

**civic
alliance**

VOTE LOCAL: ***2025 Elections*** ***Toolkit***



what's inside

02

introduction + the business case

03

2025 elections landscape

- 03. elections calendar
- 04. on the ballot
- 05. who are you voting for?
- 05. navigating state and local races
- 05. navigating primaries
- 06. best practices

07

timelines, resources, and opportunities

- 07. four steps to get vote ready
- 08. civic holidays
- 09. know your rights at the polls

11

key messaging

- 11. talking points
- 12. email templates
- 13. social media templates and graphics

14

ERG and employee engagement

- 14. election day of service and poll worker recruitment
- 15. host a registration drive
- 15. celebrate the civic holidays
- 16. volunteer with a civic organization

17

directory of civic tools

19

glossary of relevant elected officials



DEMOCRACY IS ONLY AS STRONG AS OUR COMMITMENT TO PARTICIPATE IN IT.

Our membership recognizes that a stable democracy and public trust in elections are essential for corporate stability and a healthy economy. The Civic Alliance's coalition of 1,300+ businesses has created a dynamic culture of civic engagement that reflects continuous action through federal, local, and midterm election years. **As our membership approaches the 2025 election season, the Civic Alliance is committed to providing business leaders and their audiences accurate, nonpartisan information about how to participate in our democracy.**

OBJECTIVES

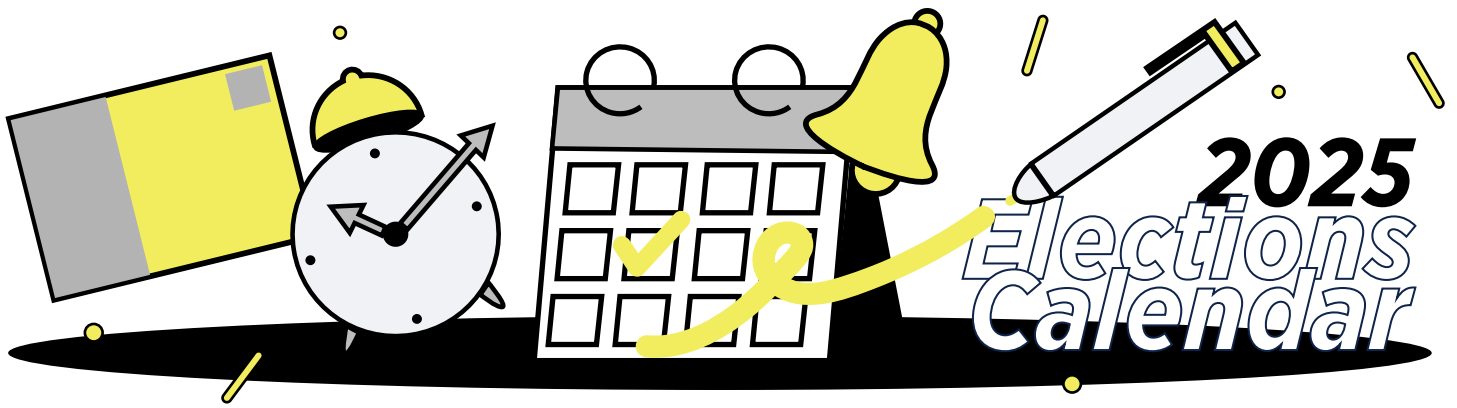
Every vote counts and every election matters, both in having Americans' voices heard and in reinforcing our democracy. Businesses are a driver for their employees' civic participation and we look for this toolkit to serve Civic Alliance member companies to:



- **Champion** the significance, as well as the how-to, of participating in 2025 elections.
- **Understand** the landscape and lexicon of local and state elections.
- **Enhance** your audiences' understanding of the elected positions on their ballots.
- **Connect** employees and customers with resources to boost civic engagement.

MAKING THE CASE

Voting on Election Day impacts Americans' lives every other day of the year. This is equally true for local and state elections. While the presidential race draws national attention and headlines, local elections directly impact our states, counties, cities, and neighborhoods. These races determine the leaders who make decisions about our community's public safety, services, schools, and more. According to the [2025 Edelman Trust Barometer](#), **businesses remain the most trusted institution, outranking NGOs, government and media.** Corporations have a unique opportunity, and responsibility, to amplify the importance of civic engagement across all of their audiences.



