

Raising Awareness of Voting's Importance Among Automotive Aftermarket Employees

In 2026, the nation will vote on control of Congress, with key races taking place in both the U.S. House of Representatives and Senate. The employees of SEMA member businesses have powerful voices, especially as voters, and they'll be critical to this election!

The 2026 midterm elections are scheduled to be held on Tuesday, Nov. 3, 2026.

SEMA's "Drive The Vote" website, [SEMA.org/vote](https://sema.org/vote), provides sample materials that SEMA members can use in their own organizations, including get-out-the-vote email messages and social media posts to raise awareness of the importance of voting. Your state's voting registration policies, deadlines, and information on candidates and the issues important to the automotive aftermarket are also easily accessible.

Listed below are suggested activities to encourage voter participation in the 2026 midterm election. Coordinate your efforts with your organization's leadership.

- **Hold a voter registration drive at your business to kick off your 2026-focused activities.** You can coordinate events around:
 - Sept. 15, which is "Voter Registration Day"
 - Sept. 14-18, which is Employee Voter Registration Week (<https://employeesvote.com/>)
- **Publish an article in your employee newsletter** or blog from your CEO encouraging employees to register and vote in 2026.
- **Use recorded messages and emails from your CEO** encouraging employees to register to vote and vote on Election Day.
- **Take to your organization's social media channels**, like Facebook, Instagram LinkedIn and X (formerly known as Twitter), to encourage your employees and community to register and vote.
- **Share important voting information with your employees.** A few websites on which you can rely are the non-partisan, not-for-profit Vote.org (<https://www.vote.org/>) and the National Association of Secretaries of State *Can I Vote* page (<https://www.nass.org/can-i-vote>). Both offer state-specific information that will be relevant to your community. Consider posting voting registration deadlines on your intranet site.