



In the *Know*

CIVICS AT WORK



MEDIA & POLITICAL CONSULTING

Everything Feels Like Crisis Comms

- Leaders are caught between saying too much and saying nothing
- Employees bring fear, misinformation, and questions to work

Politics is present. Are you prepared?



MARKETING EXEC \$1B SEMI COMPANY

Managing Through Political Disruption

- Political tension entered workplace

Left unaddressed, culture and productivity suffer.

Slack blows up when
news hits?

Comment creates tension
in meeting?

QUESTIONS

More Divided Than United



1 of 6
countries classified as
“severely polarized”

Majority
don't think we can get past
divisions



SOURCE: EDELMAN



REALITY

Leading Today Is Harder Than Ever

- Misunderstandings consume time
- Expectations are higher
- Margin for error feels smaller

Must be steady in unstable environment.



REALITY

Results in Poor Business Outcomes

- Employees disengage
- Innovation slows
- Turnover rises
- Collaboration and productivity drop
- Cost of capital increases

SOURCES: GALLUP, SHRM, GLASSDOOR, SLACK, SOCIAL SCIENCES & HUMANITIES OPEN

In Good Company Institute

CIVICS AT WORK

We help leaders strengthen
company culture and make civics a
key part of community work.



THE SOLUTION

Make Civics Part of Your Culture & Leadership

- Not about telling people what to think
- Help understand how systems affect their lives (grocery prices, healthcare, education)
- Shared understanding reduces friction
- Clear policies build trust

State of the Union



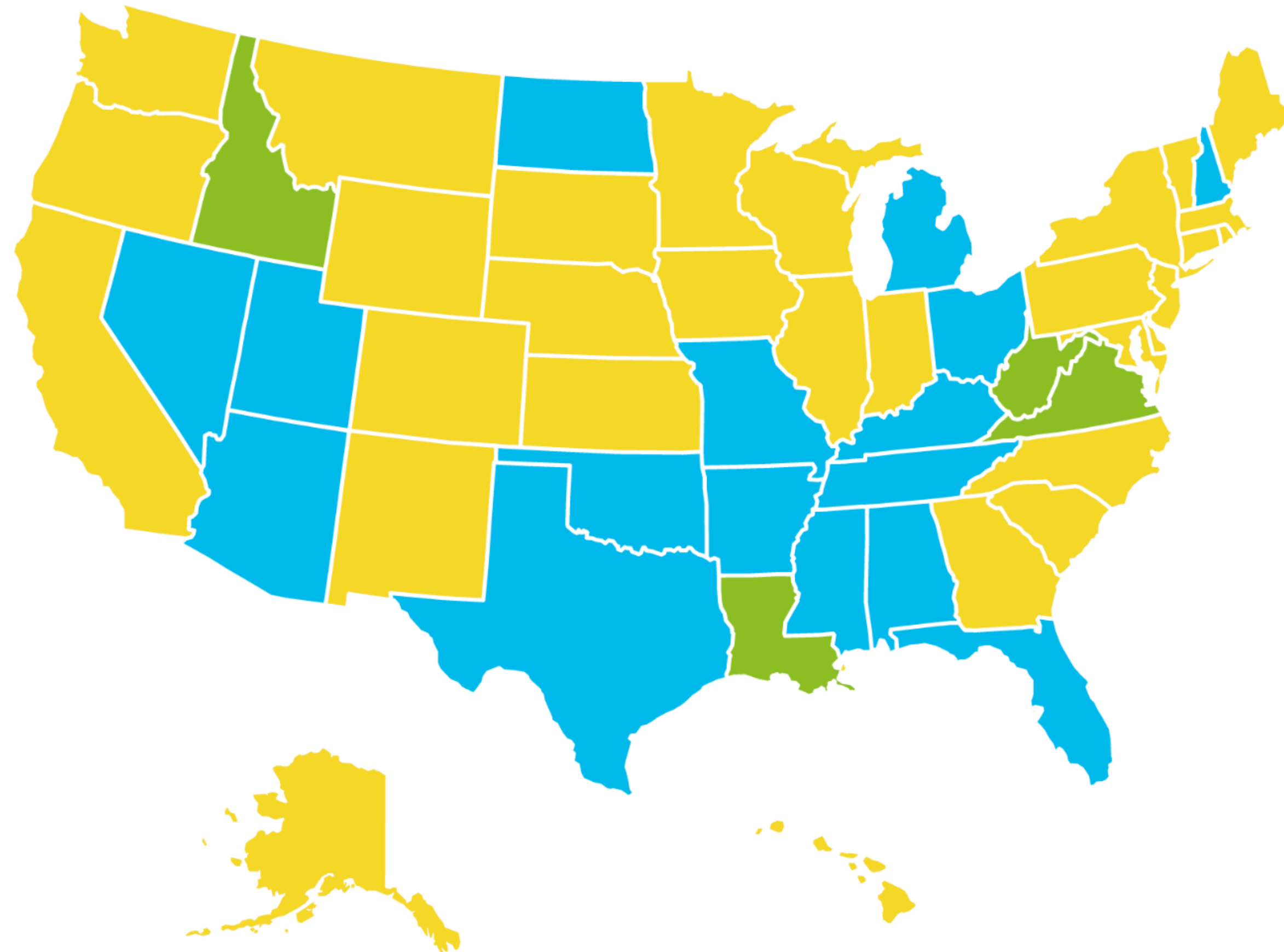
In the Know

REALITY

American
care about
key issues but
feel powerless
to act



Can't Participate if You Don't Understand.