2025 ELECTIONS LANDSCAPE

» ELECTIONS CALENDAR

Civic Alliance founding partner Democracy Works has created two [elections calendars](#) to help you plan your voter engagement efforts in 2025. We recommend referencing these resources to identify elections that may impact your audiences, and confirm key deadlines as you build your communications plan.

- #1** 2025 Notable Elections Preview: 150+ elections at the federal, state, and local level expected to happen in 2025.
- #2** 2025 Election Dates, Deadlines, and Guides: Registration and mail ballot request deadlines, early voting periods, and more for upcoming elections.

The election data collected by Democracy Works goes through extensive quality assurance checks by election experts. Resources are subject to change given election information and updates.

best practice

The two calendars above are designed to inform your planning and outreach. To help voters make a plan to vote, send them to turbovote.org to look up their own elections based on their address.



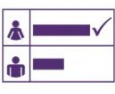
» ON THE BALLOT

The phrase “**all politics is local**” is commonly used in United States politics. The phrase, attributed to former Speaker of the House Tip O’Neill (D-MA), essentially means that the most important motivations directing voters are rooted in local concerns.

While the federal election cycle of 2024 may be complete, in 2025, millions of Americans will vote in state and local elections. Odd-number election years present ideal opportunities to engage voters on issues that hit closer to home, literally. State and local governments are responsible for policies that deeply impact residents within their borders, including issues like taxation, health care, immigration, education, law enforcement, voting rights, transportation, environmental protections, and more.

State and local election years have the potential to integrate more voters in the democratic process and establish a foundation of civic engagement. Encouraging participation in state and local elections is an indispensable way to empower voters to make their voices heard, from the school board to the state capital.

State and local jurisdictions ...

				
Register voters	Set election rules	Administer elections	Tabulate votes	Assign electors for Electoral College

While the federal role is to ...

			
Enforce civil rights laws	Monitor for foreign election interference	Ensure compliance with federal campaign finance laws	Count/Certify Electoral College votes

» WHO ARE YOU VOTING FOR?

This year, voters will have the chance to elect representatives for state and local offices. On the federal level, one state will also hold special elections to select two representatives for the 119th US Congress. More information on the different kinds of elections and various positions can be found in our [Glossary of Relevant Election Officials](#).

To learn which elections are taking place in your state, check your secretary of state's website or visit turbovote.org.

What's at stake in 2025?

- **1** state will elect an attorney general **2** states will elect a governor
- **2** states will elect a governor
- **2** states will elect state legislators
- **3** states will elect judges for state supreme courts and intermediate appellate courts
- **3** states will vote on statewide ballot measures
- **38** major US cities will elect a mayor
- **40** states will have one or more municipal elections
- **150+** school districts will hold school board elections

Source: *Ballotpedia*

» NAVIGATING STATE AND LOCAL RACES

Because elections are administered at the state level, there is variance in election law across the country. Some states may require voter ID, others don't. Some states may offer all-mail elections, while others have fewer options for voting by mail. Cities, towns, and municipalities may have the ability to set certain rules for their own elections as well.

see our [Email Templates](#) about election awareness on page 12

Generic guidance that fails to account for variance between states and municipalities won't help Americans cast a ballot. Our [Email Templates](#) have been written for leaders and managers to use in sharing detailed instructions specific to employees' voting residences.

» NAVIGATING PRIMARIES

Despite their importance in determining representation, voter turnout during primaries is historically lower than in general elections, and this is especially true for state and local races. By encouraging your employees to cast their vote in primary elections, you are helping them exercise more agency in choosing their representatives.

A primary election determines which candidates from each party will be on the ballot in a future general election. **The format of primary elections varies by state, which makes it critical to clearly communicate with stakeholders about how to participate.**

