



# LWV Membership & Leadership Development (MLD) Program

# Today's Agenda

- Housekeeping items
- Feedback from the last session
- Introduction to leadership development best practices
- Getting started
- Event Planning Checklist
- Q & A

# Housekeeping items

- Lines will be muted.
- Please “raise hand” with question or when you want to speak.
- Identify yourself (name and local League).
- Use the “chat” function for questions and feedback.

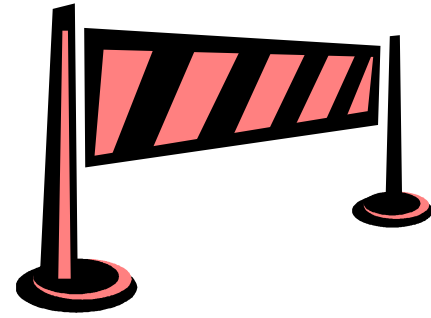


# Your Feedback

What are your thoughts about the Outreach techniques introduced last week?



Welcome to the League!  
Want to be the President?



No one can  
live up to the  
current  
President.

Our board doesn't see  
the need to include others.

We have 50 members,  
but no one wants to be President. . .

Have you ever heard?

**I've had such opportunities to learn  
about leading through the League**

**I will support you as you  
take on leadership roles**

**I serve on this  
commission because I  
was involved in my  
League**

**The League has  
connected me with  
others in my  
community.**



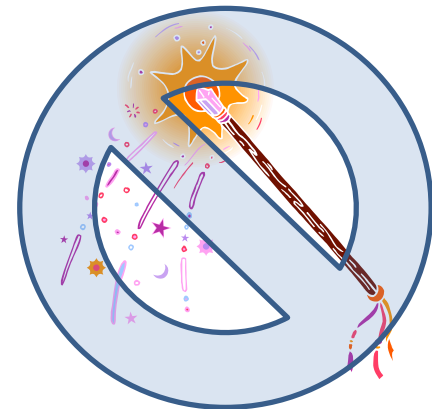
**What if you hear this instead?**

# *Opening the Door to League Leadership Development*

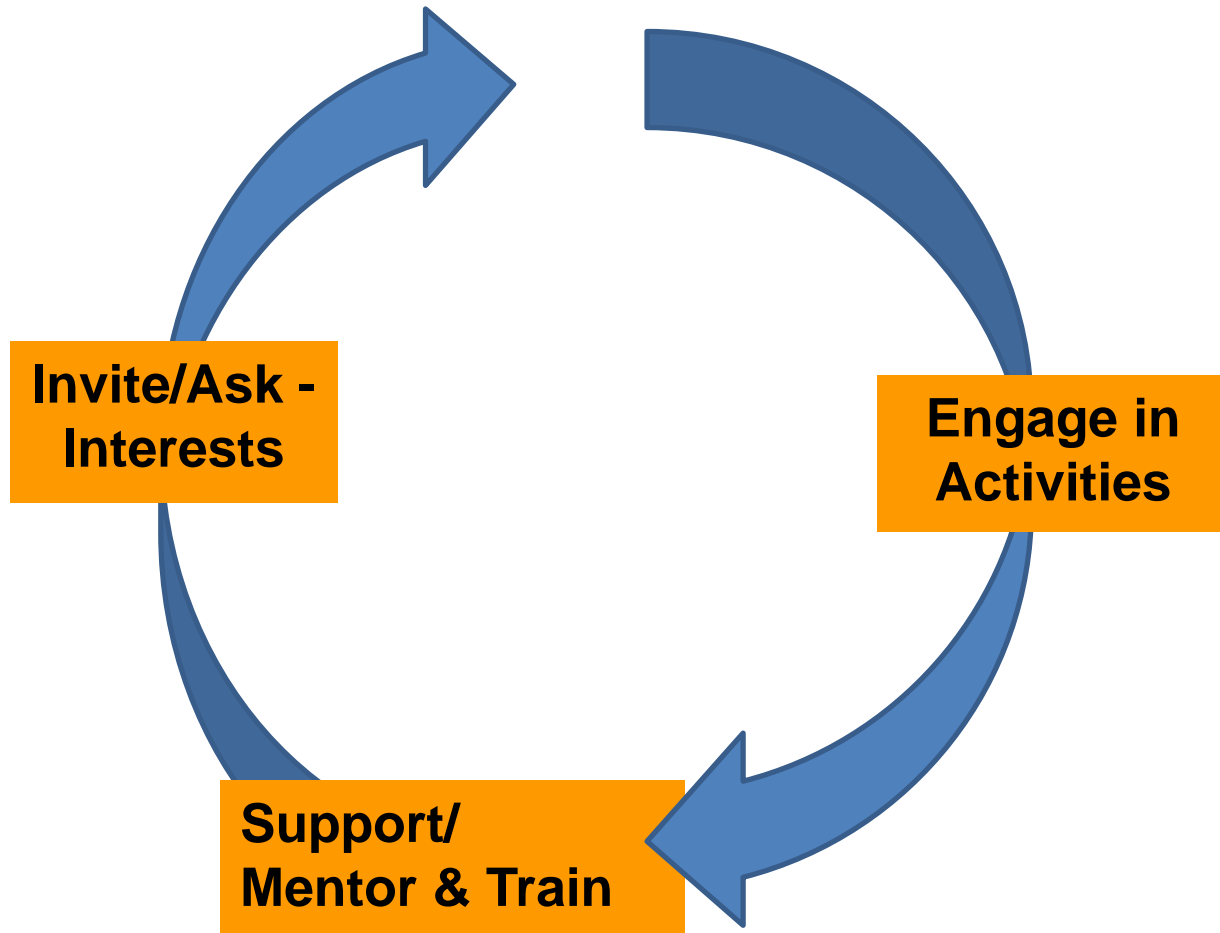
## **HOW?**

Intentionally  
focusing on finding,  
building and  
supporting leaders.

Not “magic.”  
Not left to  
chance.



# Build a Cycle of Leadership Development





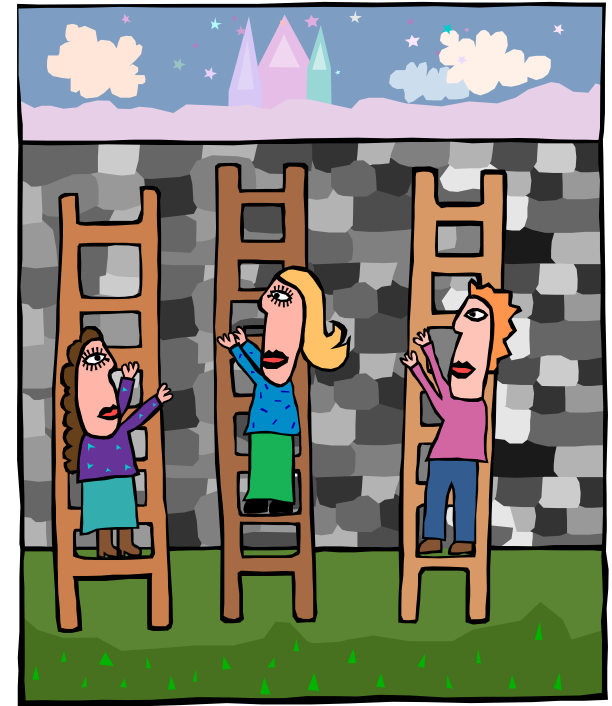
# WHAT MAKES A GOOD LEADER?

- Motivates, inspires others
- Values and Vision
- Positive Outlook
- Imagination
- Confidence
- Trust in People
- Critical Perspective
- Sense of Humor
- Agitation
- Courage
- Passion at Injustice
- MORE...

