



# Turning a Good Corporate Citizen into a Corporation of Good Citizens

A Playbook for  
Championing Democracy  
through Civic Engagement



## INTRODUCTION



**Alan Schnitzer**  
Travelers  
Chairman  
and CEO

# At Travelers, we recognize that a healthy and vibrant democracy is foundational to our success and to the strength of the private sector as a whole.

For 160 years, Travelers has thrived because of the environment in which we've operated: a representative democracy built on resilient public institutions and an economic system governed by the rule of law. We take seriously our role in preserving these institutions and our responsibility to help pass them on to future generations.

We have taken this core value to a new level by launching Citizen Travelers<sup>SM</sup>, a nonpartisan initiative that empowers our employees to get more involved in civic life.

At its core, Citizen Travelers is a recognition that the future success of our business and the outlook for inclusive prosperity in our communities depend on our coming together to preserve and strengthen the democratic system we share.

As the leader of a company over 30,000 strong, operating across all 50 states, I see every day the power of common purpose to unite people across distance and differences. Our sense of shared responsibility drives us, and I believe it can unify our communities, too.

The positive feedback we have received regarding Citizen Travelers has underscored for us the strong appetite among employees for neighborly and constructive engagement on the issues that matter to them. And we see great potential to scale these positive impacts by sharing what we've learned.

That's why we created this playbook. The following pages contain our modular strategy for integrating a civic engagement initiative into your organization. There's no one right way to do this. We offer options that range in scope and scale so you can pick the ways that work best for your organization. However you choose to engage, I hope this playbook inspires you to take the first — or the next — step.

**As we often say at Travelers: It's up to us.**

A handwritten signature in blue ink, appearing to read 'Alan'.



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## The Citizen Travelers Model:

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# The Citizen Travelers Model

Our four-part playbook of ideas for integrating a civic engagement initiative into your organization, with options that range in scope and scale so you can pick the ways that work best for you.



1.

## Learning

Civic learning is a lifelong pursuit. It is also a great way to launch further employee engagement.



2.

## Voting

By equipping employees with the information they need to participate in the democratic process, you support a more active and involved citizenry.



3.

## Engaging

Every day offers new opportunities to get involved at all levels of civic life, and everyone has something to offer their community.



4.

## Leading

Bolster democracy by making the case for corporate civic engagement and inviting others to join the conversation.

And, importantly, Citizen Travelers is **aggressively** nonpartisan as a core principle.



## The Citizen Travelers Model:

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# Learning

**Civic learning is a lifelong pursuit.  
It is also a great way to inspire  
further employee engagement.**

By providing access to webinars, internal and external resources and civic volunteer opportunities, **you can promote a shared understanding of American government, history and democratic values.**

At the same time, you will be encouraging employees to further engage with these issues through community involvement.

What follows are just some of the ways you can further this goal.





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## Resources

- iCivics

## Encourage civic learning across generations by offering learning opportunities for the whole family.

Take advantage of free resources offered by kid-friendly civic engagement champions such as iCivics, a leading provider of civic education, to provide access to activities that teach parents and kids about the basics of government.

## During summer break, Citizen Travelers and Travelers Working Parent & Caregiver resource group partnered with iCivics to offer fun civic learning activities for Travelers employees and their families.

The program not only prompts Travelers employees and their children and grandchildren to engage with iCivics tools and explore their local communities, but also **spurs conversations between employees and their children about important topics**. Because iCivics online resources are free, it is easy for employees to use them with their children as they see fit.

Travelers employees and their families took advantage of Citizen Travelers' partnership with iCivics, which provided **civics learning activities** over a recent summer break.

Although my child is only 4 years old, **this was a great chance to introduce her to topics surrounding local government, its purpose and how to be a contributing and positive member of a community**. She also got to see firsthand how tax money from my city was used to create a wonderful "butterfly house."

Jordan



This was a fantastic experience and gave us a great opportunity to talk about being a good citizen with our daughter. **It opened conversations about being willing to help others and stand up to make a difference.**

Allison



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#### Resources

- [National Constitution Center](#)

**Publicize lectures on U.S. history and government offered by nonprofits, local universities and historical associations as opportunities for employees to learn and grow together.**

Use these programs as employee engagement opportunities to foster constructive conversations between colleagues.