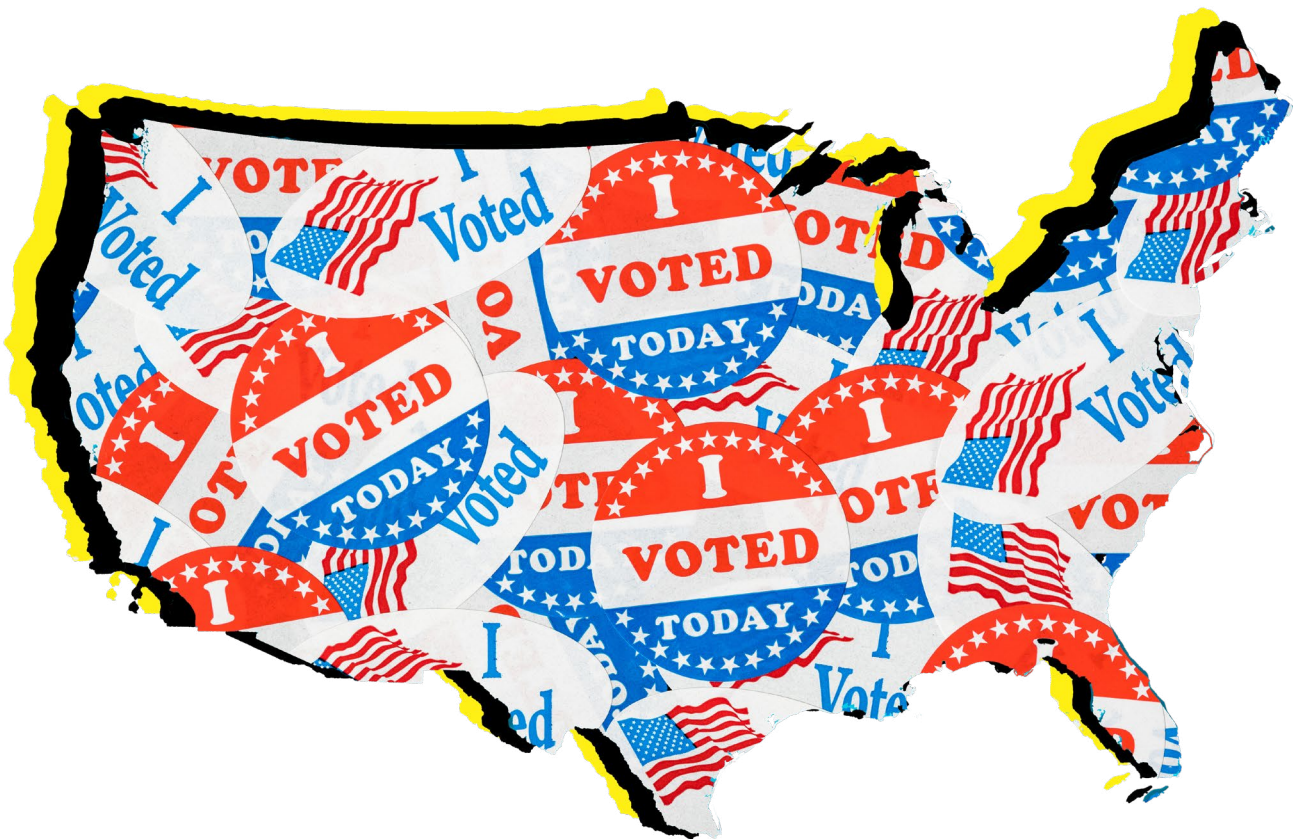
**Also note that depending on your state, you may need to be registered with a political party to vote in the primary.*

best practices

Because state and local elections may involve issues that are perceived as controversial, it can be challenging to discuss them in a nonpartisan way. Despite this, it is important to remind your stakeholders that engagement in elections is essential, regardless of party affiliation.

Below are several approaches to promoting nonpartisan election participation, and be sure to consider our [Key Messages and Talking Points](#) section for more specific language.

- #1** Send a company-wide message that advocates for participation in upcoming state and local elections and encourages audiences to confirm their registration statuses and look up their election details.
- #2** Based on the geographic distribution of your audiences, implement a communications plan to reach out about upcoming elections state-by-state.



TIMELINES, RESOURCES, AND OPPORTUNITIES

4 Steps to Get Vote Ready

Register to vote

If you've moved, be sure to check your registration status and update it to your new address.

1

2

Know what you're voting for

Research the races and candidates on the ballot before you vote.

3

4

Find your polling place

Voting locations can change between elections. If you're voting by mail, plan to postmark your ballot by the deadline and find a drop-off location.

Make a plan to vote

Determine now when you will vote, how you will get there, and what you need to bring.

Ready to get started?

No matter where you are on the voter journey, get help with registration and making a plan to vote at turbovote.org.

