



# 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.

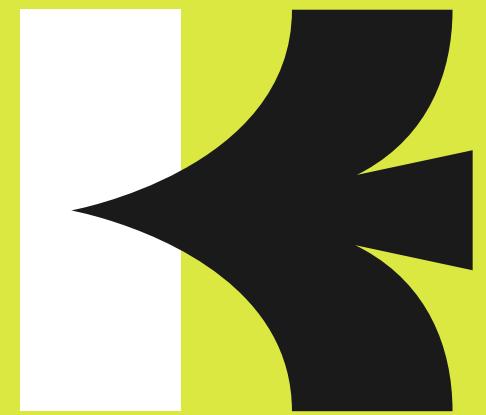


## THE SOLUTION

# 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



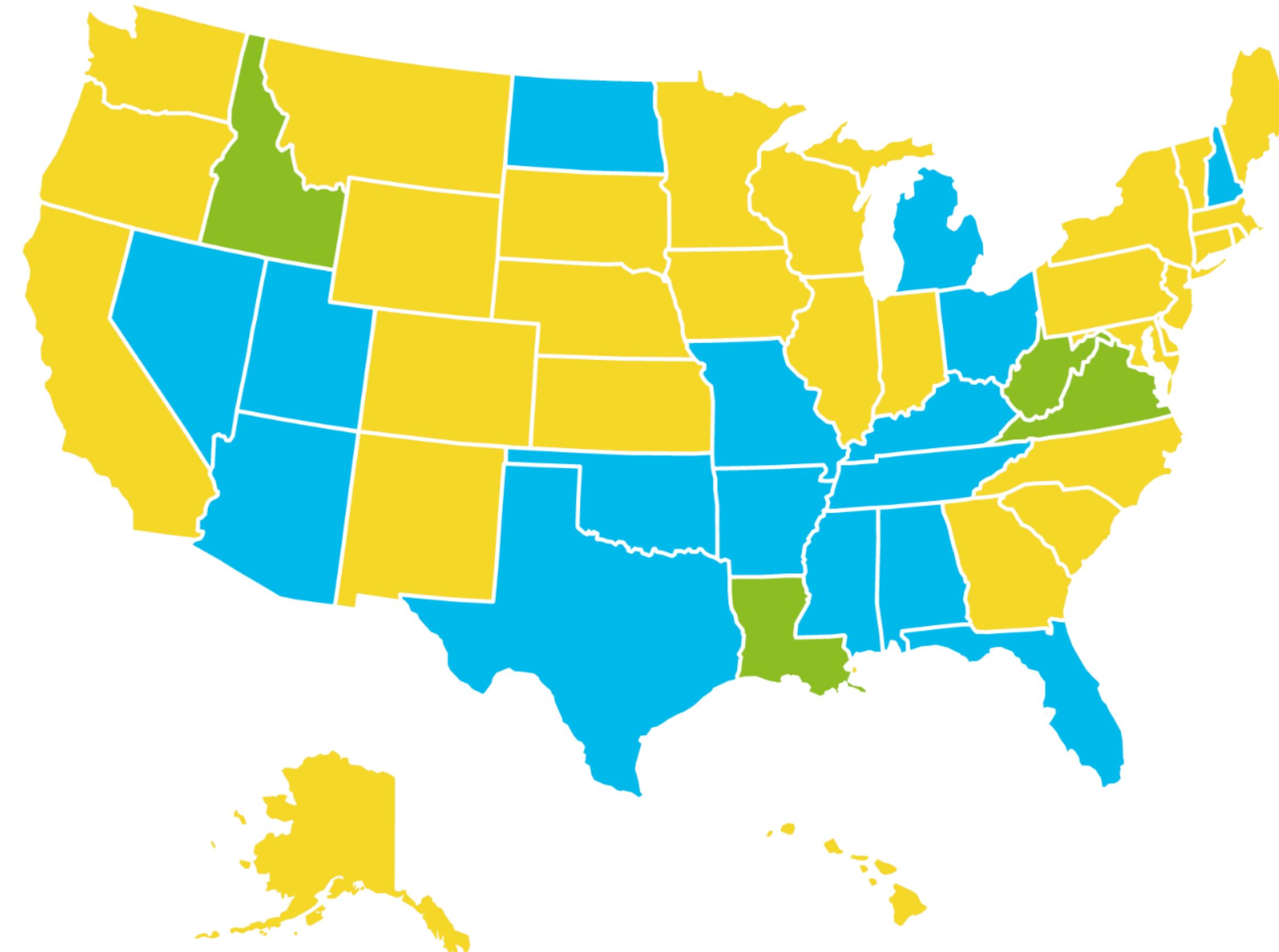
In the Know

REALITY

American  