**Travelers has partnered with nonprofits to provide employees access to nonpartisan resources on topics in American civic history that are front and center in current events.**

For example, Travelers employees have access to the [National Constitution Center](#)'s *America's Town Hall* programs about constitutional issues of our past and present.

Employees also enjoy free admission to the NCC, the first and only museum dedicated to the U.S. Constitution. Through interactive exhibits, rare artifacts and live theater, the NCC brings the Constitution to life for visitors of all ages.



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#### Resources

- Gilder Lehrman Institute of American History

**Organize an employee book club around a great fiction or nonfiction read that sparks a discussion about American democracy or community involvement.**

If an entire book seems like a heavy lift, try a monthly “article club” that discusses an interesting piece of long-form journalism. Encourage executives to take turns suggesting articles and joining discussions so that this becomes an opportunity for employees to hear from company leaders too.

**Citizen Travelers provides employees access to the Gilder Lehrman Institute of American History’s “Book Breaks.”**

This weekly interview series with historians and award-winning authors is a great resource for civic-minded readers looking to pick their next page-turner. **Employees inspired by the same title can connect and compare notes.** Travelers employees have organized more formal book clubs around other topics, and this series is a helpful springboard to do the same with civics.





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### Resources

- National Constitution Center

## Bring a civic engagement speaker to your next companywide event.

Invite a local mayor or city council member to speak about the issues facing the community and answer questions from employees.

**Citizen Travelers is hosting a series of nonpartisan conversations exploring issues such as executive power, the history of the Supreme Court, election innovation and more.**

By hosting scholars with varying perspectives and collaborating with nonpartisan educational and nonprofit organizations, **we are ensuring that the conversations remain nonpartisan while exposing participants to alternate viewpoints and modeling civil dialogue.**



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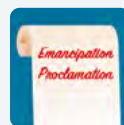
### Resources

- Ballotpedia
- Elected Officials on USA.gov
- National Constitution Center

**Build an internal civic engagement resource page to provide access to nonpartisan educational resources, voter information guides and more.**

**We rolled out an interactive Citizen Travelers portal on our company intranet to give our employees access to valuable civic engagement resources, reminders and updates.**

This portal includes articles on our latest news and initiatives as well as links to our Get Out the Vote portal, partner resources, a civics calendar and more. Through monthly updates to our civics calendar, we provide quick “info bites” to employees about important dates in American history and moments of present-day significance.



**January 1**  
President Abraham Lincoln issues the Emancipation Proclamation (1863)



**February 24**  
Supreme Court rules that states must provide an attorney for those who can't afford one (1963)



**March**  
Women's History Month



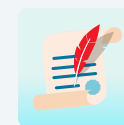
**April 2**  
Jeannette Rankin becomes the first female member of Congress (1916)



**June 14**  
U.S. Army founded (1775)



**October 27**  
National Civics Day



**December 15**  
Bill of Rights ratified (1791)



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Remind Employees about Important Election Dates

Celebrate National Voter Registration Day

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### 4. Leading

# Voting

**By equipping employees with the information they need to participate in the democratic process, you support a more active and involved citizenry.**

A robust Get Out the Vote program is a straightforward way to build momentum for civic engagement within the company and keep the democratic process at the forefront throughout the year.

Get Out the Vote-related communications, events and giveaways are just some of the ways you can introduce your civic engagement initiative to employees.





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## Resources

- [vote.gov](https://www.vote.gov)