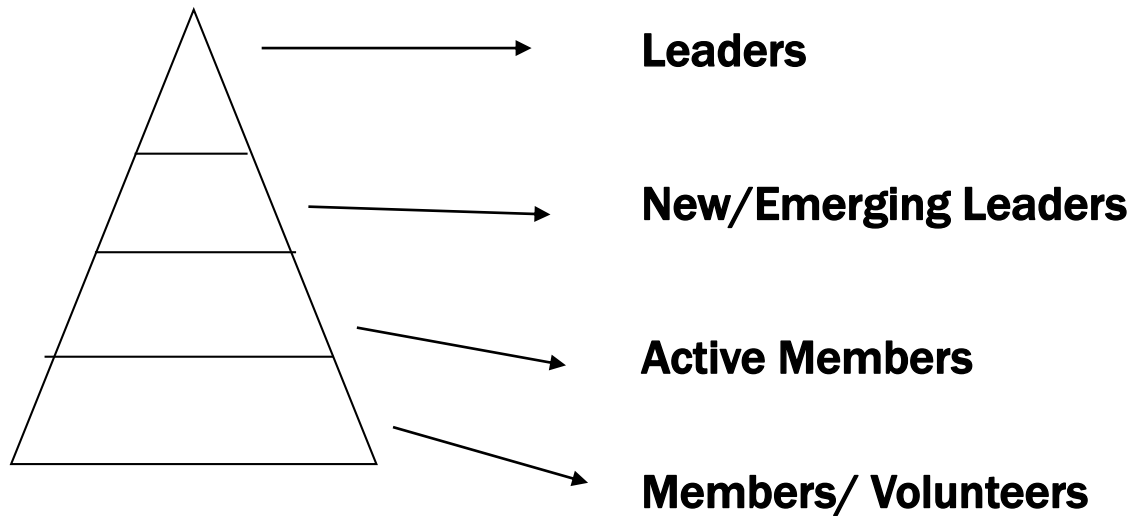


# OUR GOAL

- All active members developing leadership skills
- Moving up the “Leadership Development Ladder”
- To the extent that they want to at this point in their volunteer life!*



# Let's Look at Leadership Development as a Ladder.



# FIVE Steps to More Leaders

1. Assess leadership needs
2. Identify members who might be future leaders
3. Identify leaders who can guide or mentor future leaders
4. Identify activities that offer leadership opportunities
5. Train potential leaders



# **STEP ONE: *Assess The Current State Of Leadership Development In Your League***

- Use the Leadership Ladder concepts (involve, learn and move people into a deeper experience) when thinking about activities
- Be intentional about connecting activities to the people who can assist/learn with experienced leaders



## **STEP TWO: *Develop a List of Members To Develop As Leaders***

- Identify and write up a list of Members to develop
- Focus on a couple of potential leaders
- *Don't assume you know everyone who wants to develop their skills – ask current and emerging leaders!*



## ***Find Out What Interests THEM***

- Send an Interest survey - even a simple email with a few questions can start the ball rolling.
- Personally contact individuals on the list (phone or face to face) to determine their interests and time availability (This can be simple and fun- like over coffee!)



## **STEP THREE: *Identify Leaders Who Can Guide or Mentor***

Identify interested, experienced leaders who are willing to be shadowed and guide or mentor others through/at the activities you've identified.





## **STEP FOUR: *Identify Where To Focus Your Leadership Development Efforts***

Identify What Activities You Can Use to Develop Leaders

- Start with easy, one time involvement
- Respect their time & interests
- Offer guilt free opportunities to help on other activities
- Build to other ongoing commitments - help them progress through the leadership ladder steps.



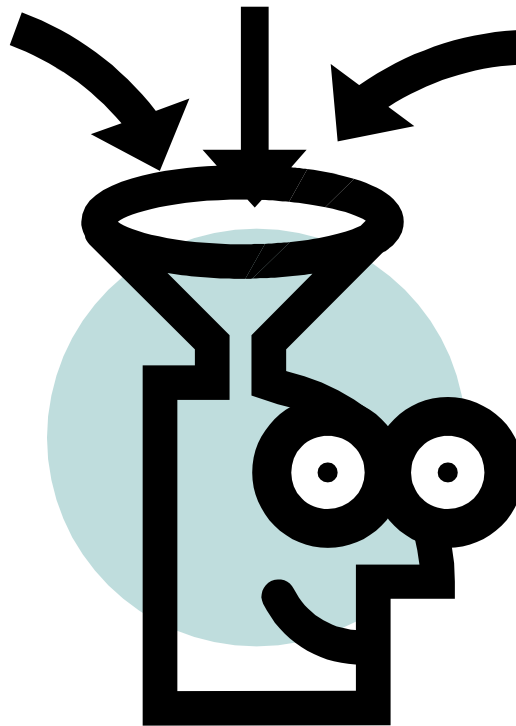
# *Examples of Opportunities to Build Leaders Through Your Events And Activities*