4 states require 1 year civics
16 states require 1 semester
The rest? Minimal to none

53%

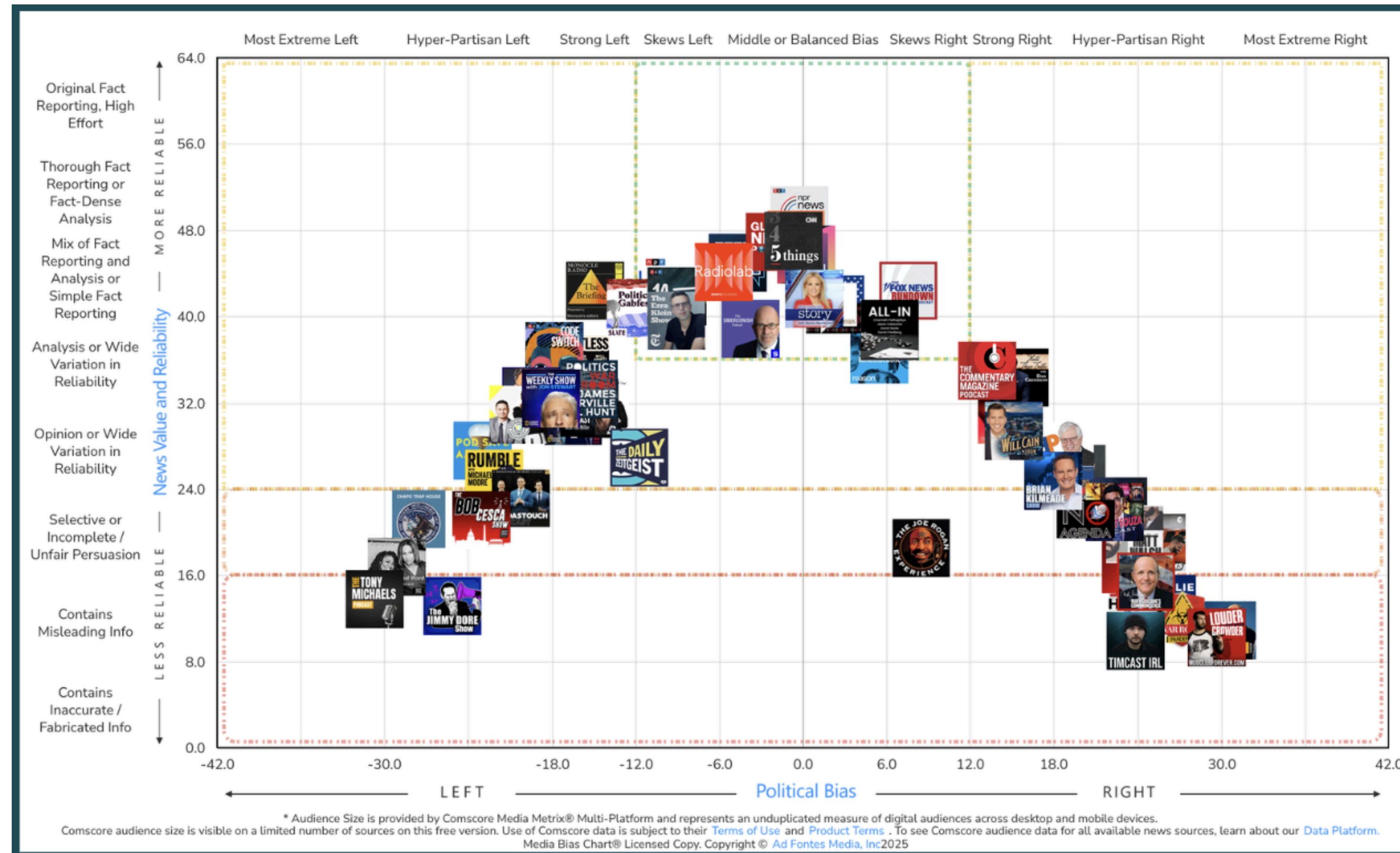
Americans can't name the three
branches of government

80%

believe "politicians don't care what
people like me think."

SOURCES: WORLD ECONOMIC FORUM, PRINCETON, NY POST, OXFORD ACADEMIC, CORNELL,
CITIZEN DATA, BROOKINGS INSTITUTE, ANNENBERG

Gaps Filled with False or Misleading Information



71%
Americans encounter
misinformation **monthly**

41%
Americans encounter
misinformation **weekly**

SOURCES: WORLD ECONOMIC FORUM, EDELMAN, AMERICAN BAR, STANFORD
INTERNET OBSERVATORY, HOOVER INSTITUTION, FINANCIAL TIMES



REALITY

Weak Social Ties

- 47% Americans belong to a house of worship (down from 70% in 1999)
- <17% belong to a neighborhood, fitness, hobby group
- 1 in 3 American adults feel lonely
- Spend 7 hours online daily

