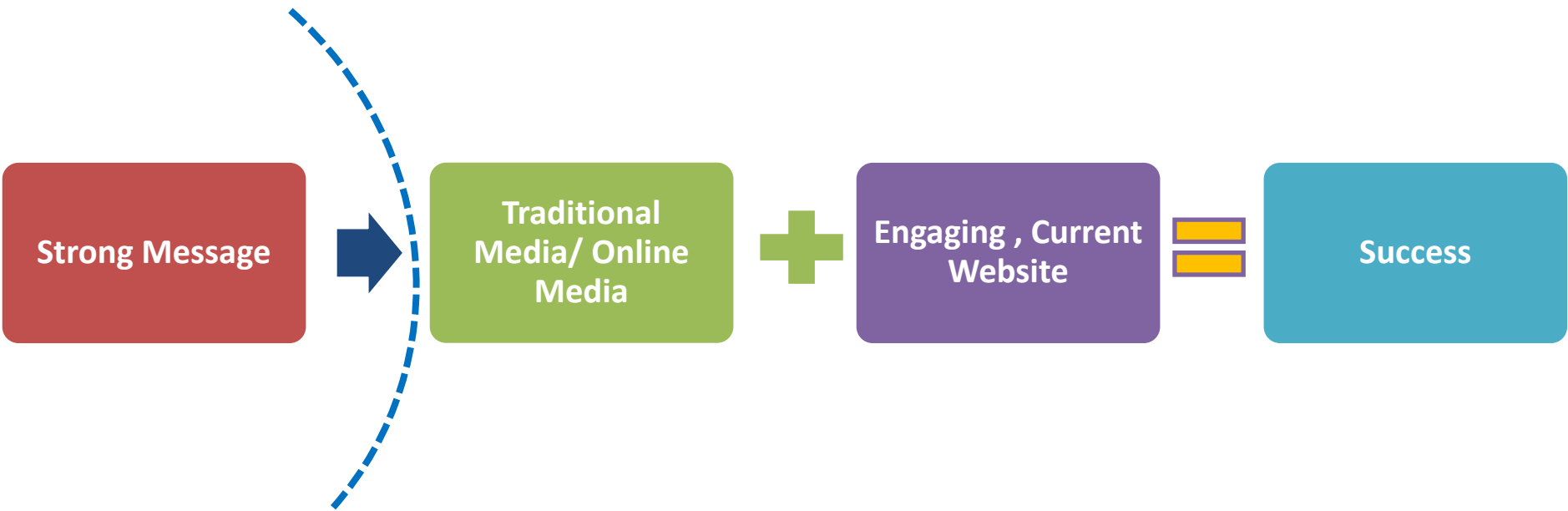




# Getting Noticed & Asking Them Out

VISIBILITY FOR YOUR LEAGUE

# How Will They Find You?



Multichannel Messaging Is Key to Success



Strong reputation  
or “brand”



# Key Elements

- ✓ Message
- ✓ Opportunity
- ✓ Vehicle
- ✓ Ask



# Effective Message Best Practices

## **Do's:**

- Timely
- Personal
- Compelling
- Focus on voters & solutions
- Pivot
- Answer “why”

## **Don't's:**

- Wonky
- Negative or scary
- Internal League processes
- Jargon
- Start in the middle

# Strong Messages

- Aim for strong soundbites
- Easy to Understand
- Engage/Educate the general public
- Promote League Activities/Services  
(e.g. voter information, like debates & voter guides)
- Focus locally
- Focus on the end-goal & potential impact



Cut through the clutter!

humans love  
repetition





# Celebrating the Past, Embracing the Future



M0612\_BOX2



***PAST:***

**Making Democracy Work® requires determination. In 1920, the activists who fought to secure the right to vote for women founded the League of Women Voters to help new voters engage with their government. For 95 years the League has worked to empower voters to improve their communities, states and nation. The League proudly celebrates 95 years of strengthening our democracy.**