CIVIC HOLIDAYS

As you plan your 2025 voter engagement strategy, remember that your organization can empower audiences to be #VoteReady by celebrating the 2025 Civic Holidays. All holidays below are nonpartisan and serve as opportunities to champion civic engagement.



National Poll Worker Recruitment Day

August 12

National Poll Worker Recruitment Day is a holiday of an action, with the goal of encouraging potential poll workers to sign up to help America vote.



National Voter Registration Day (NVRD)

September 16

Since NVRD's kickoff in 2012, thousands of partners have worked to get over 6 million Americans registered to vote.



National Voter Education Week (NVEW)

October 6 - 10

NVEW is an open-source voter education campaign that helps voters find their polling location, understand their ballot, and make a plan to vote.



Vote Early Day (VED)

October 28

VED is a movement of media companies, nonprofits, creatives, and election administrators, working to ensure all Americans have the tools to vote early. **Pro-tip:** the [Civic Alliance x Vote Early Day toolkit](#) offers distilled guidance for how the business community can support early voting.



Election Hero Day (EHD)

November 3

EHD recognizes the contributions that election offices and poll workers make to ensure a safe, secure voting experience for all Americans.



Election Day

November 4

Keep in mind local elections happen throughout the year, too! Check the [elections calendar](#) for more details.

Each Civic Holiday has an associated nonprofit organization working year-round to champion visibility and awareness of its holiday. **Please reach out to concierge@civicalliance.com if you and your company would like a 1:1 introduction.**

**COME CELEBRATE THE CIVIC
HOLIDAYS WITH US!**

**Election
Hero Day** 



» KNOW YOUR RIGHTS AT THE POLLS

We encourage companies to give their audiences the resources they need to familiarize themselves with their rights.



It is a federal crime to pressure, threaten, coerce or otherwise intimidate voters at the polls. To report any issues experienced while voting and to receive guidance on how to safely cast your ballot, call or text the **Election Protection Hotline**:

- English: 1-866-OUR-VOTE / 1-866-687-8683
- Spanish: 1-888-VE-Y-VOTA / 1-888-839-8682

The hotline is run by [Election Protection](#), a nonpartisan coalition that works year-round to ensure all voters have an equal opportunity to vote.



Some states require voter ID at the polls. The nonprofit [VoteRiders](#) provides a [state-by-state guide to voter ID requirements](#). VoteRiders also offers support services to anyone who may need help acquiring a voter ID. If you need help obtaining a voter ID, you can ask for support by filling out their [web form](#). You can also text/call (844) 338-8743 for VoteRiders assistance.

Voters with disabilities may encounter accessibility barriers when registering to vote or casting their ballot. The National Disability Rights Network (NDRN) has a [directory of member agencies that provide support for voters with disabilities](#).

best practice

Provisional Ballots

If you make a mistake on your ballot, or your name isn't listed in the poll book, don't hesitate to ask for help. Poll workers will likely provide you with a provisional ballot, which is a separate type of ballot for voters who face issues at the poll. You can learn more about provisional ballots [here](#).



KEY MESSAGES AND TALKING POINTS

» TALKING POINTS

You can use the following talking points across channels to help raise awareness, build understanding about the upcoming elections, and encourage your audiences to participate.

best practice

The goal of get-out-the-vote efforts is to inspire participation, encourage behavior change, and excite audiences to make a difference by voting. It is important to deliver positive and empowering messages and steer clear of negative or partisan language. Align your communications with your company values and focus on messaging that underscores why every vote matters.

- ➔ Our democracy is only as strong as our commitment to participate in it.
- ➔ 2025 elections will give voters the chance to make their voices heard, from school boards to state capitals.
- ➔ The representatives that we choose in state and local elections will have a significant impact on American life. Your vote has a direct influence on the policies that shape our day-to-day.
- ➔ State and local primary elections are your opportunity to select who you want to represent your values on the ballot. Participating in primaries helps us create a more representative government.
- ➔ Housing, education, taxes, law enforcement, immigration, and disaster relief are just some of the issues on the ballot in state and local elections this year. Visit turbovote.org to learn if you have any upcoming elections and make a plan to vote.

if your company is interested in a TurboVote custom landing page, contact concierge@civicalalliance.com.

» Email Templates

Below are two email templates for your company's leaders and managers to share with audiences. Feel free to edit, add relevant details, and/or share why voting and civic participation are so important to your company culture.

Subject: [STATE'S] Voter Registration
Deadline is coming up!

