where they work, they could create a dialogue. This allowed employees to discuss the issues important to them and provided the team an opportunity to show that there is an active group in Washington, D.C. working on their behalf.

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- Kelly Bobek,
Director of Government Relations, Volvo Group

Each event was publicized using Volvo's corporate digital monitor system and was carefully planned and stocked with selfie signs and "voting" cupcakes to attract participation and make the voter registration drives more enjoyable. Employees were encouraged to take pictures and share them on social media to promote General Election participation more broadly.

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The key to the Volvo Group's success was starting early. They began their efforts ahead of the General Election in November and knew they wanted to get out to sites and talk directly to their employees about voting. They worked to set up a plan with messaging and graphics and were willing to travel to meet employees where they are most comfortable. They checked on state guidelines for holding these events prior to their scheduled dates, and worked with individuals at each site that could help them find space to hold the events, which ultimately ensured that each event ran smoothly and successfully.

KEY COMPONENTS TO THE PROGRAM

- Held voter registration events at major U.S. facilities
- Advertised with corporate digital monitor system
- Sent email messages to employees
- Created selfie signs and decorated cupcakes
- Involved their Public Policy Ambassadors



Public Policy Ambassadors posing with voting message selfie signs at Volvo Trucks in the New River Valley area of Virginia. Ambassadors mobilized other employees and encouraged participation in voter registration events.

At this event, close to 25 new employee voters were registered. Computers were provided for the employees to register themselves. Many other employees used the resources provided to check their voter registration status to ensure they would be able to participate in the upcoming election.