care about  
key issues but  
feel powerless  
to act



# Can't Participate if You Don't Understand.



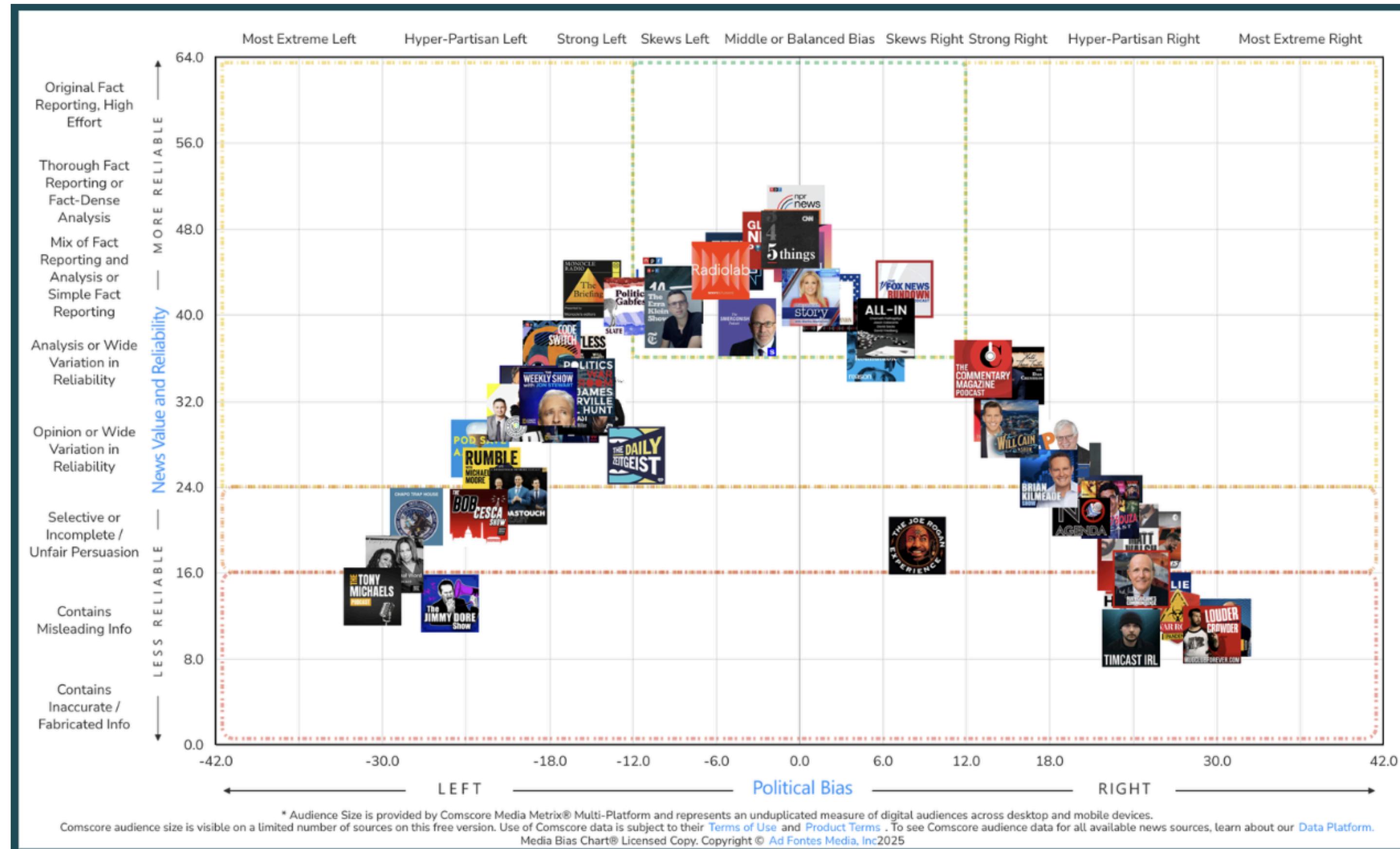
**4 states** require 1 year civics  
**16 states** require 1 semester  
The rest? Minimal to none