Dear Colleagues,

As you may know, Election Day is [DATE] – when registered voters in [CITY/STATE] will have the opportunity to vote. We at [COMPANY] value civic participation and want to ensure that everyone who is interested and eligible can cast their vote. That's why we are reaching out with a reminder about upcoming voter registration deadlines in [STATE/CITY].

The deadline to register to vote in [STATE/CITY] is [DATE]. You must register to vote by this date.

The deadline to apply for a mail ballot is [DAY, MONTH, DATE]. We encourage you to visit turbovote.org to get help registering to vote or confirming deadlines for registering, voting by mail, voting early, and information on your polling place.

Happy voting,

[NAME]

Subject: 2025 [STATE/CITY] Elections
and [COMPANY]

Dear Colleagues,

This [MONTH], **registered voters in [CITY/STATE] will have the opportunity to vote.** We at [COMPANY] believe in the power of civic participation, as it not only aligns with our values, but it encourages a representative community and a healthy democracy. We want to ensure that those of you who are interested in voting this year can, and we are pleased to [launch/remind you of] our time off to vote policy. [INSERT DETAILS].

This year there are offices on the ballot that have a tangible impact on our day-to-day lives. We encourage you to visit turbovote.org to get help registering to vote or confirming deadlines for registering, voting by mail, voting early, and information on your polling place.

Happy voting,

[NAME]

» Social Media Templates and Graphics

Sharing information on social media is a great tactic to ensure visibility of your efforts and inspire your audiences to participate. [Our toolkit](#) equips you with templates and strategies to encourage civic participation throughout the year.

Whether you're communicating with employees or engaging external audiences, you'll find nonpartisan messaging that emphasizes the importance of democracy and helps voters stay informed about elections in their communities.



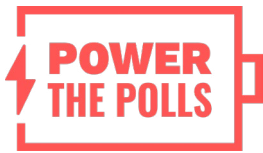
Use these resources to craft authentic communications that reflect your company's values.

ERG AND EMPLOYEE ENGAGEMENT

Below is a list of actions you can encourage your Employee Resource Groups (ERGs) and employees to take in your community. These engagements can also be customized to company-wide efforts.

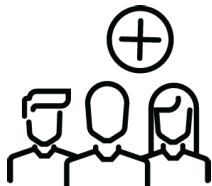
» **ACTION: Election Day of Service**

Participating in elections goes beyond casting a ballot — there are many important steps needed to ensure that elections run smoothly, earning the confidence of voters. Companies can participate in the Civic Alliance’s [Election Day of Service](#), an initiative that runs all election season.



Recruit employees and customers to serve as poll workers

Many companies inspire their employees and customers to serve as poll workers through the Civic Alliance’s partnership with [Power the Polls](#), a one-stop platform to recruit poll workers nationwide. Poll worker requirements vary across states, but companies can direct nationwide audiences to Power the Polls for details about how to get involved. *Reach out concierge@civicalliance.com to get set up with a customized URL for your company, or sign up as an individual [here](#).*



Offer physical space as a polling place or ballot drop box

Companies often have lobbies, warehouses, or other facilities that could serve as a polling station or ballot drop box locations. Learn more about the basic requirements for hosting a physical voting location in the Civic Alliance resource, [How to Host a Polling Place](#).



Engage in-house attorneys to defend election officials

The [Election Official Legal Defense Network \(EOLDN\)](#) is a platform that connects licensed, qualified, pro-bono attorneys with election administrators and workers who need legal advice or assistance. Election workers can contact EOLDN at any time to be connected to a lawyer at no cost.



How do you participate in Election Day of Service?

If interested in recruiting poll workers through Power the Polls, donating space to vote, or inviting your attorneys to support election officials, learn more in the Civic Alliance's [Election Day of Service Checklist](#), or email concierge@civicalliance.com for support.

» **ACTION: Host a Registration Drive**

The act of registering to vote begins with someone deciding that getting registered matters. Sometimes people come to that decision on their own, but other times it's because of an influential conversation they had with a family member, friend, coworker, or a volunteer at a voter registration event. By hosting a registration drive at your place of work, you have the opportunity to take on several of these roles.

Our partners at National Voter Registration Day have assembled a set of field-related tools to equip you with everything you'll need to turn clipboards and conversations into newly registered voters. You can download their entire Field Organizing Toolkit [here](#).



