

**Guidance on Opportunities:
Action Opportunities for New Volunteers
November 2017**

Since the 2016 election, many individuals have been inspired by the League's history of effective citizen advocacy, and Leagues across the country have seen an increase in volunteers, donors and members. This momentum has not slowed down. Many of these people want to get involved as quickly as possible and want to know *what they can do* to help defend our democracy. Below are some tips and reminders for Leagues to help engage and retain new members in this time of increased interest.

Engage Voters

Important local and state elections are taking place this November and key 2018 elections are fast approaching and now is the time to starting thinking about how your League can reach as many voters as possible – and how you can engage those newly interested in the League's work in those efforts. Here are some ideas to get your League started:

1. **ASK.** Ask your social media networks, community partners, and your own members to take advantage of this unique opportunity and talk about the League as a place for people who want to make a difference. For example, a social media post could say something like (see more below):

If you're looking for ways to get involved in your community and help defend our democracy, join the [NAME] League of Women Voters! For nearly 100 years we have been fighting for voting rights and that work continues today. We are looking for neighbors and friends to join our work. Come to a League meeting [DATE / TIME / LOCATION].

2. **Respond quickly to new potential volunteer interest.** Welcome and thank individuals for their interest in your League. Find out what areas interest them and what skills they can leverage. Speak to them one-on-one either through a phone call or a coffee meeting. Engaging new volunteers within the first 30 days is crucial to retaining them. Your League may need help putting on a candidates' debate and have several tasks that a volunteer can easily do.
3. **Organize volunteer opportunities for your League.** Make sure new members are aware of these opportunities, feel welcome and are encouraged to attend. Some examples are:
 - a. Springtime high school voter registration
 - b. New citizen or other ongoing voter registration/engagement work
 - c. Local or state advocacy campaigns on key League issues, activities such as:
 - i. Attending a state/local lobby day
 - ii. Sending letters/action alerts to officials as soon as new legislation is introduced
 - iii. Writing letters to the editor
 - d. Preparing for local election activities
 - e. Election follow up, such as participating in "next steps" meetings with partner groups
4. **Be ready to suggest specific, concrete volunteer opportunities for new people to get involved soon.** The best activities are:
 - a. Community facing (i.e., voter registration drives or advocacy action, NOT internal things like program planning)
 - b. Focused on the League's core democracy/voting rights issues
 - c. Tangible & bite-sized (ask for one afternoon or one hour of help)

5. **Membership not required!** Whether someone is interested in writing a check, volunteering for an hour, connecting you to a potential new partner, or making calls to representatives, there are endless ways for non-members to contribute to our work in meaningful ways. When someone new shows interest in your League, ask how *they're interested* in helping, and [go from there](#).

For those individuals with whom you cannot connect with individually but are eager to get involved, below are 10 ways to get them started. Feel free to post this list on your website or in your newsletter – or to parcel it out via social media.

1. [Become an e-Activist](#):
Receive updates from the League and hold your elected officials accountable by taking action on the League's key voting rights and other priorities.
2. [Volunteer Your Time](#):
We are working to make a difference in our community. Sign up to volunteer [[link to LL page](#)]!
3. [Donate to the League](#):
Your support makes it possible for LWV to take a stand. Donate today [[link to LL page](#)]!
4. Spread the Word:
Stay engaged every day, and leverage your social media followers to get involved too! Follow the League on [Twitter](#) and [Facebook](#) to find out how to make an impact. [[insert LL social media accounts here](#)]
5. Attend a Community Meeting:
Learn about local issues and hear from elected officials. You can connect and organize with people already active in your community. Check your local League's calendar [[link to LL page](#)].
6. [Register to Vote, and help others Register](#):
Make sure your family and neighbors are up to date on their registration. The League works year-round at schools and community events to prepare eligible voters. Check out [Vote411.org](#) for more information.
7. [Contact your Representatives](#):
Elected officials work for the people and need to hear from concerned citizens like you.
8. [Run for Office](#):
You can directly contribute to the direction of local politics in your own back yard. From school board to the state house, there are many opportunities to run for office and make a difference.
9. [Write a Letter to the Editor](#):
Newspapers print concerns from readers and love to hear about local concerns. Tailor the issue for your community and support local newspapers when possible.
10. Get out the Vote:
Remind family and friends to vote on Election Day. Use [Vote411.org](#) to find your polling place, learn about candidates and confirm polling place hours.