SOURCES: MCKINSEY, PEW RESEARCH, CDC, AMERICAN SURVEY CENTER, GALLUP

Workplaces are the Answer



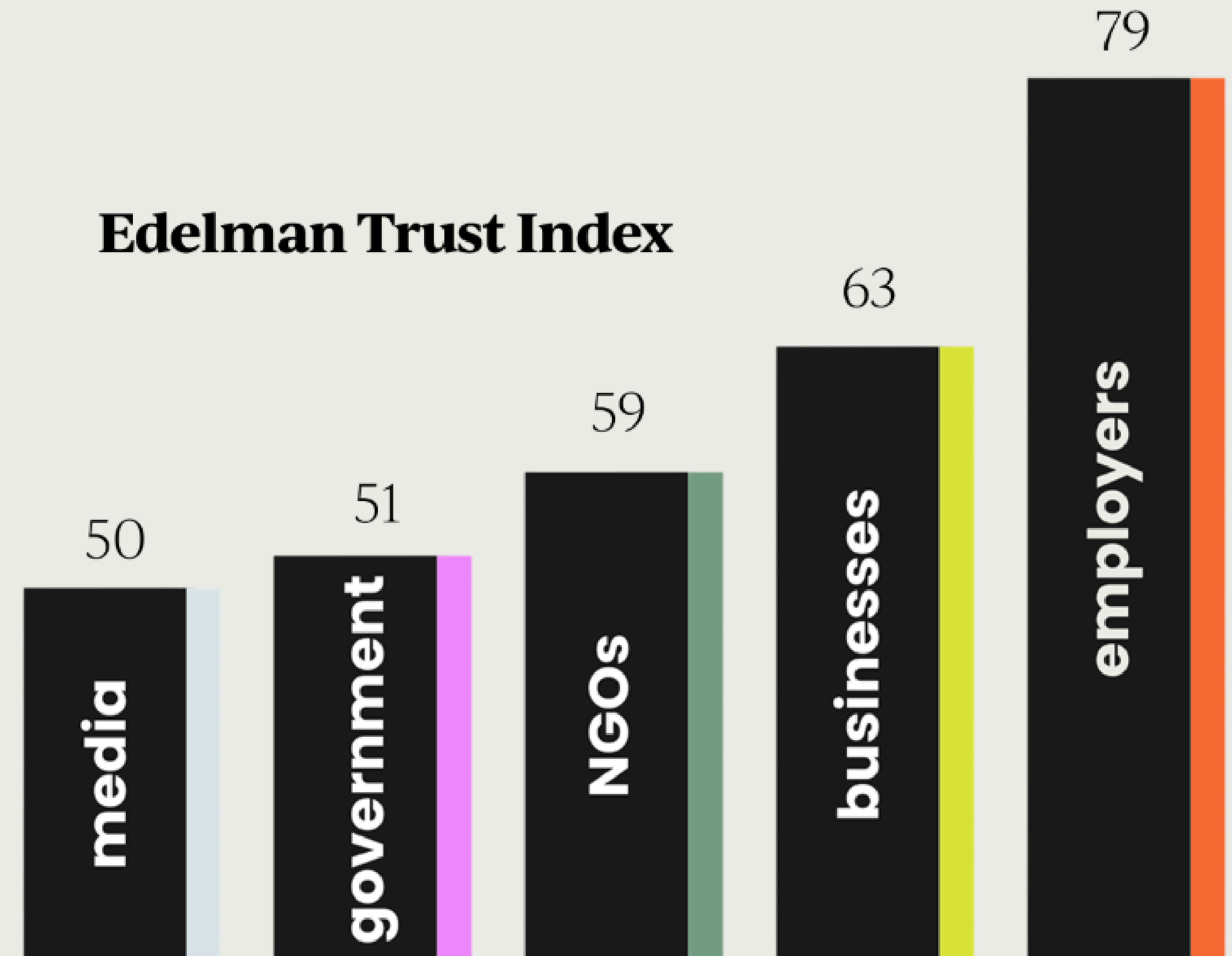
In the Know

CIVICS AT WORK

Employees are ready for employers to lead.

Workplace leaders can rebuild trust and reduce polarization.

- “my employer” is the most trusted US institution
- “my CEO” (69%) is more trusted than CEOs in general (51%)
- 70% of employees want workplaces to offer nonpartisan civics training and programs
- 90% of employees want their workplace to positively impact the community



CIVICS AT WORK

7 in 10 employees want workplace to offer nonpartisan civics information



Bonus Stat: 81% of Americans are more likely to buy from companies that encourage them to participate in civic life.