*Note that though the 2024 content is evergreen, the 2025 Field Organizing Toolkit will be launched in the spring when NVRD opens their community partner sign-up. Please email concierge@civicalliance.com for more information on community partnerships with NVRD.

» **ACTION: Get #VoteReady By Celebrating the Civic Holidays**

Civic Holidays are nonpartisan days of action that strengthen and celebrate our country's democracy. The list of civic holidays is below and more detail on each celebration can be found in the [Timelines, Resources, and Opportunities](#) section of this toolkit.

- **National Poll Worker Recruitment Day** – To Be Announced
- **National Voter Registration Day** – September 16, 2025
- **National Voter Education Week** – October 6 – 10, 2025
- **Vote Early Day** – October 28, 2025
- **Election Hero Day** – To Be Announced

You and/or your ERG can get involved in a range of ways: holding nonpartisan events, encouraging your community to share their voice through social media posts, encouraging early voting, and more. If you're not sure where to start, reach out to concierge@civicalliance.com.

» **ACTION:** Volunteer with a Civic Organization

HeadCount: HeadCount is a nonprofit that merges music and voter engagement, making it a powerful force for increasing voter registration among audiences. The organization partners with music festivals like Afropunk, Bonnaroo, Global Citizen, and Lollapalooza, as well as with corporations, to make voter registration part of the concert-going experience.



Through its partnerships, HeadCount has registered hundreds of thousands of voters at live events. The main responsibility of a HeadCount volunteer is to approach people and ask “Are you registered to vote at your current address?” and then assist them as they complete a voter registration form. Learn more and sign up to volunteer [here](#). If you’d like for your company to partner with HeadCount, reach out to concierge@civicalliance.com for an introduction.



VoteRiders: VoteRiders provides voter ID assistance so that every American can cast a ballot that counts. VoteRiders has an ongoing list of volunteer opportunities (e.g., Letter Writing Wednesdays, voter ID clinics, and pro bono legal programming) as well as their DIY Letter Writing Guide, [here](#). If you’d like a customized ERG or company volunteering session, please reach out to concierge@civicalliance.com.



best practice

We also suggest reaching out to a community nonprofit aligned with your ERG’s affinity (e.g., BIPOC, women & girls, LGBTQIA+) and suggesting a collaborative engagement such as hosting a voter registration drive or planning a roundtable discussion on ballot items that may affect your ERG. Please reach out to concierge@civicalliance.com for nonprofit recommendations and/or guidance.

DIRECTORY OF CIVIC TOOLS

TURBOVOTE

TurboVote (Election Guidance): TurboVote provides voters nationwide access to the nonpartisan voting guidance, reminders, and real-time help they need to vote in every election. Powered by Democracy Works, TurboVote helps users register to vote, check their registration, review what's on their ballot, make a plan to vote, receive upcoming election reminders, and pre-register to vote if they're under 18.

VOTE 411 ELECTION INFORMATION YOU NEED

VOTE411 (Election Guidance): VOTE411 is an election resource from the League of Women Voters that provides election information. It offers details on voter registration, polling places, candidate guides, and key deadlines. VOTE411 equips voters with the tools they need to participate in elections.

BALLOTPEDIA

Ballotpedia (Ballot Information): Ballotpedia is a digital encyclopedia of American politics and elections, dedicated to providing accurate, objective, and nonpartisan information at all levels of government. Ballotpedia serves as a reliable resource to navigate the political landscape.



Power the Polls (Poll Working): Power the Polls is a first-of-its-kind initiative to recruit the next generation of poll workers in order to ensure safe and fair elections for all voters. Launched in June 2020 by a coalition of businesses and nonprofits, including the Civic Alliance, Power the Polls recruits poll workers, identifies needs with election offices, and houses a hub for localized poll worker information.

Power the Polls can also set your company up with a customized vanity URL and provide data on employee sign-up numbers.



