

Our Democracy. Our Election. Our Role.

Business, Art, & Philanthropy Election Protector Toolkit

CALL TO ACTION

BE PRESENT

**November 7 FIGHT THE LIES Mobilization
-and- BE READY FOR WHAT COMES NEXT!**

BEHIND THE SCENES

YOU HAVE CONNECTIONS! Ask industry leaders to use their influence to **BLOCK THE ATTACKS ON OUR ELECTIONS.**

BE GENEROUS

**People on the ground know how to do the work.
GIVE TO THEM!**

What else can you do?



You do not need to be an election lawyer or professional organizer to help protect a free and fair election.

As a donor, artist, and/or industry leader, you fulfill an urgent need: **relationships with people who lead institutions, shape public narratives, move resources, or influence large networks of people.** Your role may be to help one of those people understand what is at stake and ask them to use the power they already have. It may also require you to leverage that power yourself.

This is nonpartisan civic engagement. The goal is not to support a candidate or party; it is to reinforce basic democratic commitments: **eligible voters can vote; every lawful vote is counted; election workers can do their jobs without intimidation or interference; and the people voters elect are allowed to take office.**

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1. Start With Your Network: Who Can You Reach?

Think of **at least three people** you could personally contact who have influence beyond themselves.

You don't need to think of the most famous person you know. Start with people who **lead something, can move something, or can organize other people.**

Consider:

Business & Industry

- CEOs and senior executives
- business owners
- investors and board members
- chambers of commerce
- trade and industry associations
- leaders in entertainment, media, technology, logistics, tourism, hospitality, agriculture, finance, sports, or other major sectors

Culture & Communications

- artists, actors, musicians, writers and creators
- entertainment executives and producers
- journalists, publishers and media executives
- people with significant audiences or platforms

Civic Institutions

- university presidents and trustees
- faith leaders
- nonprofit executives
- labor leaders
- professional associations
- philanthropic leaders and major donors

Ask yourself:

- **Who takes my call?**
- **Who trusts me?**
- **Who has access to an institution, audience, or network I don't?**
- **Who could bring three more people with them?**



Write down three (or more!) names:

1. _____
2. _____
3. _____

2. What Are You Asking Them to Do?

Your ask can be as simple as "support democracy" - and offer something concrete to do.

Depending on their role, consider asking them to:

A. Make a public commitment! Ask their company, institution, or network to publicly affirm that:

- every eligible voter should be able to vote;
- every lawful vote should be counted, even when counting takes time;
- election officials should be allowed to administer and certify elections without intimidation or political interference; and
- duly elected candidates should be seated.

Businesses can also sign the [Business for Democracy Pledge](#), which asks companies to support civic participation, oppose obstacles to voting, and publicly oppose attempts to prevent votes from being counted or elected candidates from taking office.

B. Leverage their institution! Ask leaders to consider what their institution can do now:

- Provide employees or members with trusted nonpartisan voting information.
- Encourage people to vote early and track their ballots.
- Share accurate information about counting and certification.
- Prepare communications now so the institution can respond quickly if election interference occurs.
- Encourage their trade association, professional network, or peer institutions to make the same commitment.

C. Use their voice! People with public platforms can:

- Reinforce the simple message: **Count every vote.**
- Remind audiences that accurate counting can take time.



- Direct people toward trusted election information rather than amplifying rumors or disinformation.
- Explain why a functioning democratic process matters to their community, business, art, profession, or institution.
- Amplify trusted movement-led information and calls to action as they emerge.

D. Engage their relationships: Invitations into courageous action often start personally and privately.

Ask someone with influence to call a peer—another CEO, university president, entertainment executive, philanthropist, faith leader, media leader, or association head—and say:

"I think people in our position should be preparing to stand together for a free and fair election. Will you join me?"

It's wonderful if an influential person speaks out. Courage is contagious, and collective action is even more audible and safer than just one influential person making one statement. Our goal is to ignite **networks of influential people reinforcing the same democratic norms.**

E. Use their resources

People on the ground already know how to organize. Donors and institutional leaders can help ensure they have the capacity to do it by:

- funding election-protection and rapid-response infrastructure;
- supporting groups taking significant risks;
- funding communications, organizing, legal, cultural, or logistical needs; and
- asking other donors and institutions to join them.

3. A Simple Script

Your relationship is the reason you are calling. You don't need to be an election expert.