TODAY'S GOAL

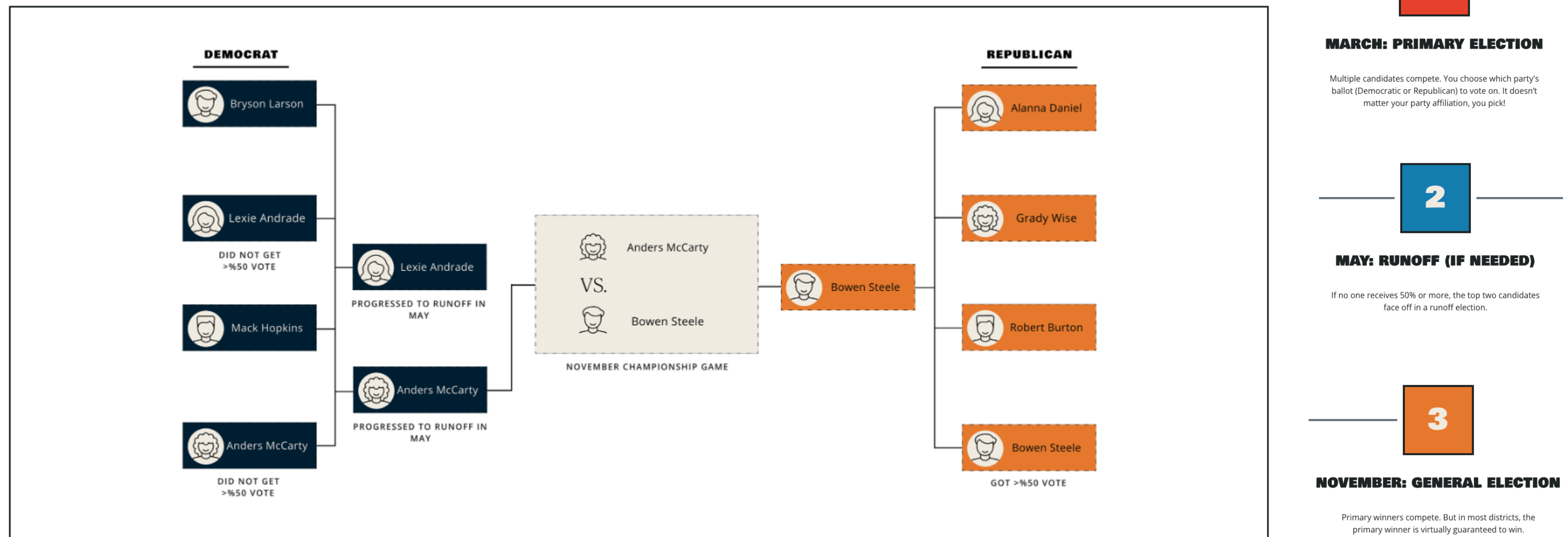
Build an election-ready
organization ahead of the
2026 primaries

HOW DOES THIS IMPACT US?

Deep in the Heart of Texas

How Primaries Work in Texas

Think of the March primary like the big NCAA March Madness tournament.
It sets the field for the finals.