- Invite to attend the next event
- Participate in an Action Alert
- Serve as LWV ambassador - welcome community members to an event
- Serve on a issue committee
- Assign a mentor (from step 3 to welcome/engage them)

# **STEP FIVE: *Special Trainings And Activities For Leaders***

Keep leaders engaged and excited by giving them opportunities for learning new skill sets and expanding their own talents



# Training Can Be Simple!

- A current leader teaching a new leader how to do a League job
- Add training sessions to already-planned meetings
- Sessions/ webinars offered by LWVUS, state League or offered in the community!



# ***Build a Cycle of Leadership Development***

*Each event offers opportunities*

*Use Board retreats*

**Invite/Ask -  
Interests**

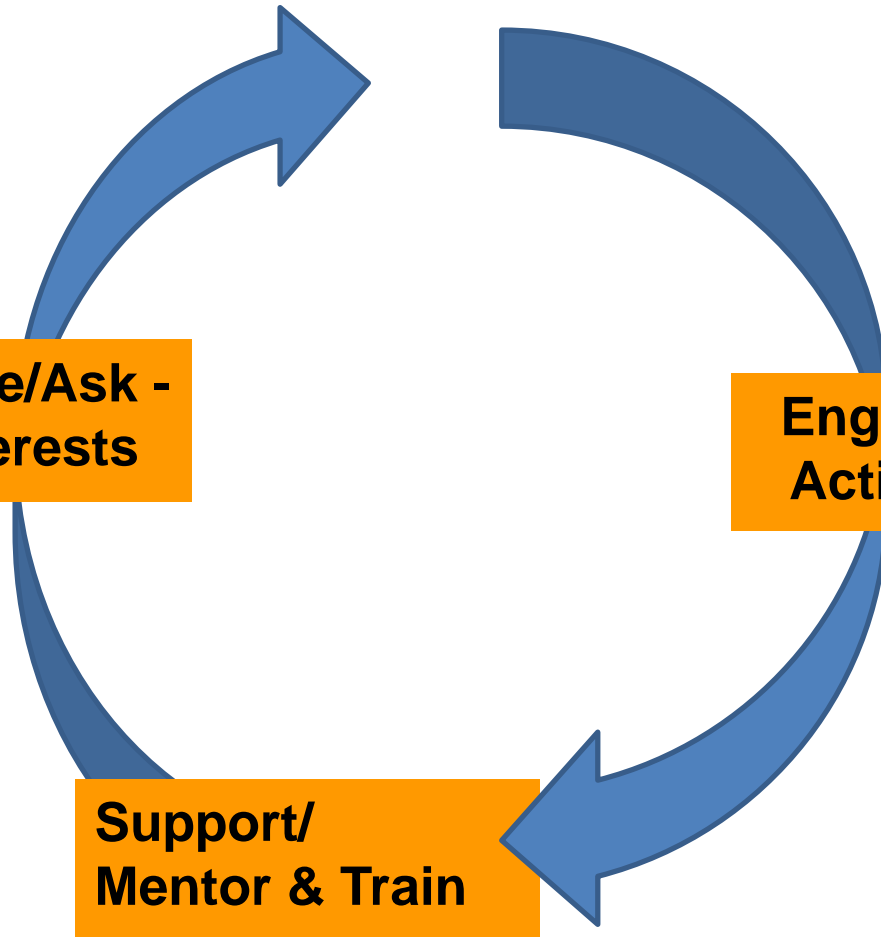
**Engage in  
Activities**

*Always ask – who  
else do I know!*

*What are  
**THEY**  
interested in?*

**Guilt Free!**

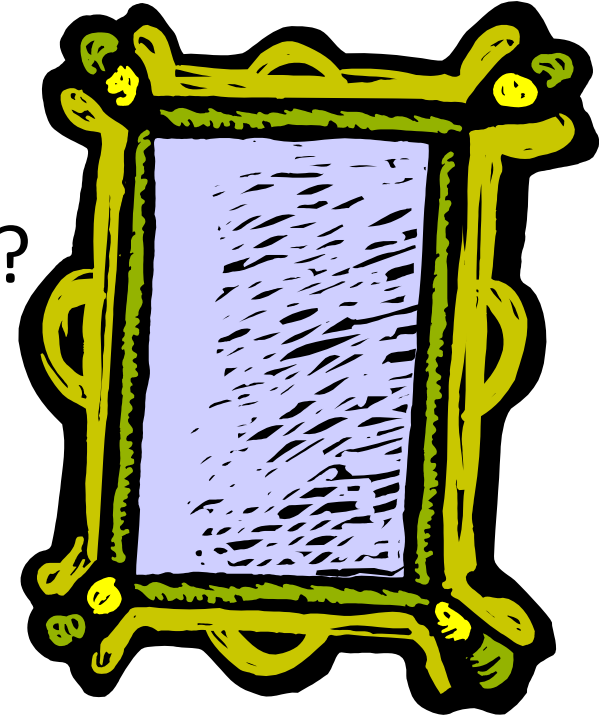
**Support/  
Mentor & Train**



# How do we get started?

A little self-reflection:

- What do we want to accomplish?