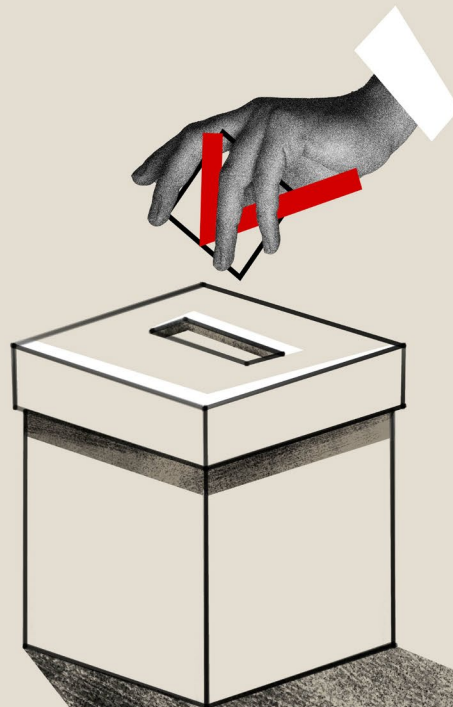
Work Elections Project (Poll Working): Under the Fair Elections Center, the Work Elections Project offers access to centralized information for poll worker recruitment. Encourage audiences to consider serving as poll workers by directing them to this self-serve directory, which provides information on the requirements, as well as applications, for serving in all states that vote primarily in-person.



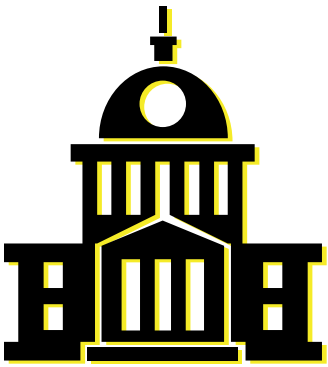
VoteRiders (Voter ID): VoteRiders works to ensure that no eligible voter is prevented from casting a ballot due to voter ID laws. It provides voter ID education and support for organizations and volunteers nationwide. Through digital tools, a toll-free helpline, in-person clinics, and financial assistance for obtaining required documents, VoteRiders helps voters navigate ID requirements and secure necessary identification.



The Civics Center (Youth): The Civics Center is dedicated to increasing youth voter participation through education, training, and peer-led registration drives. By providing resources and partnering with schools and communities, it empowers high school and college students to engage in democracy and overcome barriers to voter registration.



Glossary of Relevant Election Officials



» Overview: State Government

State governments control issues that impact people within their borders, including rules for local governments. States are responsible for setting certain tax levels and determining how revenue will be distributed across the state. State governments set election policy, including things like voter ID laws, and the procedure for redrawing congressional districts every 10 years. State elections also include most education issues, such as school curriculum, statewide standardized tests, and school budget.

Governor

Governors are responsible for implementing state laws and overseeing the operation of the state. The scope of gubernatorial power varies by state, but generally, they propose state budgets, enact legislation, and have the power to make appointments to state offices. They also hold veto power over legislation, have the authority to issue executive orders, and are responsible for responding to emergencies (including calling in the National Guard).

Important for issues related to:

- state law
- state budget
- collaboration with the federal government
- disaster response
- infrastructure

Lieutenant Governor

The lieutenant governor is the second-highest executive position in a state. The main duty of the lieutenant governor is to act as governor should the governor be absent from the office. They may also have positions on the boards of public universities or state agencies. Currently, 26 states elect a lieutenant governor on a ticket with the governor, while 17 states elect a lieutenant governor separately and 7 states use alternative processes to determine governor succession.

Secretary of State

In most states, the secretary of state oversees elections, including the distribution of ballots and counting of votes. The other duties of the secretary of state are generally administrative, and no two states have identical responsibilities. Many are tasked with keeping state records, from registering businesses to recording the official acts of

Important for issues related to:

- election administration
- voting rights

the governor. The voters directly elect the secretary of state in 35 states. In 12 others, the secretary is appointed by either the governor or the state legislature.

**The secretary of state position does not exist in Alaska, Hawaii, or Utah. In Massachusetts, Pennsylvania, and Virginia, the office is called the Secretary of the Commonwealth and differs only in name.*

Attorney General

The attorney general is an executive office holder in all 50 states and Washington, D.C. The attorney general serves as the chief legal advisor and chief law enforcement officer for the state government. The attorney general prosecutes violations of state law, represents the state in legal disputes, and issues legal advice to state agencies and the legislature. In most states, the attorney general has a substantial influence on a state's approach to law enforcement.

Important for issues related to:

- policing practices
- civil rights
- immigration
- government oversight
- accountability



» Overview: Local Government

Local governments generally include two tiers: counties (also known as boroughs in Alaska and parishes in Louisiana) and municipalities (meaning cities or towns). In some states, counties are also divided into townships. The structure of local government varies from state to state, however below are many common city and county elected positions.