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



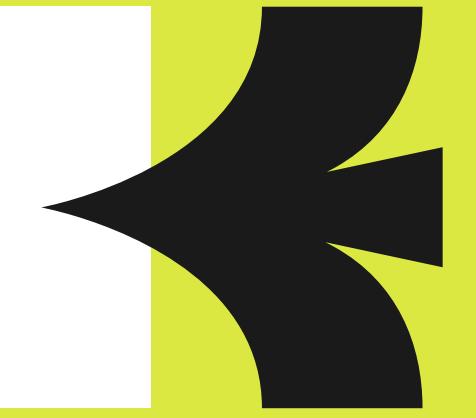
## REALITY

# 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



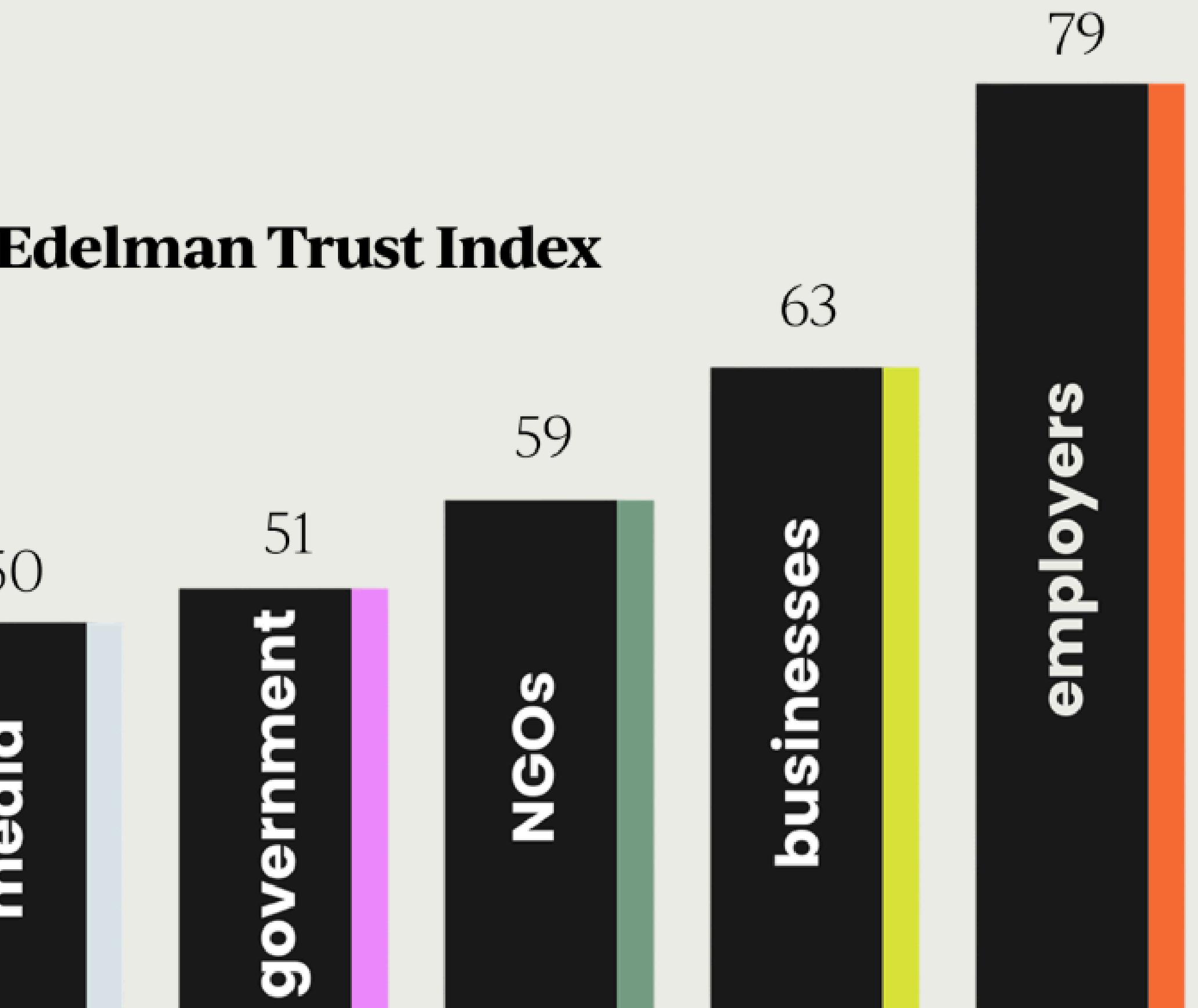
## In the Know

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

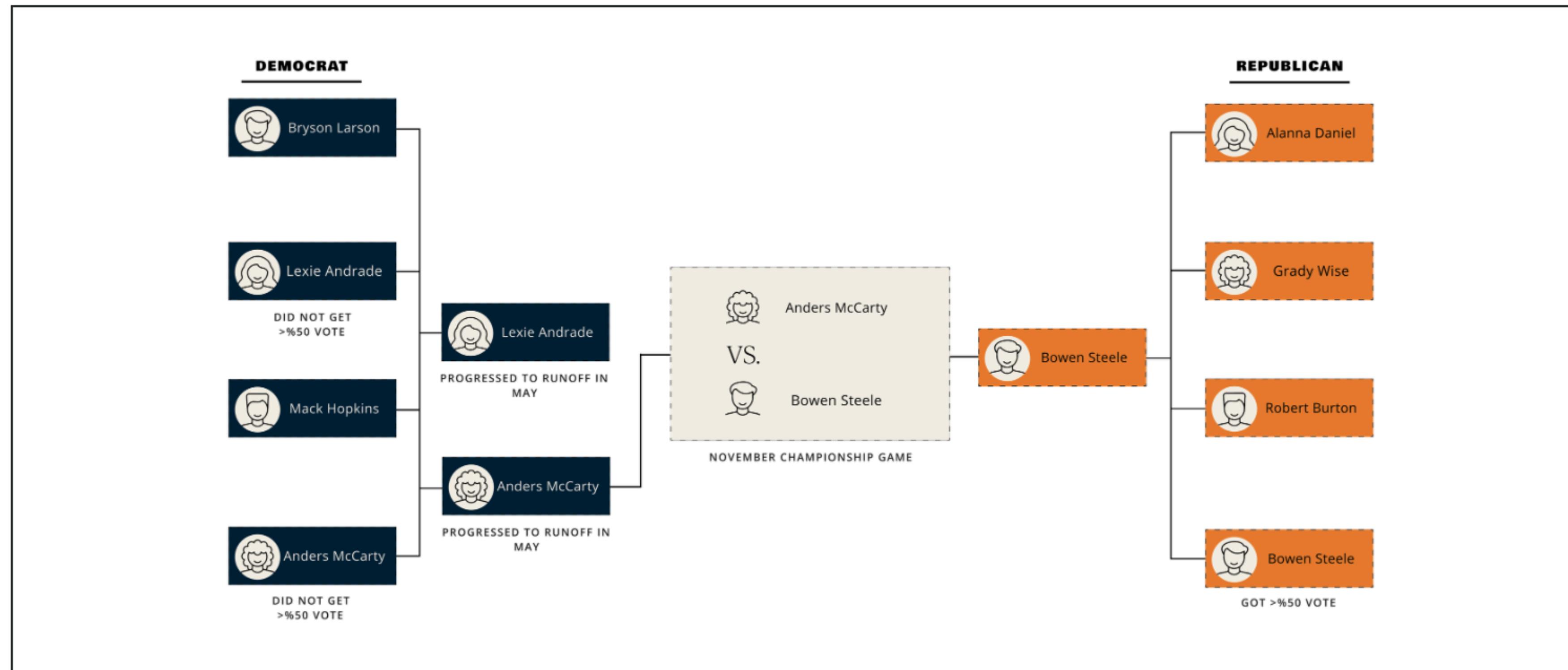
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**HOW DOES THIS IMPACT US?**

