

August 2014 Guidance on Opportunities: Voter Service as a Membership Opportunity

APPRECIATIVE ICEBREAKER

Think about this quote from LWV founder Carrie Chapman Catt:

Everybody counts in applying democracy.

- ✓ How does that speak to your League's voter service work?
- ✓ What are your League's voter service goals for this fall?
- ✓ What are the opportunities and challenges associated with these goals?
- ✓ What are the options to achieve the goals?
- ✓ What can each member of your team commit to this effort?
- ✓ How do these goals relate to building your League's capacity?

How can we leverage our voter services work to power the League?

In today's political climate, it is becoming increasingly hard to find nonpartisan, factual information, and voters are craving *authentic* solutions. The League is needed more than ever! We have the ability to leverage our League voice and promote focused, quality work. As we capitalize on this critical year in a unified way, the voters win and so does the League. Imagine a well informed electorate and a vibrant, growing League!

When we provide the public with the information they're looking for, not only does our work speak for itself, but we also create opportunities to talk with people about getting involved with the League. As you look at your 2014 voter service activities, ask yourselves how can my League best:

- Emphasize the role of the League in educating and informing voters?
- Emphasize the League's commitment to providing nonpartisan, fact-based information about candidates and issues to help voters make their own decisions?
- Always include a "Join Us" message in your voter education/registration efforts?
- Think about the allied organizations with whom to partner and the media outlets to promote and advertise events and good work?
- Engage members in volunteering at your events and starting to hone their leadership skills?

Connecting with the Community:

- **Get the most bang for your buck.** Reach out to underrepresented populations, such as young people, minorities, low-income individuals, and new citizens as they are most likely to need help registration, getting informed about candidates, and navigating Election Day—especially in places where new barriers have been erected that will make it harder for them to participate. You'll be helping those most in need while registering more voters and providing needed information and assistance to those who can't find it elsewhere. Think about *who* in your community might be the most passionate about joining a group who cares about their engagement in these important elections and invite them to participate in League events!
- **Engage young people to volunteer** and be a part of the democratic process. We can

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engage people to volunteer without asking them for a check and without needing them to become a member right away. Want to do more great work but are strapped for volunteers? See if college students or young professionals are interested in helping. These individuals thrive on easy, one-time, volunteer opportunities and we CAN provide them! In the long run, we'll become more visible, we'll be able to do more of our great work, and we'll have a slew of potential future members on our hands.

Resources Available to You:

- Event/Activity Planning Checklist
- Elections Checklist (in Chapter 4 of the Handbook)
- The 2012 [Voter Registration Best Practices Webinar](#)
- www.Vote411.org
- [The YPTF Toolkit](#)
- LWVUS Elections Team:
 - Jeanette Senecal – Senior Director, VOTE411 and oversight of all programs (jsenecal@lww.org)
 - Maggie Duncan – Program Manager, voter registration & education, redistricting, and youth engagement (mduncan@lww.org)
 - Tim O'Brien – Project Manager, Public Advocacy for Voter Protection project (tobrien@lww.org)
 - Megan Brown – Elections Coordinator, VOTE411 and other programs, general support for members and the public (mbrown@lww.org)