

## North & South Carolina Prosperity Project

North and South Carolina State Chambers launch Prosperity Project (P2) efforts - encourage local Chambers to take advantage of this great advocacy and voter education tool.

While many political and ideological differences separate voters, just about every voter in North and South Carolina supports having a strong economy that provides good jobs. Many of these 'pro-prosperity' voters file through the gates of local companies or the lobby of office buildings in your community every day - but what's being done to educate, inform, and motivate these voters?

Contrary to popular belief, employers enjoy a credibility edge over most other sources sought out by voters who want to be informed about important 'pro-prosperity' issues. In a recent national poll, *employers* are identified as the single most credible source of information on key prosperity issues. Seventy-eight percent of respondents either wished their company would provide information on government and politics, or were open to receiving the information.

However, only a very small percentage of the U.S. workforce receive any communication from their employer regarding voting and key issues impacting the bottom line of their company - as the provider of jobs that produce wages and benefits, employers are recognized by 'pro-prosperity' voters as experts on issues that matter most to them.

The North Carolina Prosperity Project (NCP2) and the South Carolina Prosperity Project (SCP2) are non-partisan, voluntary programs provided through the respective state Chambers of Commerce that allow employers to provide employees with issue and candidate information using state-of-the-art technology designed to integrate seamlessly with existing employee communication applications.

Both state Chambers are encouraging the local Chambers in their state to utilize the P2 site, as well as help spread the word among local Chamber member companies about this wonderful advocacy tool.

A few of the features available through the NCP2 and SCP2 websites are:

- Ability to issue action alerts to give employees the opportunity to contact local, state, and federal officials on legislation or regulatory matters that impacts the business.
- Access to legislative voting records, stated positions on issues, and information on pending legislation.

- Voter registration information and instructions.
- Absentee ballot applications, and schedules and locations for early voting.
- Additional tools for communicating with employees including sample employee newsletter articles, payroll stuffers, voter registration and get-out-to-vote information and posters.

[Visit the North Carolina Prosperity Project](#) (staff contact: Joe Stewart at [jstewart@ncchamber.net](mailto:jstewart@ncchamber.net) or 919.836.1413). [Click to visit SC Project](#) (staff contact: Julie Scott at [julie.scott@scchamber.net](mailto:julie.scott@scchamber.net) or 803.255.2628).

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