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.



**1**

## MARCH: PRIMARY ELECTION

Multiple candidates compete. You choose which party's ballot (Democratic or Republican) to vote on. It doesn't matter your party affiliation, you pick!

**2**

## MAY: RUNOFF (IF NEEDED)

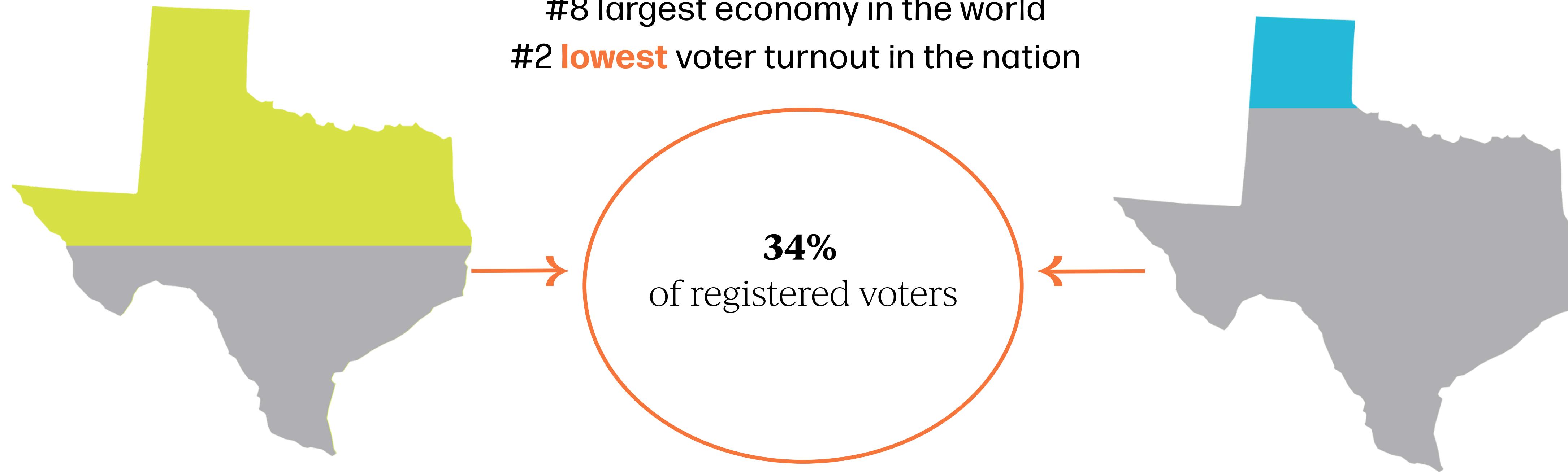
If no one receives 50% or more, the top two candidates face off in a runoff election.

