

Texas Prosperity Project

Resources for an informed workforce and democracy



The Challenge

Nearly every voter in Texas is an employer, an employee or a retiree, and thus has a principal investment in Texas business and industry. Each of us has a vested interest in electing a State Legislature that will keep Texas competitive in the global marketplace. Pro-prosperity voters file through the gates of your plant or the lobby of your building every day. What will it take to mobilize those voters?

It begins with a conversation.

Just before the 2000 elections, employers were identified as the single most credible source of political information by a wide margin. Yet, only seven percent (7%) of the U.S. workforce received any communication from their employers regarding politics and government.

It's time for a change.

Contrary to popular belief, employers enjoy a credibility edge over labor among all respondents. But the real importance of the credibility ratings is revealed when examining the demographic splits of the survey.

Nearly every political pundit speaks of the importance of working women to modern campaigns. **Among this group, employers were identified as most credible by nearly a two-to-one margin over labor.**

Business also outranks the political parties by nearly a third. Among "soccer moms" business outranks labor by nearly a three-to-one margin.

The employer is the new safety net as the provider of family wages, family benefits, and family retirement security through investments—and voters recognize the employer's expertise on these subjects. Labor claims the moral high ground on these issues—and has said that employers are "going into work sites and asking workers to stand for things that aren't in their best interest." The voters disagree.

Seventy-eight percent (78%) of respondents either wished their employer would provide information on government and politics, or were open to receiving the information.

The Answer

The re-emergence of the power of grassroots was never clearer than in the elections of November 2000. Those that won the ground battle to educate and turn out voters won the elections.

The Prosperity Project is a formula for business to regain the upper hand in the battle to win over the hearts and minds of those who determine election outcomes at all levels—voters—using state-of-the-art technology and "good government" tactics.

Prosperity Project applications make this program an easy extension of local, state and federal political involvement. It is a value added service for supporters that is both cost effective and long lasting.

Let the Prosperity Project provide expert guidance, sophisticated Internet tools and winning strategies to help you follow the four steps to political success:

- Identify the issues that matter to your business
- Tell your employees how these issues impact their lives
- Show them where incumbents and candidates stand on these issues
- Make sure your employees vote

More than just a service, the Prosperity Project is a new way for business to use an old strategy to win elections, increase political clout and influence public policy—without breaking the bank.

The Goals

The Prosperity Project is built on the belief that when employees are informed and active in government and elections—our families, our communities and our state will benefit.

We believe a successful grassroots program has three elements: infrastructure, content and communication. The Prosperity Project provides all of these components to help you effectively educate, engage and empower your employees.

The Commitment

Within your own employee base exists the ability to favorably influence the outcome of the next election. You have the ability—and credibility—to make a difference. Help your employees make informed decisions.

In 2006, forty-one percent (41%) of Americans voted in the November elections. Within Prosperity Project-participating companies, ninety percent (90%) of their employees voted.



Prosperity Project Tools

Customized web pages that match the look, feel and operation of your existing web site with features including:

- Zip code, name and state lookup of legislators, state judges and elected leaders.
- Local issue action alerts
- Federal and state voting records
- Custom comment fields for each elected official where you can give specific information on action that impact your company.
- Voter registration instructions
- Texas absentee ballot applications
- Federal campaign funding information
- Tools for writing to elected officials, including pre-defined letters and talking points

Join the team today!

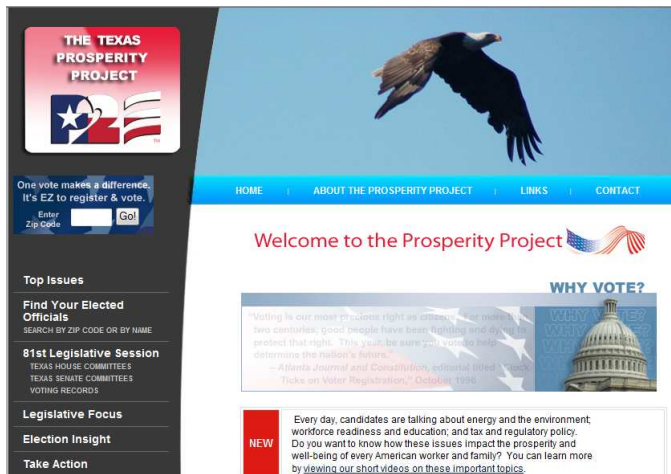
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Additional tools for communicating with employees about the importance of employee involvement in the political process including:

- Sample employee newsletter articles
- Payroll staffers
- Voter registration posters
- Get out to vote information and posters