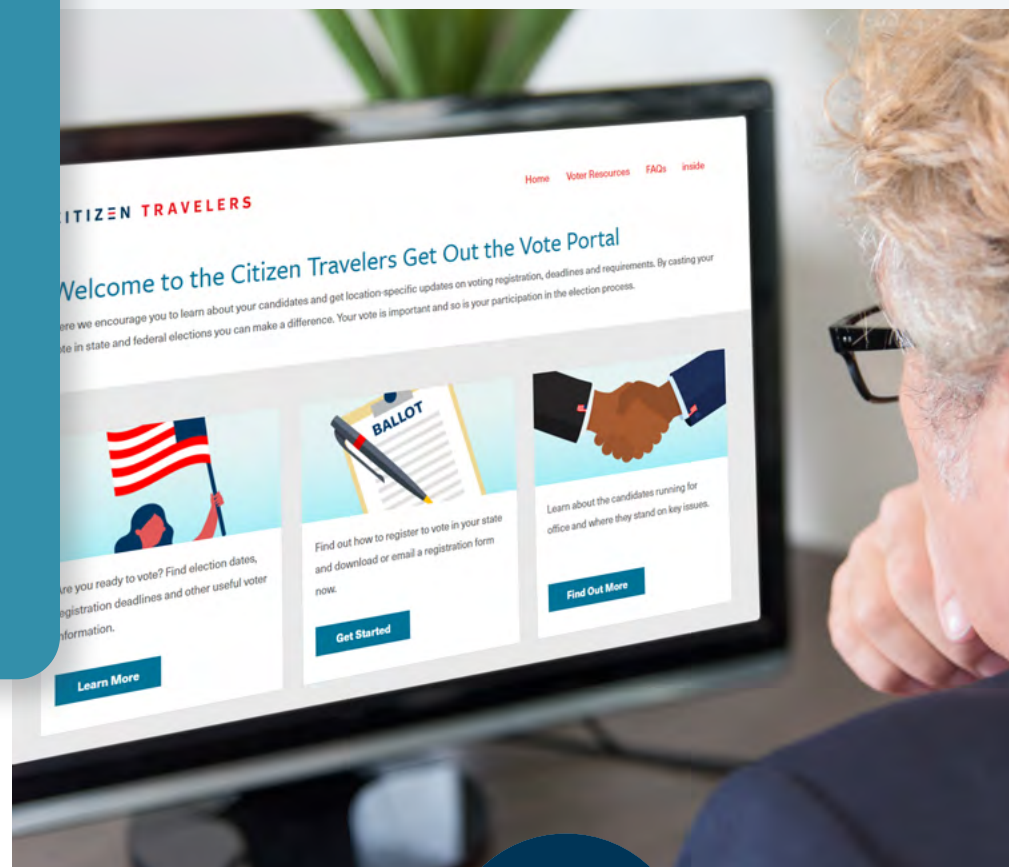
## Start by sharing important Get Out the Vote information.

This can be as simple as emailing links to existing online tools, where employees can find individualized voting information. Free resources such as [vote.gov](https://www.vote.gov) and state-specific secretary of state offices allow employees to check their registration status, request a mail-in ballot and find their polling location.

If you're feeling ambitious, customize a platform where employees can find information about polling centers, registration deadlines and elected officials all in one place. Several outside vendors offer platforms that use employee location data to offer personalized registration, voting details and candidate information. See “Resources” for some suggestions on where to start.

## Citizen Travelers has developed a personalized Get Out the Vote portal accessible from our company intranet.

Employees can log on to get personalized information about where to vote, find out about candidates running for office in their communities, and learn how to contact their elected officials. Our portal is customized with Citizen Travelers graphics and information so it has the same look and feel as the rest of our initiative.





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## Provide timely reminders about important dates surrounding upcoming federal, state and local elections.

This includes voter registration deadlines, early voting periods and Election Day. Integrate voting reminders across multiple touch points, including all-employee meetings and companywide emails.

“Citizen Travelers is about encouraging people to vote, not telling them *how* to vote. Our Get Out the Vote initiatives are aggressively nonpartisan, just like the rest of our civic engagement activities.”

**Janice Brunner**  
Travelers Head of  
Civic Engagement

**Before Election Day, Citizen Travelers sends out emails on a state-by-state basis and publishes internal articles about upcoming registration deadlines and where to find more information about candidates and issues.**

Using a designated Citizen Travelers mailbox and email address allows us to keep all communications centralized and maintain a consistent look and feel.



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## Celebrate National Voter Registration Day with promotional activities, such as in-office registration tables.

Engage the broader community by organizing employees to volunteer with a local registration drive to reach their neighbors. Send out a poll asking employees if they are registered and have made a plan to vote. Responses will help you track the effectiveness of your efforts, celebrate the voters in your office and encourage others to join them.