**3**

## NOVEMBER: GENERAL ELECTION

Primary winners compete. But in most districts, the primary winner is virtually guaranteed to win.

# Not Everything is Bigger in Texas

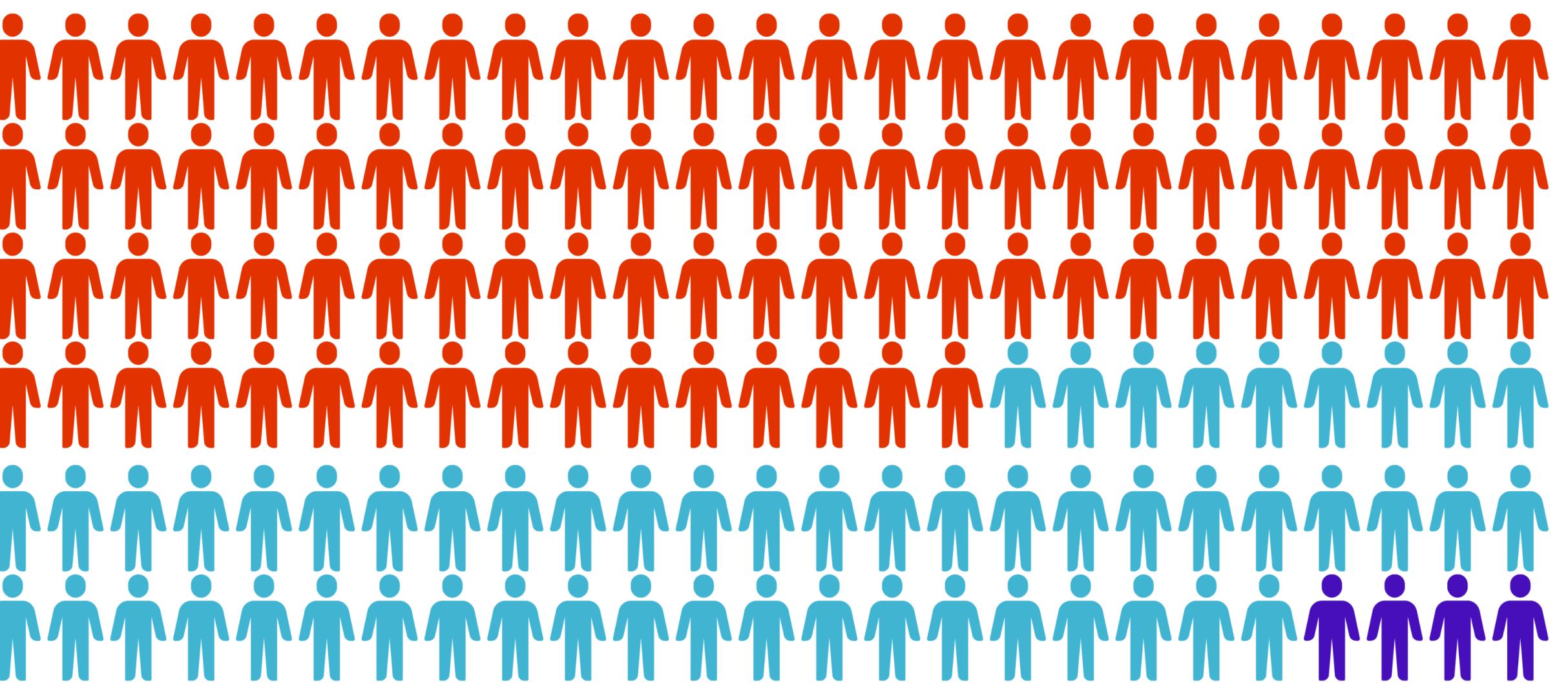


SOURCES: TEXAS SECRETARY OF STATE, WASHINGTON POST, US CENSUS BUREAU, AXIOS

## 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.

SOURCE: TEXAS TRIBUNE

