

Defining Success for Your Local League Board

As we work with state and local Leagues on this membership/leadership program, LWVUS consistently reminds League leaders that there is **NO FAILURE** in this endeavor. All Leagues and the communities they support are unique. The best practices need to be tailored to fit each situation and some of them will take longer than others to “stick.” As such, there is no universal definition for success.

However, with that said, we do need some ways to assess the progress of the program. The most quantifiable and universal measurement that we can use is membership growth. However, success is more than just numbers!

“Harder to Measure” Indicators of Success include:

- Strong relationships with allied organizations
- Consistent messaging about the value of membership and asking members to join
- Strong relationships with local media
- Greater visibility in the community
- Engagement of numerous League leaders (including some new ones) in all League activities
- Stronger retention rates among current members
- Strong relationships with state coaches and state League
- Greater partnership among all levels of League
- League members’ stories highlighted consistently
- Renewed attitude about and enthusiasm for future of LWV



Success is not solely defined by the outcomes like membership growth. It is also defined by the inputs (i.e., what local Leagues do). Our experience to date has been that over time, *successful inputs will result in successful outcomes.*

If you consistently use the best practices, you will grow and strengthen the League!

State coaches will be working with local League coordinators *each month* to provide assistance in working through challenges, celebrating successes, considering how to build upon the League’s progress, and helping ensure that your League will achieve its goals. State coaches keep track of the types of inputs, such as press relationships developed, allied organizations contacted, asks made at local events, and if other aspects of the best practices are being followed and adapted as needed. State coaches complete an online survey every month to keep the national coaching team apprised of what is happening in each local League and to provide a foundation of information for the national coaching team to support the state coaches in the most effective ways possible.



IMPORTANT REMINDER:



Twice per year, LWVUS generates reports of participating local Leagues current membership counts. **To ensure accurate membership counts, the member database must be updated regularly by the local League.** Local Leagues are responsible for updating their own records. The LWVUS On-Line Database Users Guide is available on the Yahoo! Group and at www.lwv.org. If your League needs assistance or training on the use of the database, email

LWVUS at membership@lwv.org. A one-on-one telephone training session can be scheduled.