

9. The LWV “Making Democracy Work” Award: Talking Points

This section contains recommendations for sample talking points to be used in press outreach efforts surrounding The Making Democracy Work Award. As with all talking points, these should not be read as a script, but instead be used as a guide when speaking publicly and with the press about the award.

When drafting these talking points, we had the following three goals in mind –

- ❖ **Position the League.** The talking points below aim to establish and position the League as a leader in the community, as well as a leader in the field of democracy.
- ❖ **Establish the connection.** The second goal of these talking points is to establish the connection between the Making Democracy Work Award recipient’s accomplishments and League’s ongoing work.
- ❖ **Ask.** As always, a critical component to include in all communications is the piece which asks others to join the League and provides them with information about where to learn more.

We encourage Leagues to keep these same three goals in mind - and utilize talking points to support them - in all communications surrounding this effort.

That said, we also encourage League spokespeople to review these talking points and to make adjustments, put them into their own words so that they are comfortable using them.

Talking Points

Positioning the League

- The League of Women Voters is an organization dedicated to improving our systems of government; it is *the* organization where leaders volunteer to make democracy work.
- The League of Women Voters of [INSERT CITY] is where smart, active leaders volunteer to make democracy work and create positive change in the community.
- All of the nominees for the Making Democracy Work Award are smart leaders who are creating change in our community. As one of the most trusted organizations in [INSERT CITY], the League of Women Voters is proud to be part of a community with such dynamic citizens and is honored to present this award.

Establish the connection

- [NAME’s] dedication, commitment and shared passion to improving our community represents all that the League stands for and supports in [INSERT CITY], and we’re



thrilled to be able to publicly recognize [NAME's] efforts here today.

- [INSERT CITY] needs everyone to participate in order to be a strong, safe, and vibrant place to live. This is why the League of Women Voters of [INSERT CITY] has selected [NAME] as this year's Making Democracy Work Award winner out of many nominees from the community.
- The League of Women Voters celebrates community leaders like [NAME], who are safeguarding democracy in our community. Without active leaders, [INSERT CITY] would not be the strong, vibrant, and fair place it is today.
- League members are passionate about making democracy work in [INSERT CITY] – the LWV Making Democracy Work Award is a chance to honor and celebrate a member of our community that expresses the same passion for democracy.
- The League of Women Voters is dedicated to safeguarding democracy and creating positive change; The Making Democracy Work Award is an ideal occasion to celebrate an individual who exemplifies this in our community.

Ask

- We invite all those who want to affect change in our community to join the League of Women Voters. Contact [NAME] or visit [YOUR LEAGUE WEB SITE], for more information.
- We invite all those who want to join our efforts in making democracy work to learn more about the League of [INSERT CITY] and how we can affect change together. Contact [NAME] or visit [YOUR LEAGUE WEB SITE], for more information.
- Any member of the community can join our League and do the hands-on work to create lasting change in the community. Making democracy work is what the League of Women Voters is all about. We welcome more members of our community to join us and make an impact.
- Join the League, where community leaders are actively engaged in effecting change on the local, state and national level. Together, we can all make democracy work!