

**LWV** *National Council*



The National Conference Center  
Leesburg, Virginia  
June 18-21, 2015

# Leveraging Effective Voter Engagement

# Today's Agenda

- Voter empowerment campaigns that work
- Leveraging effective programs
  - Building long term impact
  - Engaging new audiences
- Hear from your colleagues

# We Succeed When...

- We focus.
- We build positive, visible and effective programs.
- We engage with groups beyond ourselves.
- We work together at all levels.

# Today's Guest Stars

- Elaine Wiant, LWVTX
- Sheila Swearingen, LWVOK
- Elizabeth Poythress, LWVGA

What challenge were you addressing?

# Texas – Fight for Online Voter Registration

- Common-sense national trend (26+ states )
- Bipartisan support in TX House & Senate
- Support from county clerks & many groups
- Up to 5X fewer registration errors, would save \$



# Oklahoma – Effectively Engage Thousands More Voters

- Leverage VOTE411's reach
- Advocate for reform through support of election modernization legislation
- Success with online voter registration, signed into law 2015
- Incorporate Local Leagues & raise funds



# Georgia – Empower Thousands of Voters in the Face of Threats

- Leverage simultaneous efforts:
  - New American Project (Voter Registration)
  - Election Board Observer Corps
  - #PostThePeach Mobilization Effort
  - HANDSOFF! Early Voting



How did you reach people  
beyond the League?

# Texas- Outreach Tactics

- Action alerts to members
- Issue based Facebook group
- Press (opinion pieces and interviews)
- Legislative briefings at the Capital & coalition building



# Oklahoma- Outreach Tactics

- Facebook marketing
- Statewide press releases sent to Spanish language media; Tulsa guide translated into Spanish
- Sent press releases to 50 newspapers across the state
- Three news stories, television coverage in Tulsa, gained newsletter subscribers
- Raised \$450 through VOTE411-specific donation campaign
- Since 2012, at least **50,000** Oklahomans have turned to VOTE411 for voting help!

# Georgia- Outreach Tactics

- My Vote Counts Campaign
  - New section on our website & Citizen Handbook
  - Inclusions in our online Voter Guide
  - Collaboration with our media partners and other earned media
- Since fall of 2013 to the 2014 registration deadline LWVGA registered 8,323 New Americans
- #PostThePeach social and traditional media campaign with coalition of county election officials promoting early voting.
- HANDSOFF! Early Voting statewide coalition work with social media, electronic billboards, patch-through calls, personal testimony

# Hands OFF Early Voting

*There is a bill in the General Assembly that would cut back early voting from 21 days to 12 days.*

Call the Legislature tell them  
hands off early voting

**1-877-721-4575**

\* you will hear a recorded message and be connected with your representative

# My Vote Counts!



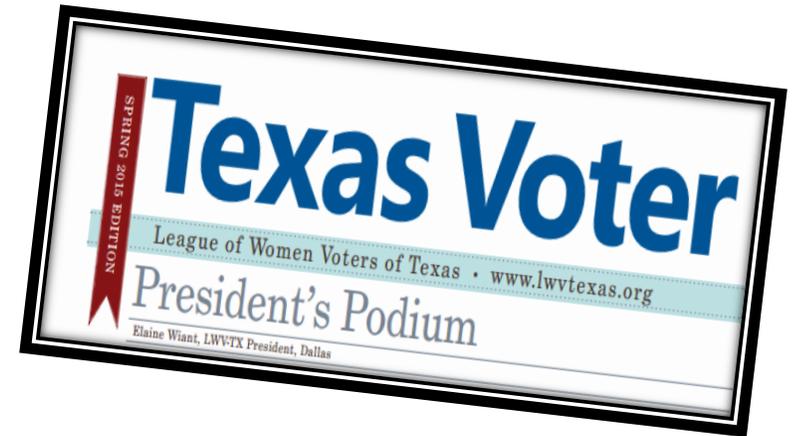
# And So Does My Voice



What Happens Next?

# Texas

- Online registration still has bipartisan, widespread support
- Engage local Leagues to continue to work with county government and election officials
- League's education efforts continue
- Continue the fight for 2016
  - Increased League profile & partnerships with:
    - Election officials
    - Bill sponsors
    - Legislators
    - County governments



# Oklahoma

- Grow the VOTE411 Voter Guide program to have all Local Leagues creating a guide in 2016!
- New programs to reach more voters and engage more candidates in coming years.



