

# Corporate Volunteering Extends to the Polling Booth



by [Ryan Scott](#) on Feb 11, 2016

<https://www.causecast.com/blog/corporate-volunteering-extends-to-the-polling-booth>

Volunteering with election polls isn't what usually comes to mind when we think of [corporate volunteering](#).

But why not?

Part of community impact is engaging in the civic life of communities, and that starts with electing national and local leaders. Holding elections hinges on the help of volunteers, so this area is one that's ripe for employee involvement.

While many companies shy away from the political sphere, encouraging employees to take part in civic life isn't about taking partisan sides. It's about engaging in the process that undergirds our country's democracy.

And with 2016 being a presidential election year, companies will find a host of benefits from supporting employee participation as Election Day volunteers (poll workers):

- 1. Employee engagement.** Your employees are already aware of and talking about political issues in the headlines, particularly in a presidential year. Creating a civic engagement program gives them the appropriate avenues to do this during working hours.
- 2. Millennial appeal.** While employees of all generations may be attracted to election volunteering, millennials are particularly interested in connecting with their peers. Participating in local elections creates an opportunity to build upon their social networks through the banner of your company.
- 3. Leadership and skills building.** Getting involved in civic life affords myriad opportunities for personal and professional development. Companies often shell out hundreds if not thousands of dollars per employee for the same kind of leadership training and skills building that you can replicate for free through volunteering as a poll worker.
- 4. Community building.** You know that your employees are your best brand ambassadors. Encouraging them to engage in the community in ways that they're passionate about helps bridge relationships that can connect back to your company in unexpected ways. The more involved your employees are in the community, the more your company is, too.