# Words matter...

- |  |     |  |
|--|-----|--|
| • <b>Women's voting rights</b>                                     | Not | Woman suffrage                               |
| • <b>League neither supports nor opposes candidates or parties</b> | Not | League is non-partisan                       |
| • <b>Engages in public policy issues</b>                           | Not | Engages in the political process             |
| • <b>Local, state &amp; federal government</b>                     | Not | 3 levels of government                       |
| • <b>LWV provides information</b>                                  | Not | LWV informs people                           |
| • <b>"Join" – as in participate with</b>                           | Not | "Join" means become a local member           |
| • <b>National network of League supporters</b>                     | Not | Volunteer members, donors & online activists |

***PRESENT:***

**Today, the League of Women Voters maintains its commitment to Making Democracy Work<sup>®</sup>. As a powerful national network that includes 800 state and local chapters across 50 states, the League of Women Voters empowers people *every day* to tackle the most important issues facing our communities and to improve local, state and federal government.**

## ***FUTURE:***

**The League of Women Voters is fighting to keep the power of our democracy in the hands of the people. Through our unwavering commitment to Making Democracy Work<sup>®</sup>, the League is building on our legacy, empowering people across the country to make their voices heard in the political process, protecting our planet for future generations, keeping secret money out of our elections and ensuring that our elections are free, fair and accessible for all voters. Want to help make this happen? Join us in the fight.**

# Stay Strong

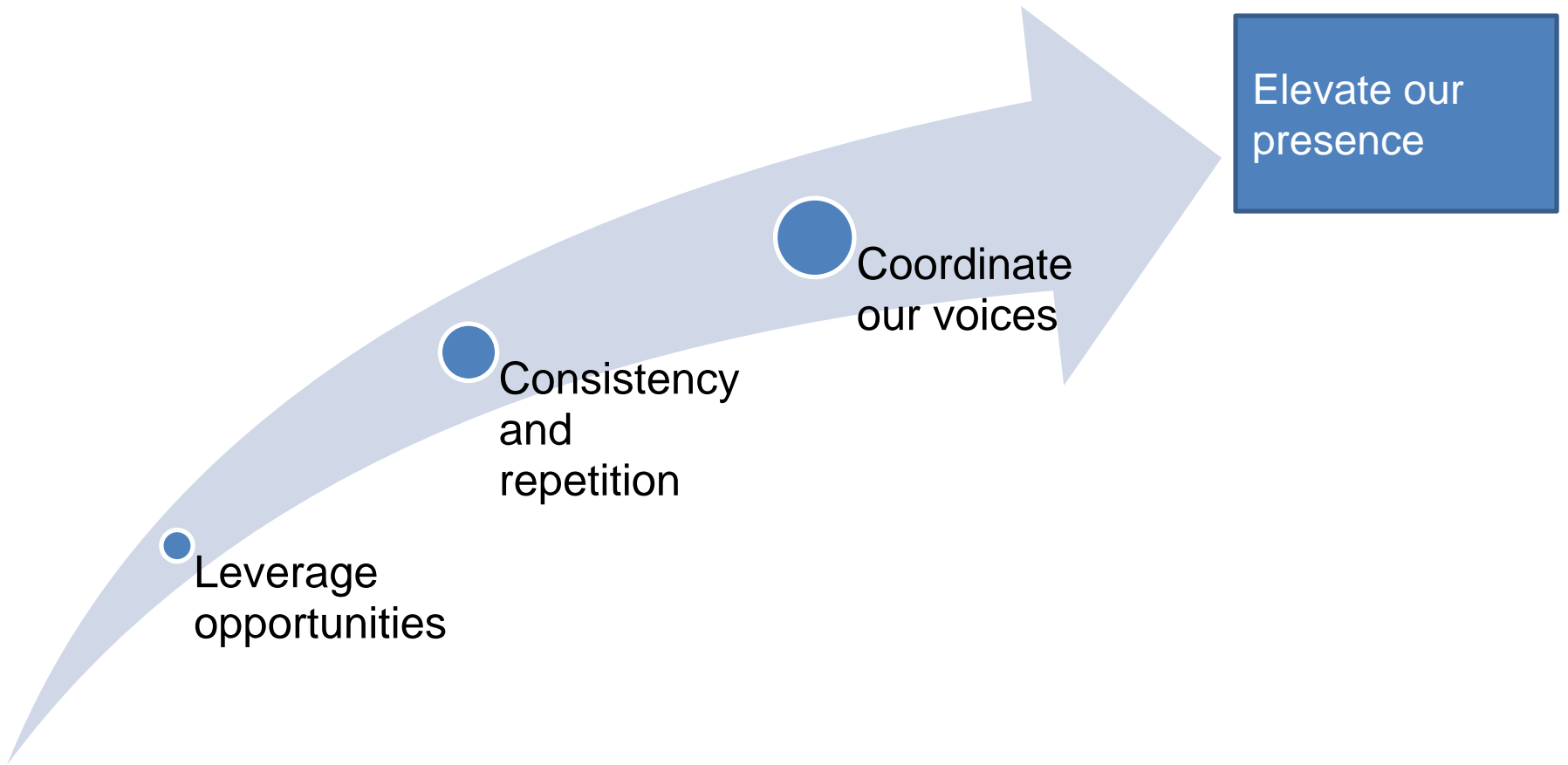
## SAMPLE TALKING POINTS:

- Time to celebrate! August marks the 95<sup>th</sup> anniversary of women gaining the right to vote. This year, Women's Equality Day is particular high point in our year long celebration of the League's 95 years of Making Democracy Work®. Come celebrate with us!

# Opportunities

- Women's Equality Day
- National Voter Registration Day
- Voter Registration events
- Election Day
- Candidate Debates
- Sunshine Week 2016
- Earth Day
- Member & volunteer engagement events

# Active Visible League - Stronger Impact



Leverage opportunities

Consistency and repetition

Coordinate our voices

Elevate our presence



# Getting the Messages Out

*Share your messages and build support*

- ❖ Traditional Media – print, TV, radio
- ❖ Online Communications – website, social media, blog
- ❖ Online Organizing – call to action

# Effective Media & Press Outreach

- ❖ Build and maintain relationships in advance of breaking news
- ❖ Pitch stories
- ❖ Circulate statements/releases
- ❖ Submit op/eds, letters to editors, etc.
- ❖ Host events/press conference\*

*\*When there is breaking news*

# Using Online & Social Media

- ❖ Make compelling points early in your post.
- ❖ Keep posts short.
- ❖ Write for a broad, external audience.
- ❖ Always include an image AND a link.
- ❖ Be responsive.
- ❖ Share and engage with partners.
- ❖ Drive traffic to your website.

## Quick Hints

Use plain language

Use active voice

Use action verbs

Build your case



League of Women Voters of the U.S.

May 7 at 1:41pm · 🌐

"For 95 years, the League has worked to empower voters to tackle issues important to them and to improve our local, state and federal government. I am raising my daughters to continue the fight to keep the power of our democracy in the hands of the people." #LWVat95 #MothersDay



## Lessons Learned from Mom

"You can vote at 5 today, Mom," said my 11-year old over her morning cereal earlier this week. I put down my coffee and gave her a smile that was filled with a mix of astonishment and pride.

LWV.ORG

# Expanding Your Reach

- ❖ Don't forget to invite the public to take action!
  - ❖ Make it easy – provide talking points, contact information, etc.
  - ❖ Explain the issue – don't use bill numbers
  - ❖ Use a hook – why is action needed NOW?
- ❖ Example Facebook post: Did you know that in DC you can't register to vote online? It's time to modernize! Call your council members today and ask them to support the bill to create online voter registration. Use the link to find your council members contact info & some key reasons why we need online voter registration.