# Our Future Is Decided by a Fraction of Voters

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

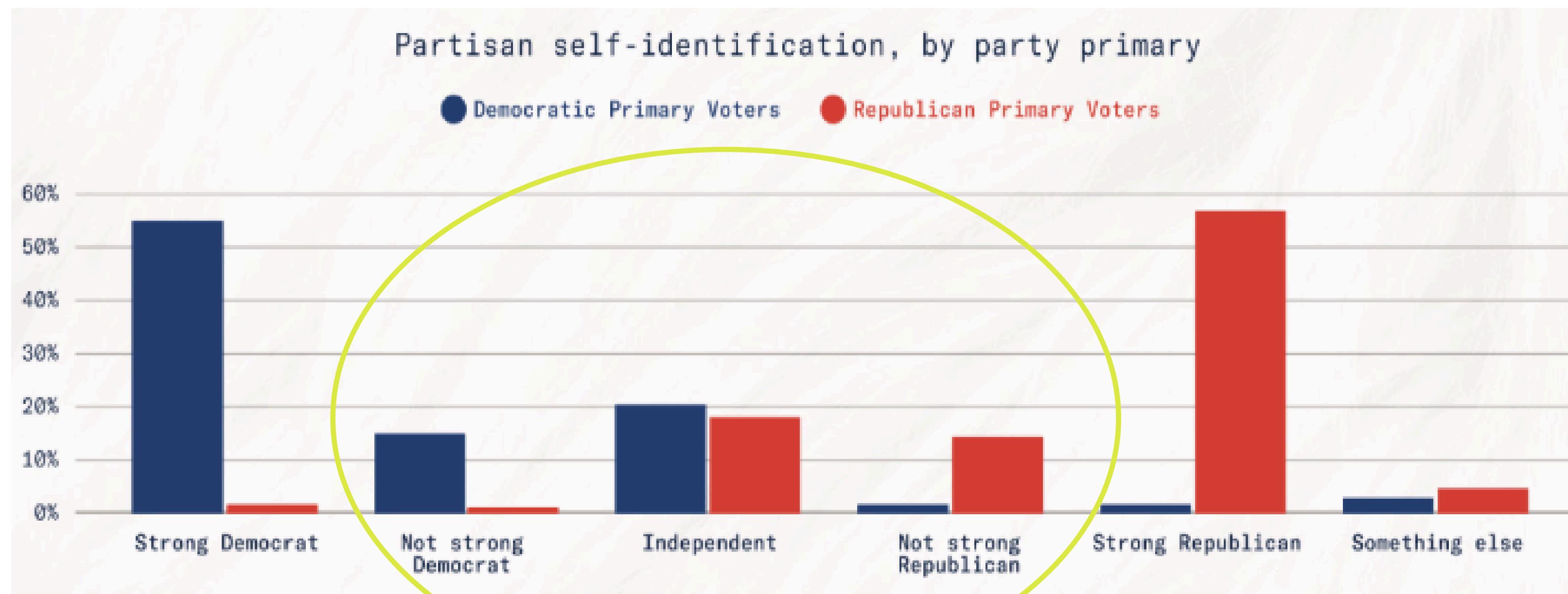
Primary voters are older, more partisan,  
and far less representative of the state's  
population.

- 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





“

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.



