

**Guidance on Opportunities:  
360 Degree Look at Calendaring for 365 Days**

September & October 2015

**APPRECIATIVE ICEBREAKER**



*Try this visual explorer exercise: Look at this image and discuss the following questions:*

- What does this photo evoke in you?
- How might it relate to leadership style or approach?
- How might it speak to your personal style?
- What League connections do you see?

**Planning for the League Year**

For many Leagues, the fall is the time of year in which they begin to make their plans for the League year. As such, it is a great opportunity for boards to think about –

- a. What they want to accomplish (i.e., set goals)
- b. What will be needed to accomplish their goals
- c. Who else will be needed to accomplish their goals

Annual calendars are a useful tool in helping to facilitate these discussions. They have the added benefits of being instrumental planning tool and providing a record for your successor to follow. Calendars allow Leagues to set priorities and goals for the year while consciously remembering to plan these events with **visibility, engagement, action, and leadership development opportunities built in.**

**Things to remember:**

- Public calendars and administrative calendars are not and should not be the same thing, but both are equally important. Public calendars are a way to get members and supporters invested in what the League is doing in your community (they also help keep us on track with a little peer pressure!). These should be posted in a number of places: your League newsletter, the website, and community calendars.

Administrative calendars, on the other hand, are primarily for League Leaders. These can be much more detailed and hold the internal deadlines, such as when the budget review needs to start.

- Consider including events from neighboring Leagues, the state League and LWVUS. By reinforcing the fact that League exists at all levels, we can strengthen our impact.
- Mission, mission, mission! Everything we do, from trying to develop leaders to registering voters needs to come back to our mission. Keep the mission in the front of your mind as you plan the year.



**Questions to use for planning and focus:**

Strengths & Assets:

*What do we do already that is successful? How can we channel that success?  
Is there someone we haven't thought of that could be amazing at this project?  
Where do we not normally look for support that we could turn to?*



Goals:

*What do we want to accomplish this year? What simple change could we make to our existing events that would allow us to incorporate our goals? Do we know of other instances/events where we could achieve our goals?*

Interest:

*How can we frame/share/market our events so that they appeal to our wider community? What lessons can we learn from previously successful events about what make them interesting?*

Impact:

*How will these events and goals impact our community? What is the impact we are trying to have? How will we know when we succeeded?*

**Resources:**

Check out the League Management Site for slides on the nitty gritty of 365 Calendaring!

<http://forum.lwv.org/member-resources/article/calendaring-360-view-365-days>

Once your calendar is ready, include with your membership brochure by using this template:

<http://forum.lwv.org/member-resources/article/lwv-membership-brochure-0>

For more on goal setting, check out this previous guidance:

[http://forum.lwv.org/sites/default/files/grow\\_me\\_guidance\\_for\\_coaches.pdf](http://forum.lwv.org/sites/default/files/grow_me_guidance_for_coaches.pdf)

And this webinar: <http://forum.lwv.org/document/recording-and-slides-grow-me-coaching-method-webinar>

Once the calendar is created, use the Event Planning Checklist to make sure that the 360 degree approach (i.e., capacity building) is part of the plan: [http://forum.lwv.org/sites/default/files/29-event-activity-planning-checklist\\_0.pdf](http://forum.lwv.org/sites/default/files/29-event-activity-planning-checklist_0.pdf)