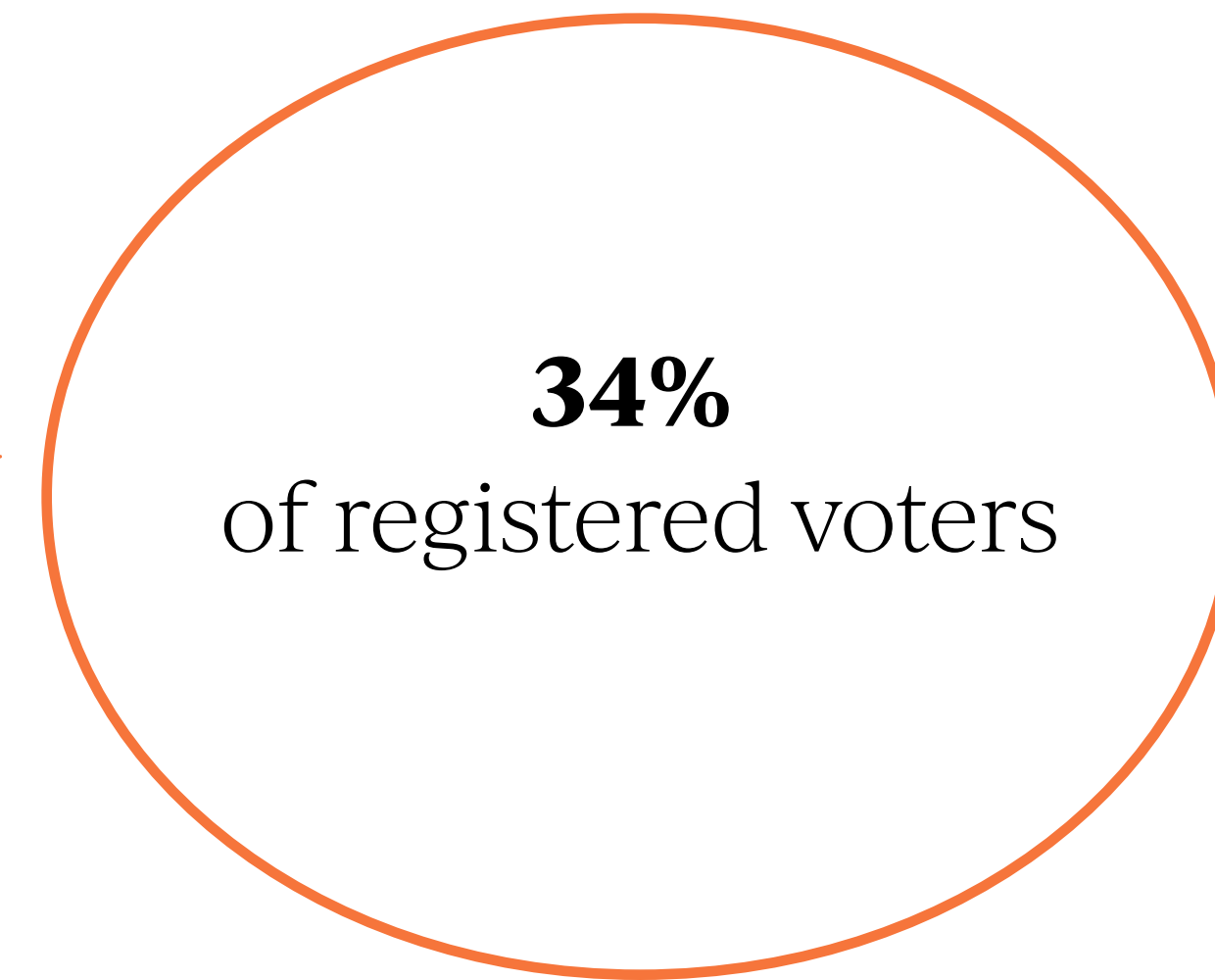


Not Everything is Bigger in Texas

#1 state in gaining new residents
#8 largest economy in the world
#2 **lowest** voter turnout in the nation



48%
of Texans voted in
2024 General Elections

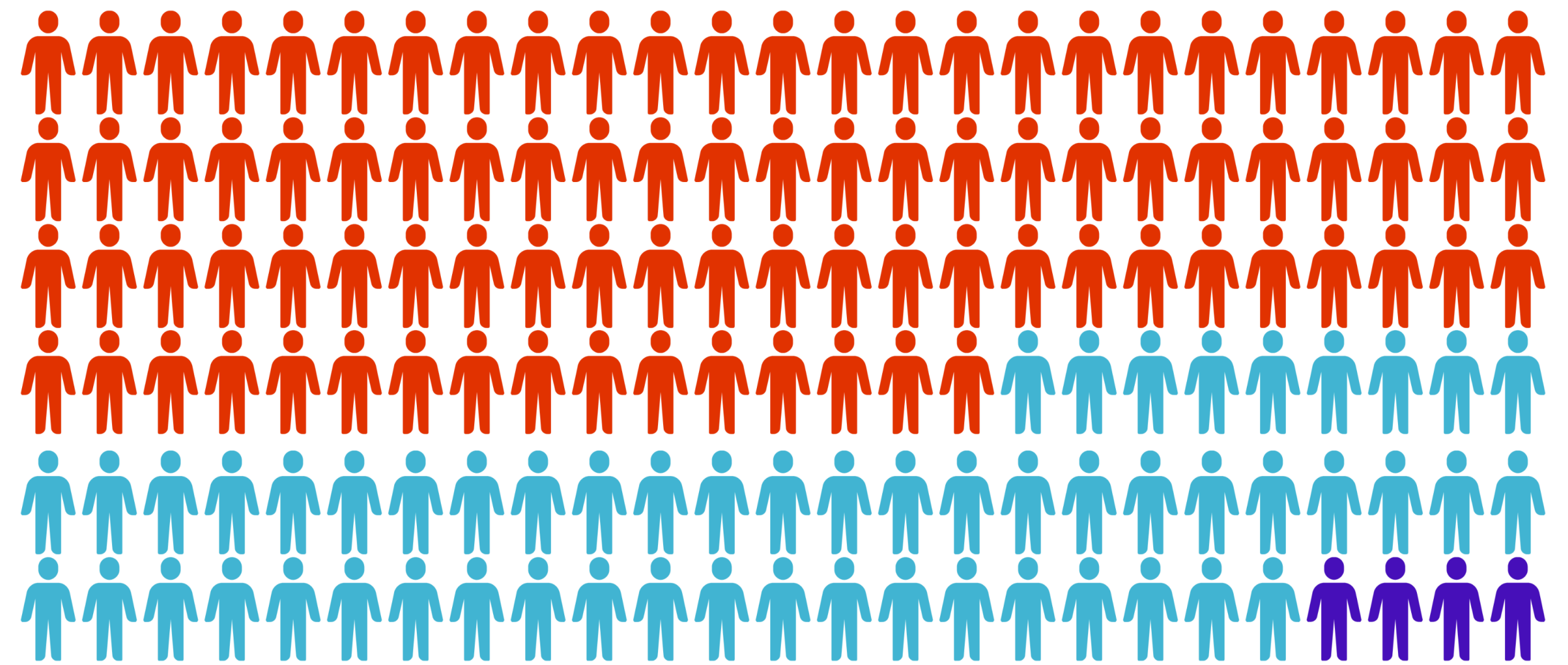


14%
of Texans participated in
2024 Primary Elections

THE CHALLENGE

Most Races are Decided in March

In Texas, most districts lean strongly toward one party. That means many elected leaders are effectively chosen in the primaries – not in November.



In 2022, only *four* Texas House districts were competitive in November. The rest were decided in the March primary.