Many people expressed their appreciation for taking the time and effort to help people register and promote awareness.

Trish



Terrific event and it was wonderful to be a volunteer! The approach demonstrated that Travelers supports civic engagement, which does not need to be partisan or divisive.

Cathy



Citizen Travelers Ambassadors Elaina and Joni worked a voter registration table on National Voter Registration Day. Thousands of employees visited our Get Out the Vote tables across the country and affirmed their voter registration.

## Citizen Travelers has recruited employees in offices across the country to serve as Get Out the Vote “ambassadors.”

These ambassadors set up tables to encourage employees to register to vote. Providing “I Registered” stickers and themed cupcakes incentivized employees to stop by the registration tables. QR codes that took employees straight to the relevant registration site made it easy for employees to register to vote on the spot. Publicizing National Voter Registration Day on employee lock screens and running an internal poll heightened the celebratory atmosphere.



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**Encourage company leaders and employees to post selfies with their “I Voted” stickers and share their commitment to democratic participation on internal communication channels.**

This reminds and inspires others to register to vote and emphasizes that democratic participation is a company value.

**Citizen Travelers selfie boards were hugely popular at our voter registration drives this year.**

Not only did we have them on-site at our events at our headquarters in Hartford, **we also shipped them to our ambassadors throughout the country** and had them on hand at the Travelers Championship®, our PGA Tour designated event.

Left to right: Travelers employees in Houston, Texas; Charlotte, North Carolina; St. Paul, Minnesota; and Houston, Texas.



Voted in Pennsylvania!  
**Glad to be part of a company that supports employees' engagement in civic life.**

David



**Thanks for the hour to vote, Travelers!** Really helped because I didn't get there this morning with the kiddo's morning routine.

MeMe



Voted in West Hartford, Connecticut. **It's a great privilege to have a say in who governs us.**

Abhay



**What a privilege to vote!**  
I dedicated my vote to active-duty military personnel and veterans — my way of honoring those selflessly ensuring my freedom.

Renae





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**Consider hosting candidate forums and Lunch and Learn sessions to help employees become informed voters in the lead up to elections.**

Remember to ensure that the sessions remain nonpartisan by inviting candidates with varying perspectives or speakers who present information without a partisan viewpoint.

**Citizen Travelers brought in a political analyst to host two lunchtime webinars, one before and one after the midterm elections.**

At the September event, the analyst discussed projections and polling for key U.S. Senate, House and gubernatorial races. At the November event, the analyst focused on voter turnout rates in various states and how the election results could affect the direction of the next Congress. He also described the role of a pollster and what political analysts typically study before and after an election. **By focusing on the data and explaining what it meant for each political party, he kept the sessions informative and, importantly, nonpartisan.**





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Encourage Employees to Serve Their Local Communities

Build an Online Space for Employees to Connect

Recognize Employees' Community Service

Connect Employees with Civic Opportunities

Promote Nonpartisan Election Work

### 4. Leading

# Engaging

**Every day offers new opportunities to get involved at all levels of civic life and everyone has something to offer their community.**

When you connect employees with civic opportunities and spotlight their civically engaged colleagues, **everyone gains a greater awareness of the different ways to get involved** and becomes inspired to participate in a way that is meaningful to them.



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## While presidential elections make headlines, all elected officials make a difference — as do volunteer appointees to boards and commissions.

By raising awareness about local positions, you can help employees understand the full spectrum of opportunities for community involvement.

Local government offers countless ways to channel individual interests for the collective good, from running for city council to serving on commissions focused on the arts, athletics, libraries, land use and more.

And the skills that employees cultivate in the private sector, such as management and consensus-building, often make them ideal public servants. Harness that power by highlighting opportunities for employees to contribute to their communities in the ways that are most meaningful to them.

