



A Day for  
Democracy

S E V E N  
L E T T E R

**August 4<sup>th</sup>, 2020 - January 5<sup>th</sup>, 2021**

# Situational Analysis



- The United States has one of the lowest voter participation rates of any democracy in the world. Less than 56% of the US voting age population cast ballots in the 2016 presidential election, and even fewer voted in 2014.
- Voters were facing a unique set of challenges in 2020 due to the COVID-19 pandemic. More voters would need to cast an absentee ballot for the first time, and in-person voting sites were facing staff shortages and longer lines.
- Peter Palandjian, CEO of Intercontinental Real Estate Corporation, approached **Seven Letter** and asked us to develop a campaign that would increase voter turnout in the 2020 elections by getting CEOs and other business leaders to publicly pledge to help their employees vote. The project, [A Day for Democracy](#), began as a Massachusetts-focused campaign but quickly expanded into a national campaign with broad support from industries.
- The campaign ran from August 4<sup>th</sup>, 2020 to the Georgia runoff elections on January 5<sup>th</sup>, 2021.



# Objectives

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- Encourage CEOs and business leaders to pledge their support and participation with A Day for Democracy. By taking the pledge, business leaders would commit to helping their employees vote in the 2020 elections by either:
  1. Giving them time off to vote; and/or
  2. Giving them helpful resources and information on how to vote, including polling place locations, registration deadlines and instructions on submitting an absentee ballot.



# Strategy & Tactics

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**Grassroots Networking:** Leveraging the existing networks and relationships of A Day for Democracy founder Peter Palandjian as well as **Seven Letter**. Our campaign also asked our pledgees to reach out to their networks and encourage them to take the pledge with A Day for Democracy.

**Digital Advertising Campaign:** We executed comprehensive digital advertising campaign using LinkedIn, native advertising and programmatic advertising to reach CEOs and business leaders. We focused our efforts in 10 battleground states. In total, we ran 22 digital campaigns with a mix of video, spotlight and native ads, and in-mail outreach on LinkedIn that reached 3.4 million unique individuals.



# Strategy & Tactics (Continued)



**Social Media Engagement:** We developed LinkedIn, Twitter and Facebook pages and posted more than 500 organic social media posts in English and Spanish to drive traffic to our website, drive pledge conversions and inform our audience about their voting options.

**Content Development:** Produced 19 videos, including eight that featured member CEOs discussing their participation. We also designed a series of social media graphics to thank participating CEOs, share facts about voter turnout and inform people about their voting options.

**Voter Resources:** Developed an online “Voter Resources” hub with access to non-partisan voter information. We also created interactive map with member company Qlik that visualized voter participation in the 2016 election at the state and county levels.



# Results: Media Coverage

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Secured interviews for A Day for Democracy's founder and member companies with high-profile news outlets across radio, television and print, including [The Associated Press](#), [New York Times](#), [Boston Globe](#), [WGBH News](#), and [PR Week](#).

We also placed op-eds in national and regional outlets from supporters of our campaign, including in [Time Magazine](#) and the [New Hampshire Union Leader](#).

## The Boston Globe

**Real estate executive lines up a corporate who's who for a get-out-the-vote drive**





# Results: Campaign Support

400 CEOs and business leaders signed the pledge with A Day for Democracy, representing almost 1.8 million employees.

Some notable businesses who took the pledge include:

Fidelity Investments

Bank of America

Wayfair

National Grid

Major League Baseball

KPMG

Harvard University

Bain Capital

The Coca-Cola Company

The Boston Globe Media Group

MITRE Corp.

The Boston Red Sox

New Hampshire Public Radio

Dell Technologies

Ernst & Young

Mass General Brigham

The Atlanta Hawks

Goop

New Balance

Nordstrom

Vanguard





message  
content  
digital  
amplify  
purpose  
inspire  
success  
results

THANK YOU



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