

## Sample Email Messages from CEO

### Option 1

Dear Employees:

The 2026 midterm election will be critical to those who work in the automotive aftermarket; the individuals we elect will make many important decisions concerning the future of our industry and passion — and, ultimately, the future of this organization.

Please take the time to register to vote by [\(state's registration deadline\)](#) and to learn about the candidates and issues in this year's election.

If you need information on how to register or the location of the appropriate polling place, please visit [\(Insert appropriate link for employees to locate state-specific voting policies and guidelines or wecarewevote.aha.org\)](#).

You have an important role in choosing who gets elected. These decisions are yours and yours alone, but they can only be made if you cast your ballot on Nov. 3. On Election Day, be sure to show how much automotive aftermarket employees care for our industry, as well as communities across America. You have the power to make a difference!

### Option 2

TO: All Employees

FROM: (CEO name)

SUBJECT: This Midterm, Let's Drive The Vote

I see firsthand every day how our organization provides the backbone of the automotive enthusiast community, striving 365 days a year to deliver quality and innovation in support of our passion for cars, motorsports and driving. This year, on one of those days – Nov. 3, 2026 – you also have an important role in choosing the elected officials, including deciding control of Congress, who will make important decisions that affect our organization and industry.

With control of the U.S. House of Representatives and Senate again at stake, the automotive aftermarket industry must raise our voices and ensure those in office understand the new and ongoing issues impacting our industry and customers.

The right to vote is too important to take for granted. That's why [\(Organization\)](#) is participating in SEMA's "Drive The Vote" campaign. I am hoping we each do our part by registering and voting this year.

The last midterm election in 2022 had the second-highest national election rate recorded for a midterm in four decades. The 2026 election is expected to be very competitive, which means that every vote matters. The opportunity to vote is too important to pass up.

It's important that you familiarize yourself with our state's rules on voting and poll opening and closing times. A great resource for this information can be found by clicking on <https://www.nass.org/can-i-vote>.

Remember to register to vote by (state's deadline) so you don't miss the chance to exercise your right. A pair of vetted 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>). This will be a critical election year, and the individuals we elect will make many important decisions concerning the future of our industry.

You have the power to make a difference. It's because of your passion for our industry and your deep commitment to our community that I encourage you to register to vote and cast your ballot on Nov. 3, 2026.