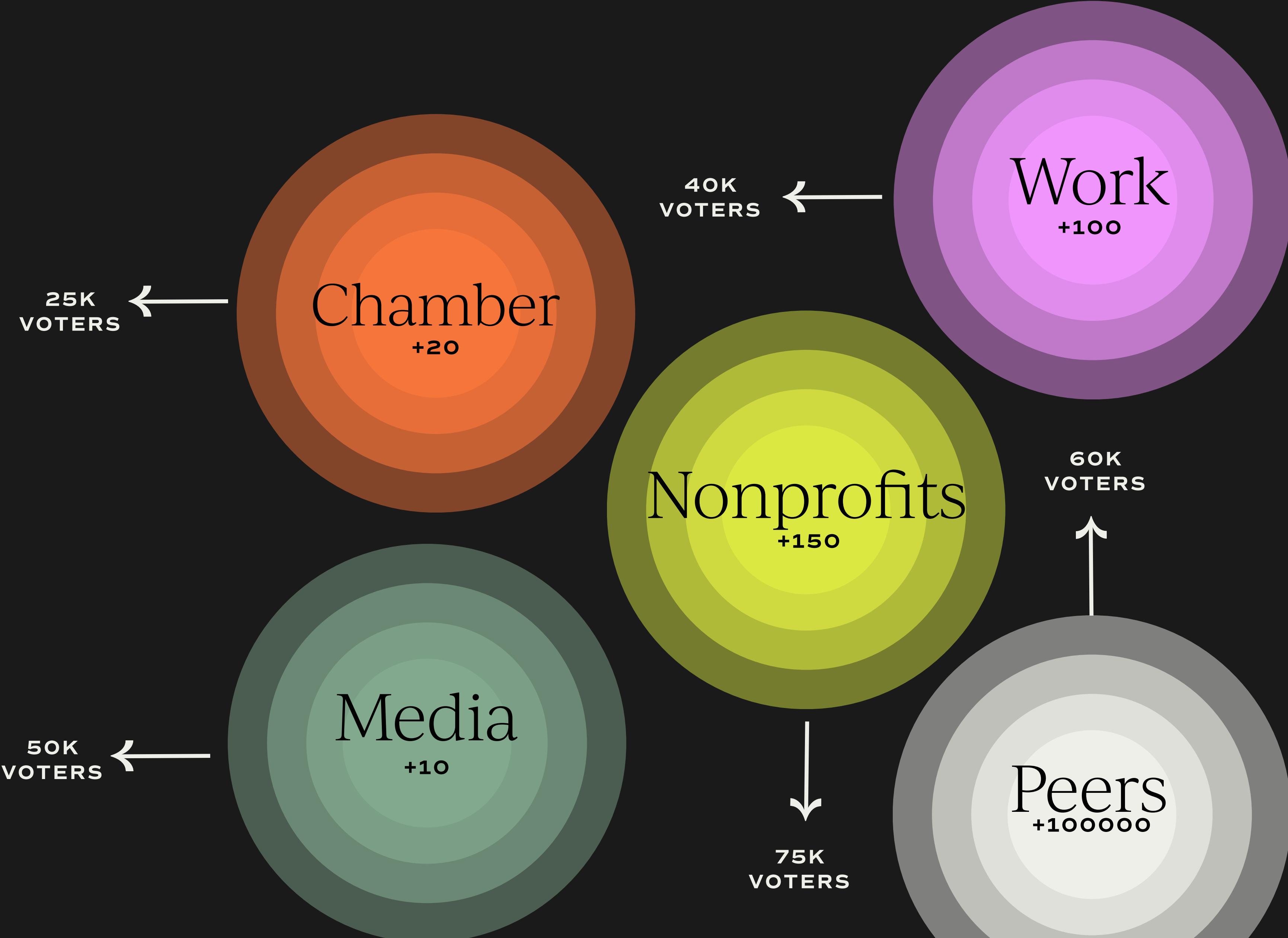
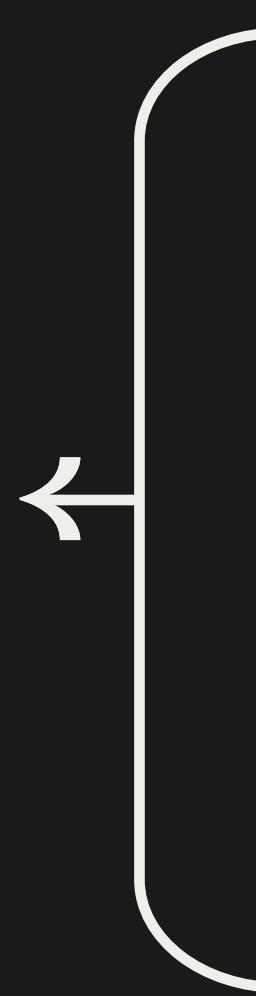
# MARCH MATTERS

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!