# Expanding Your Reach

VOTE EARLY AND...  
**#POSTTHEPEACH**



VOTE → POST → TAG A FRIEND

**VOTE EARLY, GEORGIA!**

*"I challenge...  
YOU!"*



**#POSTTHEPEACH**

# Talking Points

- Don't forget talking points for meetings, public events and upcoming candidate forums! Remember best practices for effective talking points:
  - Keep it brief.
  - What does your audience value? What is important to them? Write these down and prioritize them.
  - Avoid jargon.
  - Show Your Passion!
  - Get to the Action Point. Remember to ask them to join or get involved.

# Evaluate Efficacy

- What is working?
- Where are there gaps?
- What can we reinforce?

Tracking and Tweaking



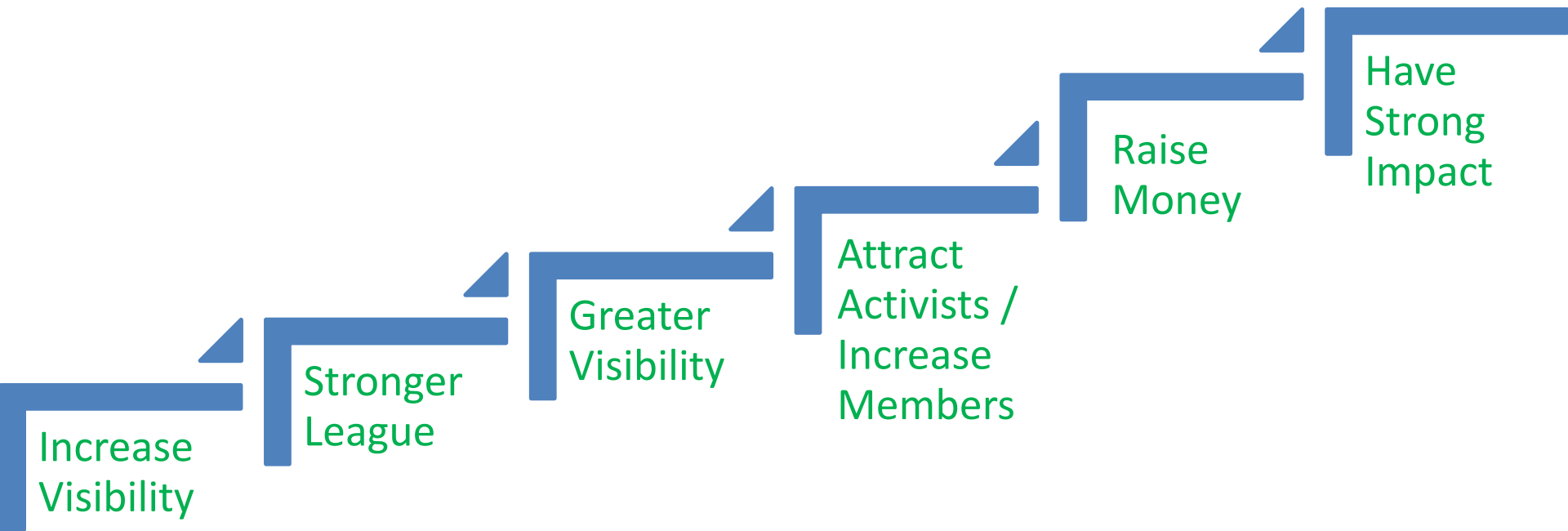


# Event Planning Worksheet



- What is your visibility goal?
- What will you do around this event – before, during and after?
- What messages could you use?
- What action or ask will you include?

# Attract- Promote Your Ideas- Engage



# Resources

- ❖ League Management Website ([forum.lwv.org](http://forum.lwv.org)) – Manage Your League
  - ❖ Visibility
  - ❖ Online Communications
    - > Templates for state/local media
    - > Draft social media content
    - > Guidelines and resources for online communications
- ❖ League of Women Voters New Media Facebook Group