Some options:

- **"I'm reaching out because I think the next several weeks could ask something important of people in positions like ours [or yours]."**



- **"Organizations working on election protection are preparing for the possibility of interference with voting, counting, and/or certification. They aren't predicting that every scenario will happen—they're making sure people are organized before they're needed."**

Then make it personal:

- **"You lead an institution that people pay attention to."**
or
- **"You have relationships with people who can make a real difference."**
or
- **"Your employees/audience/members trust you."**

Then make one clear ask:

- **"Would you be willing to publicly affirm that every lawful vote should be counted, even if counting takes time?"**
- **"Would you ask your company to sign the [Business for Democracy Pledge](#)?"**
- **"Could you bring three other business leaders into this conversation?"**
- **"Would you talk with your communications team now about how you would respond publicly if there were an effort to stop the count?"**
- **"Would you help make sure your audience knows where to find trusted information?"**
- **"Would you be willing to stay connected so we can reach you if movement leaders identify a coordinated need after Election Day?"**

Then listen.

"What feels possible to you? What would you need in order to act?"

4. Adjusting the script by industry:

A. If You Are Talking to a Business Leader



One useful frame is simple:

A stable democracy is good for business.

Free and fair elections create predictability, legitimacy, and public trust. Attempts to obstruct voting, counting, or the peaceful seating of elected leaders create instability for communities and the economy.

The [Business for Democracy Pledge](#) makes essentially this case and asks business leaders to use their institutional influence—not simply their personal political views—to defend democratic rules.

You might say:

"This is about saying that businesses depend on stable democratic institutions. It isn't at all about asking your company to endorse a candidate. Every eligible voter should be able to vote, every lawful vote should be counted, and the people voters elect should take office."

Then ask:

"Would you be willing to say that publicly—and ask some of your peers to do the same?"

If an example is useful, you can point to the Jan 25, [2026 letter issued by The Minnesota Chamber of Commerce](#) on behalf of more than 60 CEOs of Minnesota-based companies calling for a deescalation of tensions enflamed by ICE's Operation Metro Surge.

B. If You Are an Artist or Cultural Leader

You have the most powerful tool in 2026: attention. **People pay attention when you help make a confusing moment understandable.**

Ask yourself:

- Who is my audience?
- How do they normally hear from me?
- What will they need from me if confusing or frightening news breaks?
- Can I help people stay calm, find trustworthy information, and know when there is something meaningful to do?
- Can I make participation feel communal, creative, and hopeful rather than only frightening?



[South Korea's successful resistance to the December 2024 martial-law attempt](#) offers a powerful example. Rapid civic action mattered, but so did culture: musicians participated, demonstrators sang, K-pop light sticks became symbols of protest, and gatherings developed a festive atmosphere that helped broaden participation.

Culture can explain a movement, and it can help create one.

5. Spread Truth: Don't Amplify the Disinformation You're Trying to Defeat

If a false claim is spreading, resist the instinct to repeat it in order to debunk it.

Lead instead with the affirmative truth you want people to remember:

Every eligible voter deserves a voice.

Every lawful vote should be counted.

Counting accurately can take time.

Election workers should be able to do their jobs.

Voters—not intimidation or interference—decide elections.

Use trusted sources and movement-approved messaging when sharing rapidly developing information.

6. Grow the Movement

We have the opportunity to persuade not just one influential person, but contribute to a movement of relationships and networks – to create a groundswell of support for democracy.

As you do your outreach, think about how to grow the movement from the current conversation into a larger network.

Ask:

- **Can this person recruit three peers?**
- **Can those peers move an industry association?**
- **Can that association speak for an entire sector?**
- **Can an artist reach an audience movements don't normally reach?**
- **Can a donor bring other donors?**
- **Can a university or faith leader organize institutions like their own?**



The broader our network, the better we can collectively defend free and democratic elections.

7. Stay Connected

We don't know exactly what the weeks ahead will require. That is why we are organizing **before** we know.

Vote. Vote early if you can. Track your ballot. Follow trusted sources. Share accurate information. [Attend the November 7 mobilization](#) if you are able. Invite others to join you.

Stay connected to the movement-led election-protection network through Joy Friedman, Liberty Hill's Senior Director of Donor Organizing (jfriedman@libertyhill.org) or another organization you trust, like LA Forward, Movement Voter Fund or Committee for the 1st Amendment.

If circumstances require coordinated action during counting, certification, or the seating of the new Congress, we will share clear guidance about where your voice, resources, relationships, creativity, or presence can be most useful.

Before you leave this toolkit:

The three people I will contact:

1. _____ **My Ask:** _____
2. _____ **My Ask:** _____
3. _____ **My Ask:** _____

One resource, relationship, or form of influence I can contribute:



8. Support Democracy Through Your Generosity.

Funding the movement infrastructure behind Love Powers LA is one of the most essential ways to defend our democracy in this crisis and for the future. The organizations building and supporting this work know what their communities need.

Several organizations are flanking Love Powers LA through contributing resources to the movement and through organizing donors, artists, and industry leaders: Liberty Hill Foundation, Movement Voter Fund, and Committee for the 1st Amendment.

Thank you for giving directly as you are compelled and as you can—and for inviting others with resources to join you.

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