

Top 3 Things Employers Can Do To Encourage Participation in the Iowa Caucus

Tired of elected officials not talking about issues that are important to your bottom line? Steer the conversation by encouraging your employees to play an active role in next year's Iowa Caucus.

Activate your employees. Get out and caucus.

1. Provide issue summaries on your top public policy items for 2020.

Issue education helps make the connection of how legislation and regulations impact your company and your employee's livelihood. Choose 3-5 top issues and provide educational materials on their importance and recent activity in the State House and on Capitol Hill.

2. Explain caucus night procedure and participation options.

The caucus process itself can be a tough concept to understand. With delegates, conventions, straw polls, and differing implementation depending on party, it's hard to keep up with what actually occurs on caucus night. We've done the research for you on caucus.iavotes.org. Drive your employees to our site for all they need to know about how the caucuses work.

3. Recognize caucus goers by creating a caucus hashtag (#) and by sharing caucus selfies on caucus night.

Everyone loves a little recognition for good citizenship. Why not make employee posts and selfies a part of your organization's caucus story? Establish an organization-wide hashtag and ask your employees to share on Twitter, Facebook, Instagram, and other social media platforms. Or, use ours [#iavotes](https://twitter.com/iavotes) or [@iavotes](https://www.facebook.com/iavotes) and we'll share too.