- What do we have?
- What do we need?



**Strong program = Strong Leagues =  
Healthy democracy**

# What do we need?

## Skill Sets

- Issue expertise
- Fundraising expertise
- PR expertise
- League expertise



## Leadership Styles

- “Just do it”
- “If you can dream it...”
- “Foster the roots...”
- “I need to know more.”



# Who do we ask?

Make a list of individuals to target.

- Who is on the leadership ladder?
- Who can you put on the rung behind you?
- Who in the community could assist?
- Which new member can we engage?



*WHO ELSE?*



# 4 Generations... 4 Cultures?



Mouse

# Commonalities!

- To Feel valued 85%
- Recognition and appreciation 74%
- A Supportive environment 73%
- A Capable workforce 72%
- To Be part of a team 68%

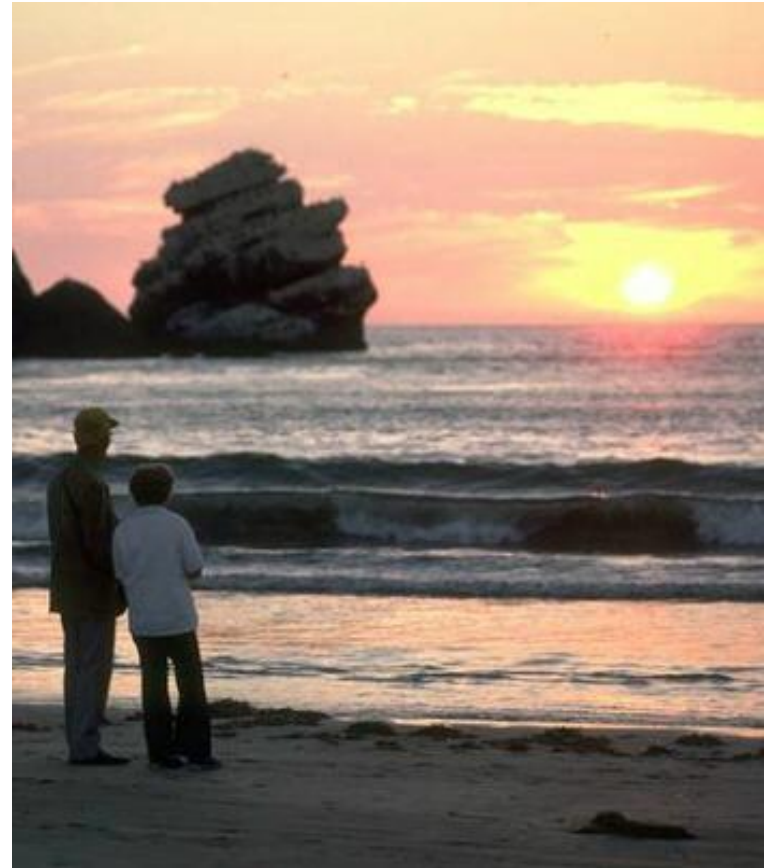


# How do we ask?

*If you want to build a ship  
don't drum up the people  
to gather wood, divide the  
work and give orders...*

*Instead teach them to  
yearn for the vast and  
endless sea!*

*Expect to be inspired!*



# Why are you a League leader?



because...