I have been a commissioner on my town's Youth Commission for the past three years. **I look forward to interacting with Citizen Travelers going forward.**

Jason



I was recently elected to the position of Town Treasurer. I am also on the Town Recreation Board. **I have lived in this town most of my life and feel very strongly about my social/civic obligation to give back to my community and to keep it a great place to live for future generations.**

Deborah



I serve my town as a wetlands official and a zoning commissioner, complementary roles that allow me to play a part in long-term land-use decisions impacting my community. **Travelers' support inspires me to stay involved and encourages others to step forward.**

Katie



I've been a member of the Fire Department for 29 years, serving as Assistant Chief since 2009. I also serve as a director at large on the board of the Tolland County Mutual Aid Fire Service, which runs a regional fire/EMS dispatch center. **Glad to be part of Citizen Travelers!**

Dan



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**Build an online space — such as an internal webpage or email listserv — where employees interested in civic engagement can connect with one another.**

Participants can share tips and advice and publicize additional opportunities to get involved. Be sure to include a submission form so employees can nominate other colleagues or services to be featured.

After a heartbreaking wildfire season in the Spokane area this summer, many of our neighbors in West Central have been eyeing our bluff with concern. **Rather than wait for the worst, we gathered a group of neighbors on a front porch and hatched a plan.** We completed a 'lop and scatter' event to reduce ladder fuels and protect our neighborhood from future fires.

Elizabeth



**I ran for and was elected to a two-year term** on my local City Commission last night!

Peter



**Citizen Travelers used Microsoft Teams to create a networking space that enables employees to connect and compare notes with colleagues throughout the country.**

Travelers employees have used this forum to trade best practices in local government and benefit from each other's expertise, all in a nonpartisan fashion. These connections have been incredibly rewarding, and **we are proud of the many Travelers employees who are actively involved in civic life** by serving on local planning commissions, economic development councils and more.



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### 4. Leading

**Recognize the contributions of employees who are serving their communities on school boards, on zoning commissions and in other elected offices as well as through unelected civic volunteer work.**

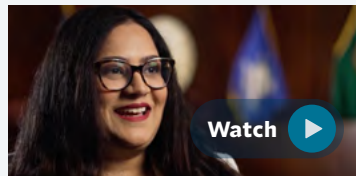
This can include finding more formal opportunities to publicly applaud civically engaged employees, such as during all-employee meetings, and through both internal and external communications. Even something as simple as adding “likes” to posts can build engagement.

**Through our Citizen Travelers Spotlight Series, we are developing short videos that celebrate employees who are leading through civic involvement in their communities.**

These videos demonstrate that civic engagement is not one-size-fits-all, and that **our employees have opportunities to make a difference in whatever area is most important to them.** For example, Citizen Travelers is spotlighting employees who are civically engaged in education, economic development, election protection, affordable housing, public safety and land use.

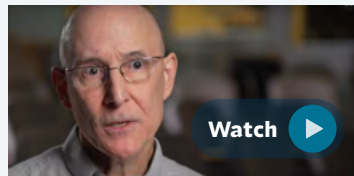
It's great to see citizens turning out to share their opinions, insights and concerns. **All our voices matter.**

**Ojala**



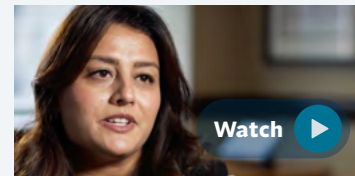
I am forever appreciative of this community. **I couldn't imagine not wanting to give back.**

**Jim**



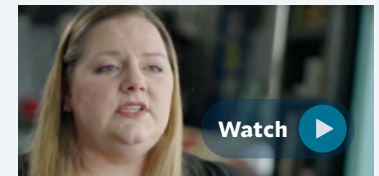
**I want to empower others.** I've been helping monitor the polls and inform people about how they can register to vote.

**Krishna**



**To be an active part of our democracy and community** is so important.

**Elizabeth**



Left to right: **Ojala**, a member of her town council; **Jim**, chair of his town's Board of Police Commissioners; **Krishna**, an Election Protection volunteer; and **Elizabeth**, Neighborhood Council member and advocate for affordable housing.





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## Resources

- National Civics Bee



**Partner with local and national nonprofits to connect interested employees with civic engagement volunteer opportunities that most interest them.**

Those just getting started on their civics journey may not know where to begin. Bring the involvement to them with ready-made projects they can complete alongside colleagues. Opportunities to support civic education in schools, which often need volunteers for project-based learning over a set number of hours, are often a good fit.