# Georgia

- Continue to protect early voting and fight against any last minute barriers to the voting booth
- Continue to track voter registrations and engage new voters in our Get Out The Vote efforts
- Continue to demystify the voting process for New Americans (Primaries, Voter ID, Poll location, etc.)
- Continue to monitor and impact decisions made by local election boards (number and locations of precinct, early voting sites, etc.)

What excites you most about your campaign?

What key challenges did you face?

# Pulling it All Together

# This tells us:

- Concentration yields RESULTS
- Local Leagues = key asset, need leadership
- Good work requires resources
- We must reach beyond ourselves



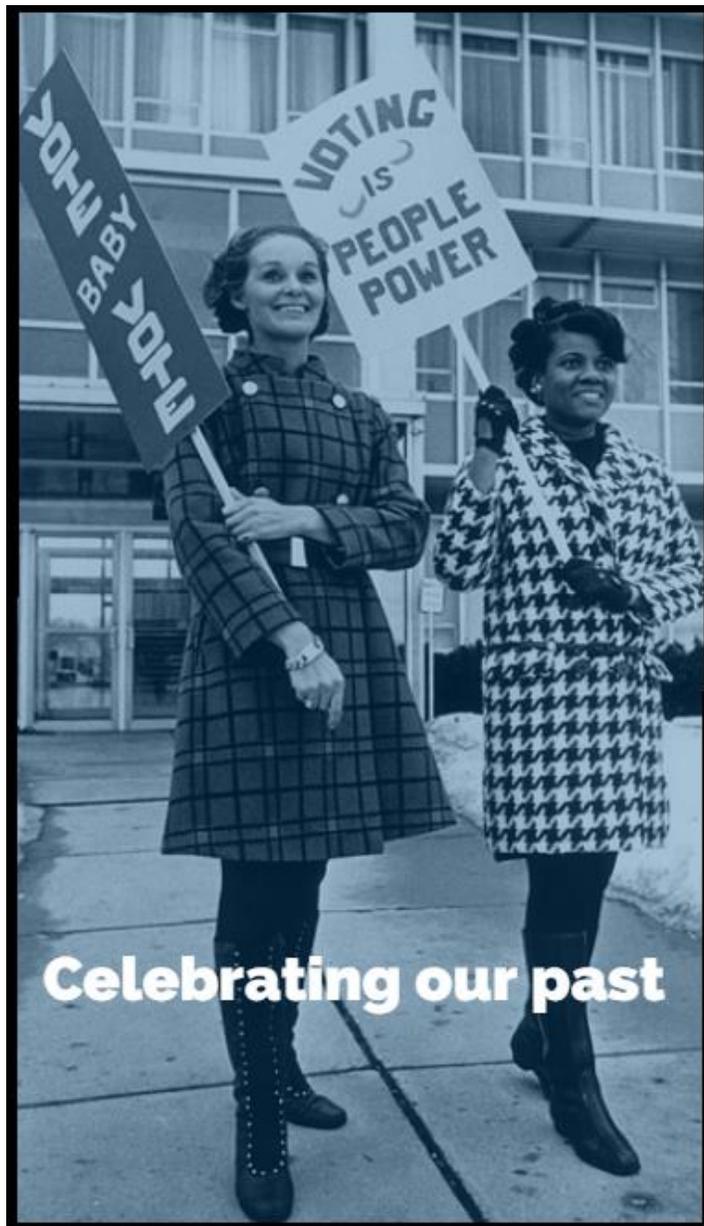
# Building a Winning Campaign

- Choose a priority election program
- Focus on underrepresented groups
- **Develop a work plan this weekend!**
- Leverage & include your Local Leagues
- Build in funding, visibility, new audience goals
- Utilize LWVUS resources for help
- Evaluate

# LWVUS Resources

- LWVUS Website –Trainings & Templates
- [www.VOTE411.org](http://www.VOTE411.org)
- League Update (grants, trainings, webinars, news)
- Board liaisons, Shur Fellows, National staff
- Election related toolkits and policy papers (PAVP project)

# Discussion



**Celebrating our past**

# Embracing the future

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