Our Future Is Decided by a Fraction of Voters

**< 10% of registered voters decided 95%
of state leaders in '24**

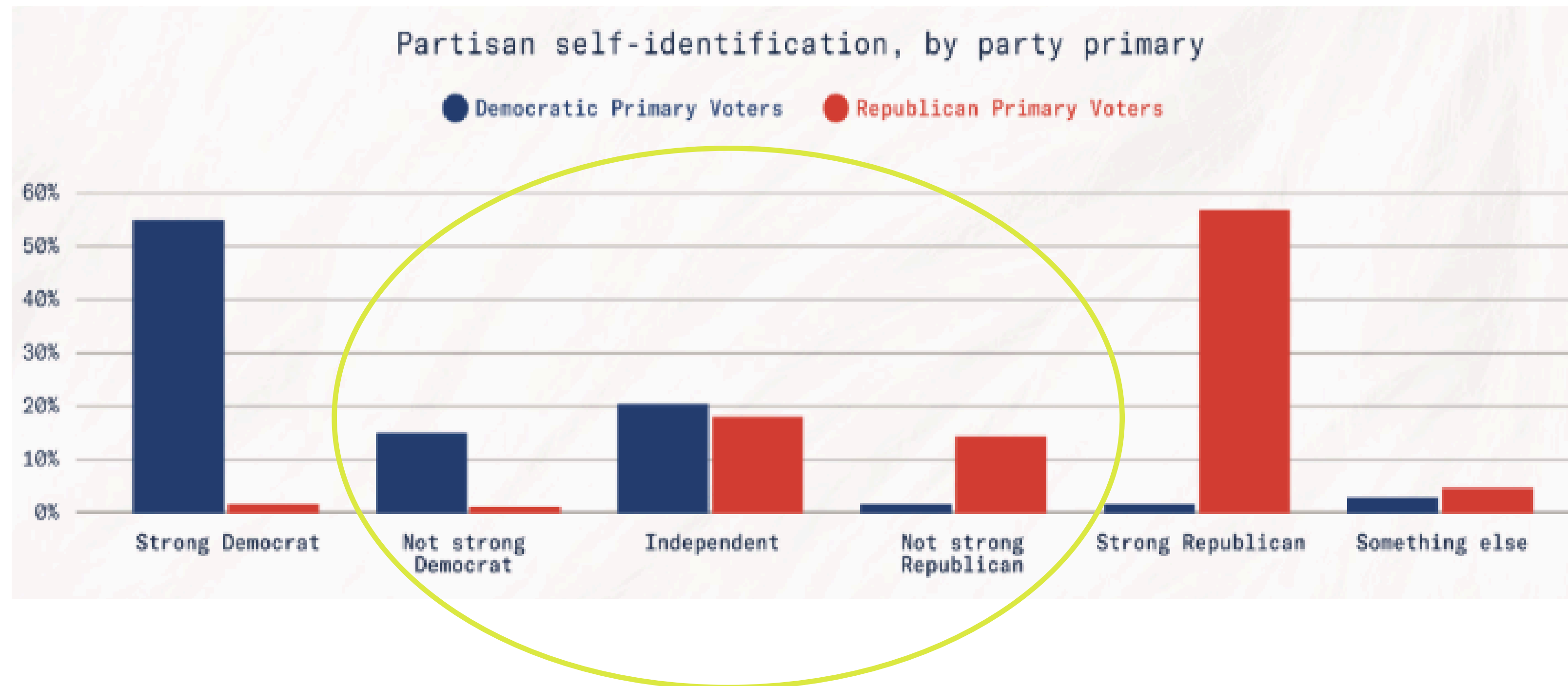
Primary voters are older, more partisan,
and far less representative of the state's
population.

- Age 50+
 - 36% population
 - 81% primary voters

SOURCES: RYAN DATA, TEXAS SOS, U.S. CENSUS,
TEXAS POLITICS PROJECT, UNITE AMERICA



Our Future Is Decided by a Fraction of Voters



60% identify as
“STRONG”
Democrat or
Republican

SOURCES: RYAN DATA, TEXAS SOS, U.S. CENSUS,
TEXAS POLITICS PROJECT, UNITE AMERICA

THE IMPACT

Low Turnout Shifts Lawmakers' Priorities

- Lawmakers cater to small group who elect them
- Fringe issues dominate
- Most Texans feel disconnected from leadership
- Moderate candidates don't run for office



THE REASON

Why Texans Skip the Primaries

- **Information:** low understanding of primaries' impact
- **Structure:** shifting dates, rules, and polling places
- **Engagement:** campaigns focus on past voters
- **Culture:** limited civic education or social pressure





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Wait, can I vote
in the primary?

HEAD OF INVESTOR RELATIONS AT
GLOBAL NATURAL GAS COMPANY IN
HOUSTON, TEXAS

THE SOLUTION

You! Yes, You!

Your leadership already help shapes
the future of Austin & Texas.

We give you the **playbook** to translate
your reach into civic results.