**Travelers is supporting the National Civics Bee, an annual competition that encourages middle schoolers to engage in civics and their communities.**

The National Civics Bee, a program of The Civic Trust, is hosted in partnership with local and state chambers of commerce across the United States. The competition begins with an essay competition and culminates in a live quiz challenge for finalists.

As part of these efforts, Travelers employees volunteered to judge student essays on why civics matters to them. By logging their volunteer hours, employees earn “reward credits” they can direct to help fund the National Civics Bee or their other favorite nonprofit organizations.



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**Promote Nonpartisan Election Work**

### 4. Leading

## Resources

- Election Assistance Commission

## Promote opportunities for employees to serve as poll workers and other nonpartisan election facilitators.

Amid a national poll worker shortage, a single extra worker per polling place can make all the difference. At short-handed precincts, voters may experience longer wait times or shorter hours. Even worse, some polling places may need to close their doors altogether. But your company can make a difference.



## Citizen Travelers is spreading the word that more poll workers are needed.

By providing access to resources and organizations such as the [Election Assistance Commission](#), we are making it easy for employees to find out how to become a poll worker. Citizen Travelers is also spotlighting employees who serve as poll workers. By providing these dedicated volunteers an opportunity to tell others why they serve, Citizen Travelers is supporting them and inspiring others to serve as well. In addition, these employees provide firsthand testimonials about our election process.



## Powering the Polls

Travelers employees **Trish**, **Lisa** and **Tom** share their experiences as election officials, each assuming a pivotal responsibility in ensuring their community's election runs smoothly and is fair and accessible for all.

Watch



The Citizen  
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Emphasize the Importance  
of Civic Engagement

Assemble Your Civic  
Engagement Team

Find New Ways to Discuss  
Civic Engagement

Promote Civic Engagement  
as a Company Value

Support Civic Causes

# Leading

**Bolster democracy by making  
the case for corporate civic  
engagement and inviting others  
to join the conversation.**

Your reach extends beyond your  
**employees** to your customers,  
communities and even other  
companies.

Share your focus on civic  
engagement with them through  
community outreach and  
charitable giving.

Leverage the platform of company  
leaders to reach others in your  
industry and in the broader  
business community.



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Support Civic Causes

**Use external communications and forums as opportunities to emphasize the importance of civic engagement and inspire other leaders to join the cause.**

“Citizen Travelers is about empowering each person to take up the democratic tools that are afforded to them as citizens, to step up as leaders in their communities and to engage in ways that are constructive and neighborly on the topics that matter to them.”

#### Alan Schnitzer

Travelers Chairman and CEO  
Annual Letter to Shareholders



Travelers Chairman and CEO Alan Schnitzer at our Annual Meeting of Shareholders.

**At our Annual Meeting of Shareholders, Travelers Chairman and CEO Alan Schnitzer presents a Chairman's Award to recognize a Travelers employee's civic engagement.**

In his [annual letter to shareholders](#), Alan explains why civic engagement is a priority across Travelers, and uses his internal blog, Under my Umbrella, to communicate his latest thoughts on civic engagement to employees.

The genuine interest I've received in my work on the Board of Education shows me that Travelers is not only investing in my success as an employee but also **values the collective impact we can have outside of work.**



**Deborah**  
2022 Chairman's  
Award Recipient

I'm humbled to be part of an **organization that does so much for our community.** The Travelers Promise to care for our customers, communities and each other is the backbone of everything we do, and it is my privilege to support that mission at work and at home.



**Elizabeth**  
2023 Chairman's  
Award Recipient





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**Travelers tapped into a wealth of talent across our organization, taking advantage of existing resources to build our new initiative.**

Our Office of Civic Engagement collaborates with teams from across the enterprise, inviting all of our colleagues to think about how their work intersects with Citizen Travelers.

**Ensure buy-in across your organization by building a coalition of internal civic engagement leaders.**

Coordinate across offices, from communications to community relations, to build a program that is both broad and deep.

“There are so many people at Travelers who have helped make Citizen Travelers a reality. Our Community Relations team is helping us coordinate our partnerships with nonprofit organizations and pitching in to find new and meaningful ways for all of us to get involved in our communities. The team at the *Travelers Institute*®, the educational and public policy division of Travelers, is helping plan our series of educational and informational webinars. And the Communications and Marketing teams are creating innovative and impactful ways for us to tell our civics story.