# Know your audience...

- Speak to their interest
- Elevate their strengths
- Motivate or inspire them
- Offer them support and training
- Tell your story
- Underscore opportunity

*Set them up to succeed!*

# How do we pull this all together?

Discuss what community issue you'd like to explore with this event, decide what type of event you'd like to present, create a title, and choose a date.



LEAGUE OF WOMEN VOTERS®		League
<b>Community Issue:</b> Water Safety		
<b>Event:</b> Hot Topics Luncheon		
<b>Date:</b> March 2011		
	<b>Direct Outreach</b>	<b>A</b>
<b>Before the event</b>	Ask for volunteers to be Membership Ambassadors. Membership committee will call members to ask for volunteers.  Have all local League members invite a non-League friend to the event. Will mention this in newsletter and at the Board meeting.	D S e  B e c c d
<b>At the event</b>	Membership Ambassadors will greet guests and let them know how to join	L s

1. Every event/activity is an opportunity to build capacity.

**Community Issue:** Water Safety

**Event:** Hot Topics Luncheon

**Date:** March 2011

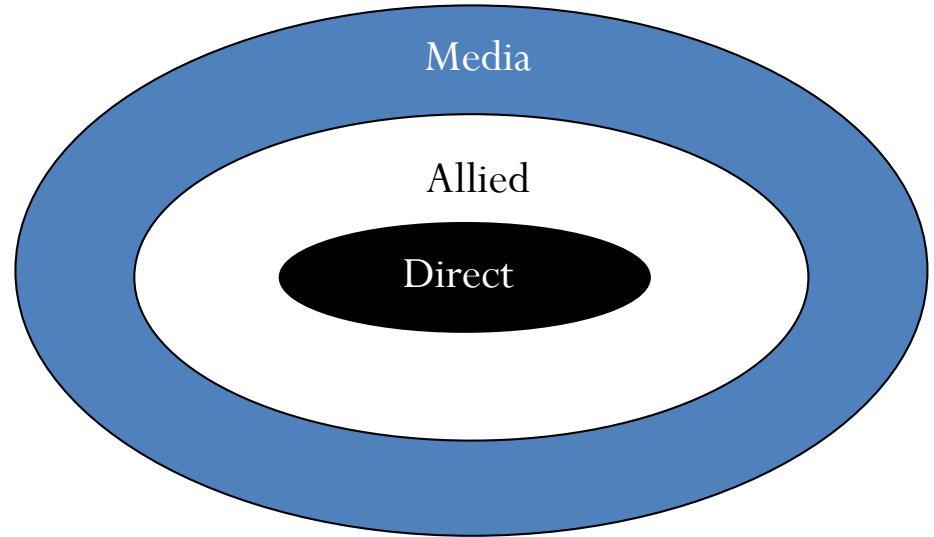
	<b>Direct Outreach</b>
<b>Before the event</b>	<p>Ask for volunteers to be Membership Ambassadors. Membership Ambassadors will ask local members to ask for signatures.</p> <p>Have all local League members and non-League friends to the event mention this in newsletter or Board meeting.</p>
<b>At the event</b>	<p>Membership Ambassador will greet guests and let them know about the event.</p> <p>Guests will be asked to sign the Sign-Up Sheet at the door with contact information.</p> <p>League President will make a short speech and share her personal story in her closing remarks.</p>
<b>After the event</b>	<p>Membership Committee will follow up with potential new members. Sign-Up Sheet with a personal photo will be given to them to join.</p> <p>Email addresses from Sign-Up Sheet will be added to the Voter distribution list.</p>