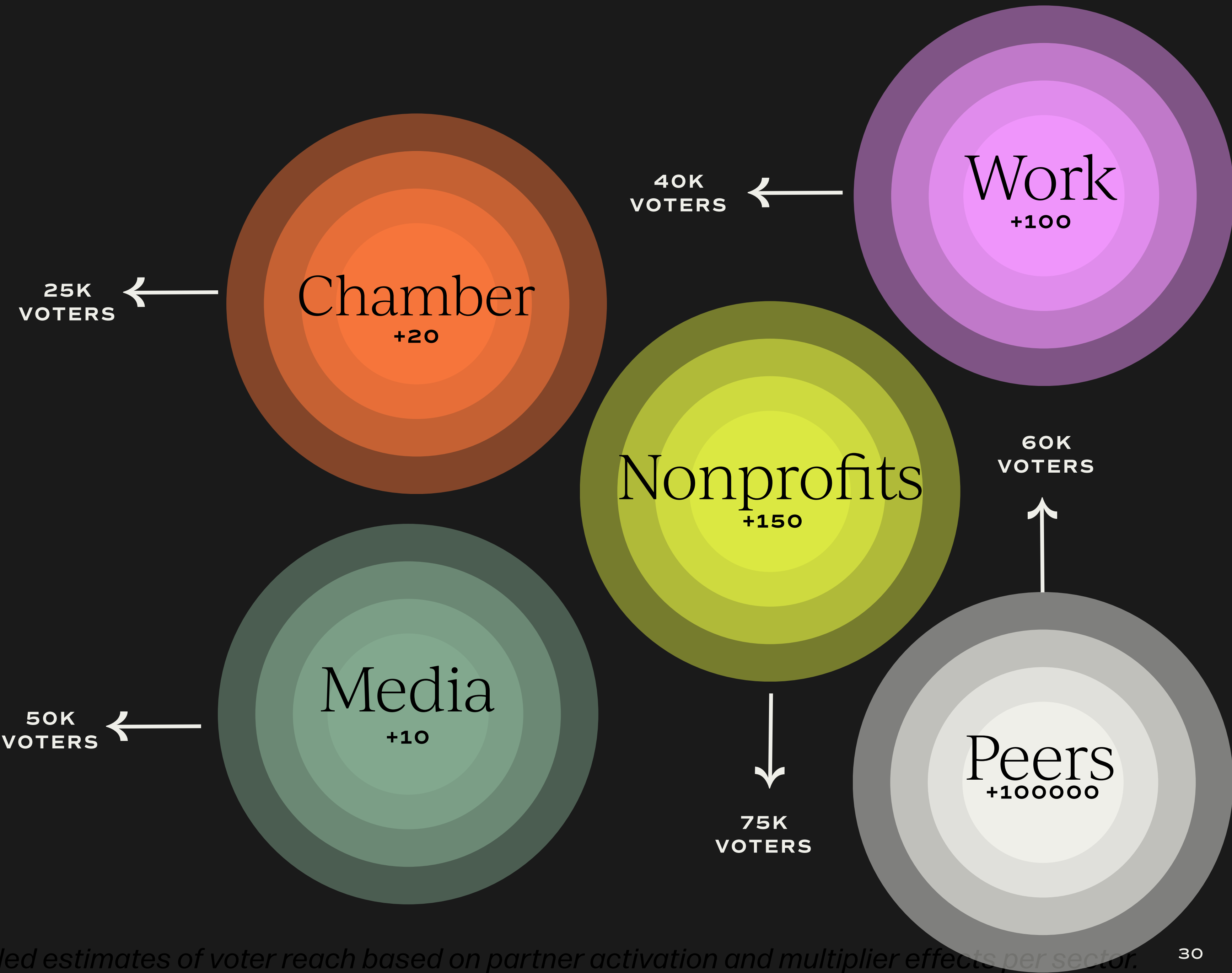


Coalition-led campaign to mobilize
250,000 more primary voters in 2026
1,000,000 more by 2036

Activating **trusted** Texas messengers

Exponential
Power of March Matters

250K MORE
TEXANS
VOTING IN
MARCH 2026
PRIMARIES



Numbers represent modeled estimates of voter reach based on partner activation and multiplier effects per sector.

March Matters



TX Network

Unite **trusted** partners across
business, civic, and faith
groups

Helpful Info

Co-create simple, nonpartisan
content and toolkits to boost
education & participation

6-Week Sprint

Media and partner network
activates coordinated
campaign
January 20 - March 3

March Matters Toolkit

DO

- Share info with your network
- Adapt content to fit your brand
- Reach out for help
- Have fun and make a difference!

DON'T

- Reference political parties
- Mention specific candidates
- Advocate for specific positions
- Use March Matters for endorsement or persuasion activities.

Feb 16: Presidents Day

Theme: Leadership, legacy, Civic Responsibility

- Presidents Day reminds us that leadership is important.
- Choosing who represents us is one of the most powerful responsibilities we hold.
- Honor the day by making your plan for early voting.
- Democracy is not a spectator sport. Your participation shapes the future of Texas.



March Matters **Voter Education**

PRIMARY VS. GENERAL

PRIMARIES DECIDE...

**WHICH CANDIDATE
GETS ON THE
BALLOT.**

GENERAL ELECTIONS DECIDE...

**WHICH INDIVIDUAL
HOLDS PUBLIC
OFFICE.**

Millions of voters participate in general elections,
and turnout is often higher than in primary elections.

Is my primary vote public?

- Who you vote for is private and secret.
- The fact you voted in a specific party's primary is public record.