Most importantly, **employees have stepped up as Citizen Travelers ambassadors across the country**, leading voter registration drives in their local offices and volunteering at civic engagement events held with our partners.”

**Janice Brunner**

Travelers Head of Civic Engagement



## The Citizen Travelers Model:

1. Learning
2. Voting
3. Engaging
4. Leading:

Emphasize the Importance of Civic Engagement

Assemble Your Civic Engagement Team

### Find New Ways to Discuss Civic Engagement

Promote Civic Engagement as a Company Value

Support Civic Causes

### Resources

- AllSides Technologies Inc.
- Gilder Lehrman Institute of American History
- iCivics
- She Should Run
- Vet the Vote

## Find new ways to discuss the importance of civic virtue.

Tap into talent across your company to find the right messenger and medium to reach different audiences.

**Citizen Travelers is hosting a series of civic conversations that inform and engage a broader audience.**

**CITIZEN TRAVELERS<sup>SM</sup>**  
**AT THE TRAVELERS INSTITUTE**  
A SERIES ON CIVIC ENGAGEMENT



### Taking Your First Steps Toward Public Leadership

**Janice Brunner, Erin Loos Cutraro and State Senator Lisa Seminara** discuss the skills you likely already have to be successful in public roles and the journey to public office.

Watch



### Evolution of the Supreme Court with the Gilder Lehrman Institute of American History

**Janice Brunner, Tim Bailey, Mary Sarah Bilder and Barbara Perry** discuss the U.S. Supreme Court and its role in defining America.

Watch



### Discovering Common Purpose: Veterans & Military Families on the Rewards of Civic Engagement

**Janice Brunner, Ellen Gustafson and Cory Johnson** discuss the rewards of civic service and how it creates a common sense of purpose in our nation.

Watch



### The Importance of Balanced Information & Human Connections in a Pluralist Democracy

**Janice Brunner, Joan Blades, and John Gable** discuss how to break down information barriers so we may better understand the world — and each other.

Watch



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**Use your public events to promote civic engagement as both a company and a community value.**

Host an informational booth, distribute literature on civic engagement opportunities or invite a nonprofit partner to participate.

Perhaps my favorite thing about asking people if they are registered to vote is hearing the pride in their voice when they declare, “I’ve been voting for 40 years!” and “I’ve been registered to vote since I was 18!”  
**It really has given me a greater appreciation for this right that others fought to obtain and defend.**

Lindsay



Citizen Travelers set up a **voter registration booth** at the Travelers Championship®. Visitors could register to vote on-site as well as learn about Travelers’ latest efforts to encourage civic engagement.

**At the Citizen Travelers booth at the Travelers Championship®, our PGA Tour designated event, enthusiastic fans stop by to learn about recent civic engagement efforts and register to vote.**

By handing out Citizen Travelers–branded items — water bottles, caps, stickers — Citizen Travelers aims to build awareness of our goals and **start a conversation about why civic engagement matters.**





## The Citizen Travelers Model:

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## Resources

- The Team
- National Constitution Center

**Consider allocating a portion of your charitable dollars to causes that support civic education, civic engagement and civil dialogue.**

Whether you have a big charitable budget or engage in modest annual giving, consider using your dollars to support civic causes.

**Travelers has partnered with the National Constitution Center in Philadelphia to offer free museum admission on civic holiday weekends such as Presidents' Day and Memorial Day.**

The National Constitution Center brings constitutional history to life, and **Travelers' sponsorship will allow members of the public to take advantage of the National Constitution Center's immersive experiences and hundreds of artifacts for free.** Our sponsorship also includes free admission for Travelers employees, who can opt in to member communications, allowing them to continue deepening their civics knowledge long after their visit to the museum.

The **National Constitution Center** brings America's constitutional history to life.



**Through partnership with The Team, a nonpartisan organization, Citizen Travelers supports an award-winning program that integrates civic engagement into college athletics.**

This initiative empowers student-athletes as civic ambassadors, reaching thousands of students nationwide to encourage civic engagement, voter registration and democratic participation. Through this collaboration, **Citizen Travelers fosters the development of the next generation of informed and active citizens**, recognizing the unique influence of student-athletes in promoting civic responsibility among their peers.