**With this sheet, you'll be planning intentionally for what to do BEFORE, AT, and AFTER the event.**

**2. Time to Plan!**

**Community Issue:** Water Safety  
**Event:** Hot Topics Lunch  
**Date:** March 29, 2011

	<b>Direct Outreach</b>	<b>Allied</b>
<b>Before the event</b>	Ask for volunteers to be Membership Ambassadors. Membership Committee will call members to ask for volunteers.  For all health care members invite a non-League friend to the event. Will mention this in newsletter and at the Board meeting.	Discuss Sierra Club environmental issues.  Board members and staff come to discuss.
<b>At the event</b>	Membership Ambassadors will greet guests and let them know how to join.  Guests will be asked to sign a Sign-In Sheet at the door with contact information.  League President will make an Ask with her personal story in her closing remarks.	League sponsors tackling membership.  League along with other groups. Have speakers wear League shirts.
<b>After the event</b>	Membership Committee will follow-up with potential new members on Sign-In Sheet with a personal phone call to ask them to join.  Email addresses from Sign-In Sheet will be added to the Voter distribution list.	Evaluate partnership and pursue.  Send Thank you notes to sponsors and the organization person.



3. Include the rings of outreach.



**Community Issue:** Water Safety  
**Event:** Hot Topics Luncheon  
**Date:** March 2011

	<b>Direct Outreach</b>	<b>Allied Outreach</b>	<b>Media Outreach</b>	<b>Leadership Development</b>
<b>Before the event</b>	<p>Ask for volunteers to be Membership Ambassadors. Membership committee will call members to ask for volunteers.</p> <p>Have all local League members invite a non-League friend to the event. Will mention this in newsletter and at the Board meeting.</p>	<p>Discuss with Board how to reach out to Sierra Club and other local environmental groups.</p> <p>Board members who belong to environmental groups will ask groups to co-sponsor luncheon, speak at event, or come to watch the Hot Topics discussion.</p>	<p>Double check that you have an up-to-date media list that includes mainstream local media, local blogs, and minority-run publications.</p> <p>Send out a media advisory to all local media inviting them to attend. Call two key reporters to follow up.</p> <p>Send out a press release and advertisements inviting the community.</p>	<p>Ask emerging leaders to help out in some small way- such as bringing refreshments or timing responses.</p> <p>Ask emerging leaders to shadow or help out a seasoned leader with a task – such as reaching out to allied partners or moderating the discussion.</p>
<b>At the event</b>	<p>Membership Ambassadors will greet guests and let them know how to join.</p> <p>Guests will be asked to sign a Sign-In Sheet at the door with contact information.</p> <p>League President will make an Ask with her personal story in her closing remarks.</p>	<p>League President publicly thanks co-sponsoring groups for their help in tackling this important issue and invites members of other groups to join the League.</p> <p>League podium sign made very visible, along with other groups' information. Have speakers use League cups and wear League pins.</p>	<p>If local media does attend, make sure the League President interviews with them- pointing out that League membership is open to all men and women and stressing the value of being a member.</p> <p>Take some photos to post online after the event.</p>	<p>Have mentors find their mentees and make an effort to show them how they are working the event. Teaching moments are all around!</p> <p>Watch those in attendance for possible new leaders! Are there individuals who are really engaged? Are there individuals offering to help?</p>
<b>After the event</b>	<p>Membership Committee will follow-up with potential new members on Sign-In Sheet with a personal phone call to ask them to join.</p> <p>Email addresses from Sign-In Sheet will be added to the Voter distribution list.</p>	<p>Evaluate, as a Board, how the partnerships went and if we'd like to pursue these again in the future.</p> <p>Send Thank You cards to all co-sponsoring groups with ideas for future events. Extend a personal invitation to</p>	<p>Follow up with local media, asking them if they need any more information and thanking them for coming to the event.</p> <p>Post photos from the event on your League's website and/or local blog.</p>	<p>Remember to thank the emerging leaders for their participation and ask them what they thought of taking on that role.</p> <p>Invite them to help with the next event!</p>

## 4. What are the leadership development opportunities?

# Questions?