This means your name may appear on that party's voting roster, and you may receive mail or ads from that party. Your individual vote is never disclosed.

WHAT TO KNOW BEFORE YOU VOTE

Voting should be straightforward, not stressful. This guide helps you navigate your polling place and shows you exactly where to get help if you need it. Most people are in and out without a hitch, but if you run into a snag, there's real-time help available to make sure your vote counts.



MARCH MATTERS

Vote When It Counts

March Primary Elections Are Important, But Most Texans Don't Participate

Scan the QR code

- ✓ Check voter registration
- ✓ See what's on your ballot
- ✓ Find where to vote

No parties. No endorsements. Just the facts.

MARCHMATTERS.ORG

March Matters in Action

Texas Association of Business
10,032 followers
4d •

Early voting starts next week.

Your voice matters in the March Primary Elections. Primary elections determine which candidates advance to the general election and play a critical role in shaping the leadership and policy environment that impacts Texas businesses and communities.

Important dates and voter resources below ↓

MARCH MATTERS

TO HEALTHY COMMUNITIES

PRIMARY ELECTIONS MATTER MOST. HERE'S WHY.

@MARCHMATTERSTX
MARCHMATTERS.ORG

Longview Chamber of Commerce · Follow
January 21 at 8:30 AM ·

Why March matters.... See more

MARCH MATTERS

PRIMARY ELECTION DAY IS TUESDAY, MARCH 3

IMPORTANT 2026 DATES

Monday, February 2 Deadline to register to vote	February 17-27 Early voting period	Tuesday, March 3 Primary Election Day	Tuesday, May 26 Runoff election (if needed)
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You and 7 others 7 shares

TEXAS ASSOCIATION OF BUSINESS
THE TEXAS STATE CHAMBER

Why Business Show Up

MARCH MATTERS

TO BRENTWOOD

PRIMARY ELECTIONS MATTER MOST. HERE'S WHY.

@MARCHMATTERSTX
MARCHMATTERS.ORG

YOUR VOICE YOUR VOTE

YOUR VOTE MATTERS

MARCH MATTERS

ONLY 10% of Texans Pick Our Elected Leaders
Are you one of them? Texas Primaries are March 3rd.

Did you Know? March primary elections determine who appears on the ballot in November midterms. In many Texas districts, the important local and state-wide races are "effectively" decided during the March primaries. Yet fewer and fewer people turnout for the primary than compared to November elections. Help us change that. **VOTE. Make your voice HEARD**

LWV LEAGUE OF WOMEN VOTERS OF GALVESTON

LWV LEAGUE OF WOMEN VOTERS OF GALVESTON

YOUR VOTE MATTERS

MARCH MATTERS

Did you Know? VOTING in the March Texas Primaries **DOUBLES THE IMPACT OF YOUR VOICE** **THAT'S WHY MARCH MATTERS**

Last day to Register **FEB 2nd** **TEXAS PRIMARIES MARCH 3rd**

YOUR VOTE = YOUR VOICE

LWV LEAGUE OF WOMEN VOTERS OF GALVESTON

Register & VOTE

MARCH MATTERS

YOUR VOTE MATTERS

Be an Informed 2026 Texas Voter!

Scan QR code

What's on your ballot? **VOTE 411** ELECTION INFORMATION YOU NEED

CLICK on QR code and put in your zip code

TEXAS PRIMARIES MARCH 3rd

- ✓ Check your registration
- ✓ See what's on your ballot
- ✓ Find out where to vote

LWV LEAGUE OF WOMEN VOTERS OF GALVESTON

YOUR VOTE MATTERS

MARCH MATTERS

YOUR VOTE MATTERS

PRIMARY ELECTIONS

Last Day Register	FEB 2
First Day Early Voting	FEB 17
Last Day Early Voting	FEB 27
ABBM DEADLINE (Rec'd)	FEB 20
★ ELECTION DAY ★	MAR 3 rd

PRIMARY RUN OFF: MAY 26

From Lubbock to Lockhart to Longview



MARCH MATTERS

TO LGBTQ EQUALITY



@MARCHMATTERSTX
MARCHMATTERS.ORG

Let's Go Austin!

STAY IN THE KNOW

Sign-up

Weekly Briefing Emails
Coalition Call Invites

Always nonpartisan.

Trump says Republicans should 'nationalize' elections, take control from states



Joey Garrison

USA TODAY

Feb. 2, 2026 | Updated Feb. 3, 2026, 9:25 a.m. ET

Dallas and Williamson counties switch to precinct-level voting for primary election day

Republicans force a change that will affect voters in both parties.

By Natalia Contreras | January 9, 2026, 4:00am CST

ASSOCIATED PRESS

3 elections in 4 months and new US House map lead to confusion and voter fatigue in Texas district

SEE YOUR IMPACT

Measure YOUR Impact

Unique URLs
QR codes

Customized content,
programs, events



Voter Education



links.marchmatters.org/
austin-lgbt-votes

Toolkit



links.marchmatters.org/
austin-lgbt-toolkit



Marjorie Clifton

marjorie@igcinstitute.org



Deirdre Walsh

deirdre@igcinstitute.org

*“It’s about damn
time”*

TEXAS POLITICAL INSIDER