Mayor

The mayor is the leader of the city government, responsible for the city's operations. In large cities, the mayor is a parallel executive role to the governor.

Mayors appoint and dismiss key department heads, and are often responsible for presenting a yearly budget to the city council for approval. Together, they address issues including land use and development, housing, job programs, transportation policies, investment in parks or libraries, and how to cooperate with the federal government on areas like immigration policy or drug issues. Elected by the people, the mayor has the power to sign or veto legislation, and oversees

Important for issues related to:

- Job programs/ incentives
- Education
- Housing
- Policing practices
- Land use
- City transportation
- Parks
- Libraries
- Relationship with federal government

city executive offices. In smaller cities, the city manager may be the executive role.

City Council

The city council writes laws and approves a city budget. Members may develop their own initiatives, fund projects in their districts, and serve as a check-and-balance on the mayor. Some city charters give their council members the power to select department heads and even direct control over city departments, or allocations of funding in areas that elect them.

Important for issues related to:

- city budget
- funding allocation
- local checks and balances

Comptroller

The comptroller acts as the county or city's chief financial officer. They audit city agencies, approve city contracts, and invest the municipal pension funds. In some jurisdictions, they also act as the external auditor for the government budget.

Important for issues related to:

- City spending

County Executive and County Commissioner

A county commission is a common form of local government at the county level. The cornerstone of a county commission is an elected board of commissioners. The board of commissioners functions as the county's primary legislative and policy-making body. Most boards also control county land usage, oversee environmental issues, and possess executive powers. County executives and commissioners generally set rules for broad countywide programs, like transportation initiatives that connect multiple cities.

Important for issues related to:

- County policy
- Environmental issues
- Transportation
- Police/fire service outside of cities

District Attorney / City Attorney

The district attorney (DA) or city attorney is the lawyer who prosecutes criminal cases on behalf of a county or city government. They have the authority to investigate and bring issues to trial, prosecute criminal offenses, and make sentencing recommendations. County governments have district attorneys while cities have city attorneys. While either position may be elected or appointed, district attorneys are more likely to be elected.

Important for issues related to:

- Criminal justice reform
- Sentencing and sentencing inequalities
- Policy behavior
- Bail practices

School Board

The school board is the conduit between the classroom and the community. They decide how and what students are learning by setting policies, approving curricula, and finalizing budgets. School board members hire or terminate school principals and set guidelines for teachers. School Board members also decide matters relating to arts and athletics.

Important for issues related to:

- Curriculum
- School budgets
- Educational programs – art, music, sports
- School calendar

County Clerk

A county clerk is responsible for maintaining records for a county. Their responsibilities may include handling marriage licenses and deeds, collecting campaign finance information from local candidates, and administering elections. This position may also be called county clerk-recorder or county recorder, though county recorders typically do not handle elections.

Important for issues related to:

- Election administration
- Record keeping
- Marriage licenses
- Campaign Finance Information

County Assessor

A county assessor or appraiser is responsible for determining the value of properties for tax purposes. This official organizes regular evaluations of properties throughout the county used to calculate property tax obligations for residents and businesses. County assessors also maintain property records, deeds, and other documents related to county properties. The selection process for county assessor varies by state.

Important for issues related to:

- Property tax
- Property value
- Property records

Sheriff

A county sheriff is the chief law enforcement officer for a county. This position is typically elected with some exceptions in which sheriffs are appointed by county or state executives. Responsibilities include patrolling, making arrests, and managing jail facilities.

Important for issues related to:

- Law enforcement



The Civic Alliance is America's premier nonpartisan coalition of businesses united by a commitment to our democracy, which we believe depends upon active participation in safe, accessible, and trusted elections. Founded by Democracy Works and the CAA Foundation, the Civic Alliance supports its member companies as they inspire their employees and consumers to engage in civic life and their communities.

Companies join the Civic Alliance by making a nonpartisan pledge to encourage their employees and/or consumers to vote and be civically active. There is no financial requirement to become a member. In exchange for your commitment to civic engagement, we provide member companies with research-backed toolkits and programming to help you develop effective civic initiatives.

The Civic Alliance
was founded by:



**Take the pledge and become a
member at civicalliance.com**