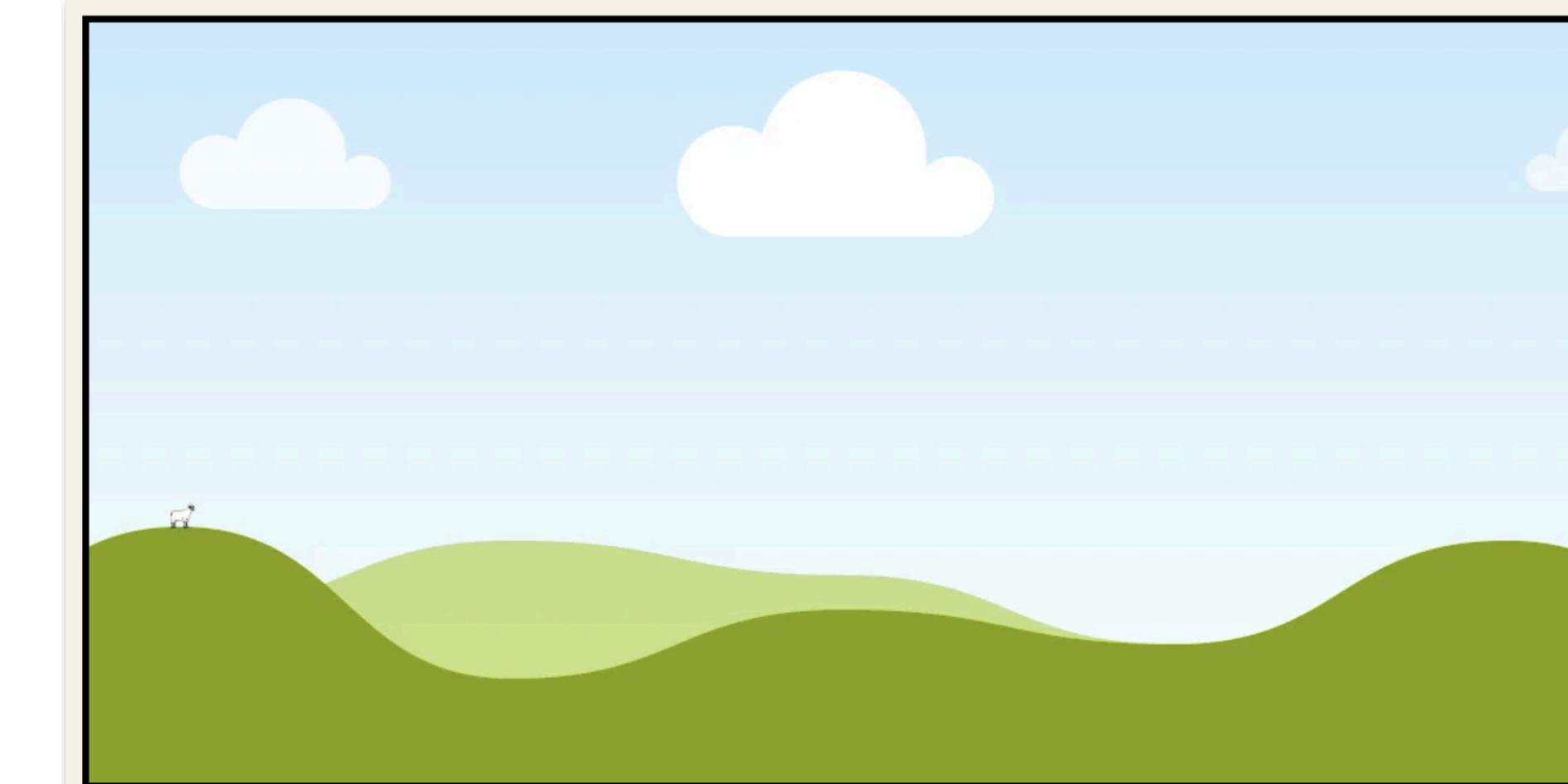
## **DON'T**

- 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**  
**PLACE TEXT HERE**

**PRIMARY  
ELECTIONS  
MATTER MOST.  
HERE'S WHY.**



@MARCHMATTERSTX  
MARCHMATTERS.ORG

# 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**

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

Why March matters... See more

**MARCH MATTERS**

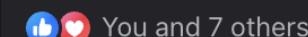
**PRIMARY ELECTION DAY IS TUESDAY, MARCH 3**



**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)

7 shares

 You and 7 others

# 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 ↓

 **Why Business Show Up**



**MARCH MATTERS**  
**TO BRENTWOOD**

**PRIMARY ELECTIONS MATTER MOST. HERE'S WHY.**



@MARCHMATTERSTX  
MARCHMATTERS.ORG

**MARCH MATTERS** 

**TO HEALTHY COMMUNITIES**

**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 statewide races are "effectively" decided during the March primaries. Yet fewer and fewer people turnout for the primaries than compared to November elections. Help us change that. VOTE. Make your voice HEARD

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

TEXAS PRIMARIES MARCH 3rd

YOUR VOTE = YOUR VOICE

 **Register & VOTE MARCH MATTERS**

**YOUR VOTE MATTERS**

**Be an Informed 2026 Texas Voter!**

Scan QR code

What's on your ballot? VOTE 411

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

**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 3rd

**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\*\*](https://links.marchmatters.org/austin-lgbt-votes)

# Toolkit



[links.marchmatters.org/  
\*\*austin-lgbt-toolkit\*\*](https://links.marchmatters.org/austin-lgbt-toolkit)





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*“It’s about damn  
time”*

TEXAS POLITICAL INSIDER