**The Team's** student-athlete fellows encourage civic engagement at their college campuses.





## CONCLUSION

**America's foundational promise is that every vote — and every voice — matters. Every person gets a say, and collectively, what they have to say informs a better, stronger, more perfect union.**

**Whether you have 30 employees or 30,000, you have the power to help each of them add their voice to the important conversations happening every day in their communities.**

And whether you follow every single step in this playbook or just the few that best suit your needs, you are joining a powerful community of companies invested in the future of our country. Together, we have the power to bridge a growing divide, reinvigorate the town square and use the best of the private sector to benefit the public good.



# Resources

**Besides the fulfillment that comes from participating in the civic life of your community, one of the best parts of prioritizing civic engagement is getting to know the other organizations and individuals who share the commitment.**

If you're concerned about the cost of starting a program like Citizen Travelers, bear in mind that many nonprofit, mission-driven and volunteer organizations and institutions are undertaking similar work — and are happy to share resources and join partnerships.

We hope this list of organizations and entities is a useful start. As you embark on your own civics journey, we invite you to reach out to us at [citizentravelers@travelers.com](mailto:citizentravelers@travelers.com).

**AllSides Technologies Inc.** A public benefit corporation strengthening our democratic society with balanced news, media bias ratings, diverse perspectives, and real conversation.

**Aspen Institute's Citizenship and American Identity Program.** A convening of diverse, nonpartisan thought leaders gathered to address some of the world's most complex problems.

**Cities 101.** A primer from the National League of Cities on different forms of local government, including city councils, county commissions, school boards and more.

**Citizen University.** A non-profit organization that equips Americans to be civic culture catalysts.

**Elected Officials on USA.gov.** A government resource for identifying and contacting your local, state and federal elected leaders.

**The Gilder Lehrman Institute of American History.** A leading source of lectures, book talks and curricular offerings on U.S. history, from the Revolution to right now.

**iCivics.** Justice Sandra Day O'Connor's civic education organization, offering lessons for all ages through explanatory videos and informative games.

**National Civics Bee.** An initiative of the U.S. Chamber of Commerce Foundation's Civic Trust, the National Civics Bee is an annual event that brings together young people from around the country to test their civics knowledge.

**National Constitution Center.** A guide to one of our country's most foundational documents, including an Interactive Constitution that explores different interpretations of its history and meaning.

**She Should Run.** A nonpartisan nonprofit working to drastically increase the number of women running for office.

**The Team.** A nonpartisan organization that creates award-winning programming focused on integrating civic engagement into college athletics.

**Vet the Vote.** A national campaign to recruit veterans and military family members to be the next generation of poll workers.



# Resources

## Elections

**Ballotpedia.** A digital encyclopedia of unbiased information on elections, politics and policy.

**Election Assistance Commission (EAC).** EAC is an independent, bipartisan commission whose mission is to help election officials improve the administration of elections and help Americans participate in the voting process.

**Power the Polls.** A coalition of businesses and nonprofits supporting safe and fair elections by recruiting individuals to address the national poll worker shortage.

**Vote 411.** Created by the League of Women Voters, 411 is a “one-stop shop” for voting information, including registration deadlines, election dates, polling place locations, candidate and ballot measure descriptions and more.

**Vote.gov.** A national clearinghouse for voter registration information, including how to register, check registration and obtain a voter registration card.

## Get Out the Vote

The following organizations provide support for Get Out the Vote programs and can help establish a Get Out the Vote portal.

**Business-Industry Political Action Committee (BIPAC).** BIPAC is a nonpartisan organization aiming to advance economic prosperity by empowering private-sector businesses through voter education, grassroots advocacy and political affairs services.

**DDC Advocacy, LLC (DDC).** DDC is a full-service public affairs technology firm that provides Get Out the Vote resources, grassroots advocacy and public affairs solutions to clients across the business sector.

**Public Affairs Support Services (PASS).** PASS provides civic engagement and advocacy resources to companies interested in improving civic education and providing important voter and election information to their employees.



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