



Table of Contents for the Membership Leadership Development Handbook

Chapter 1—Introduction

MLD Program Background and Overview _____	1
Support Structure- National, State, and Local Partnership _____	5

Chapter 2—Engaging Your League Board

Engaging Your Local League Board _____	6
Defining Success for Your Local League Board _____	13
Little Things to Engage Your League Board _____	15

Chapter 3—Outreach Best Practices

Outreach Overview _____	17
Direct Outreach _____	23
Allied Outreach _____	25
Media Outreach _____	29
Tips on Working with the Media _____	33
Tips for Local League Websites _____	41

Chapter 4—How to be Visible All Year

Overview of Being Visible All Year _____	47
Opportunities during Election Season _____	51
The LWV Making Democracy Work Award _____	59
“Hot Topics” Lunch _____	63
Activities around Historic Milestones for Women _____	65
Sunshine Week _____	69
Movie Watching and Book Club Materials _____	73

Chapter 5—Storytelling and the LWV Storybank

Storytelling & the LWV Storybank _____	77
Celebrating League: Sample Stories from the Storybank _____	83

Chapter 6--- The Welcoming League

Becoming a More Welcoming League _____	85
--	----

Chapter 7—Engaging Members to Lead

Engaging Members to Lead the League _____	91
Qualities of a Leader _____	97

Chapter 8—Structures for Success

League Leadership Models and Job Descriptions _____	103
Leadership Training and Transitions _____	109



Chapter 9—Leading Together

Team Building	113
Managing Conflict	117
How to Run a Board Meeting	121

Chapter 10—Tools You Can Use

1. Event/Activity Planning Checklist
2. Local Board Activity: Asset Survey
3. Sign-In Sheet
4. Evaluate an Opportunity for Allied Outreach
5. Interview Planning Worksheet
6. Three Steps of Messaging Worksheet
7. Sample “Join Us” Webpage Template
8. The LWV Making Democracy Work Award – Work plan
9. The LWV Making Democracy Work Award - Talking Points
10. Practice Your Own Story Worksheet
11. Story Solicitation Letter Template
12. Member Interest Survey Samples
13. Being a Leader Activity
14. Leadership Qualities and Skills Self-Assessment
15. Recognizing Leadership Traits Activity
16. Team Building Exercises
17. Library of Icebreakers
18. Leadership Compass Exercise
19. True Colors Exercise
20. Conflict Resolution Activity
21. Focusing Grid