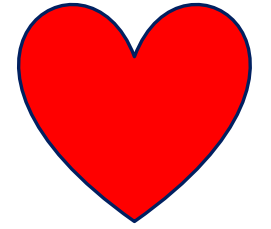




Love Affair with League

AUGUST 2015



Our Agenda

- Understanding our current environment
- Building on what we do well
- Engaging individuals through messaging
- Sharing leadership
- Taking it home

All while making a plan around a concrete/specific event or program.

What we know...

We love League!



Expanding for Impact

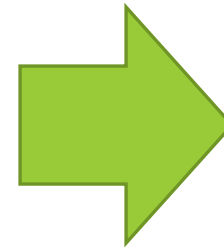
RECRUITMENT



ENGAGEMENT



Our plan for today





The New Environment: “Dating Now”

GROWING A STRONG LEAGUE FOR IMPACT

Trends in External Environment Today

Do these sound familiar?

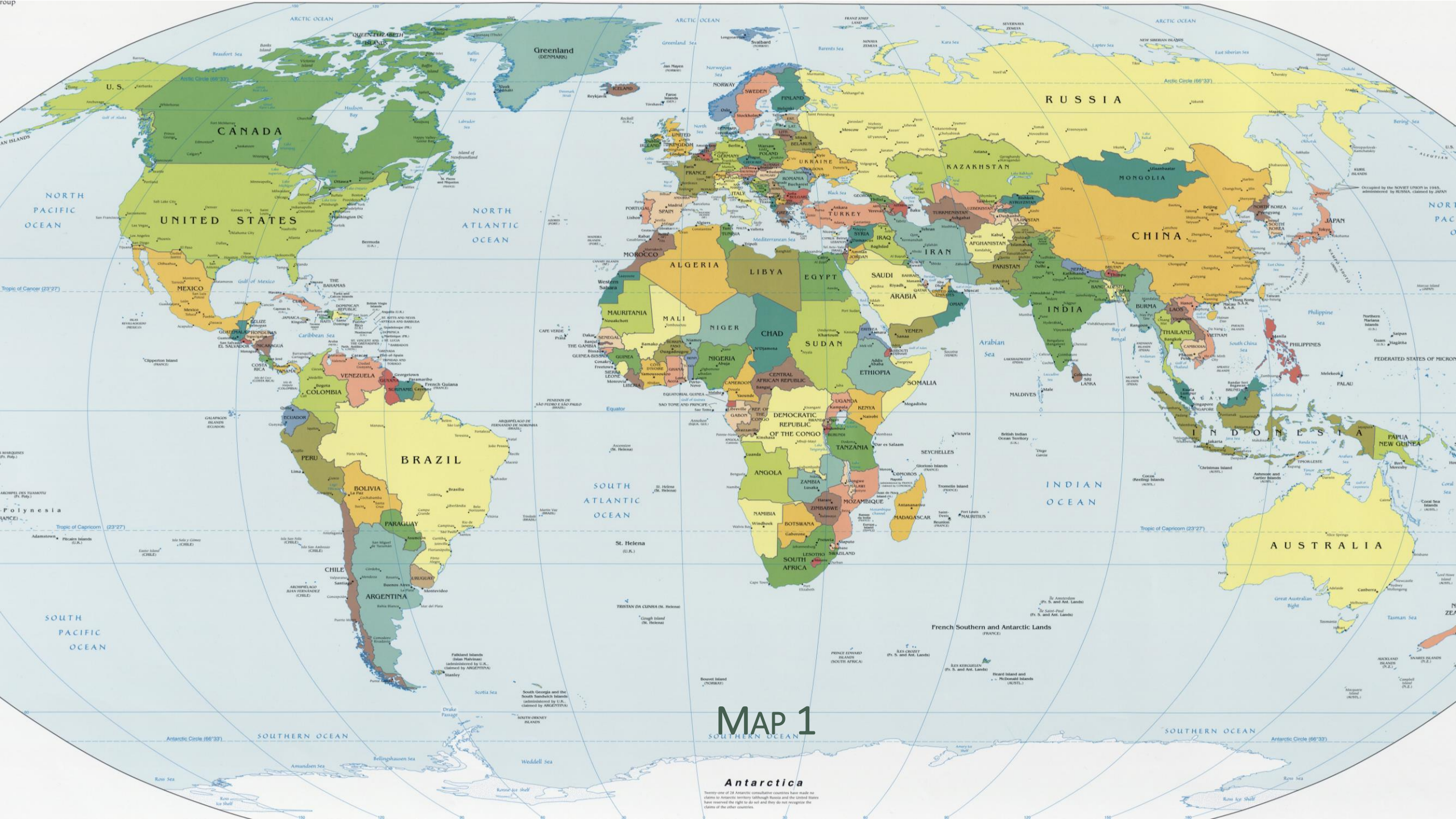
- Less civility
- Less belief in power of basic/shared “facts”
- More polarization & partisanship

HOW HAVE CITIZENS* CHANGED?



- More educated
- More skeptical – different attitudes toward authority
- Have less time to spare
- Better able to find resources, allies, information (Internet)

* citizens = residents, people



MAP 1

SOUTHERN OCEAN

Antarctica

Twenty-one of 28 Antarctic continental countries have made no claims to Antarctic territory although France and the United States have reserved the right to do so and they do not recognize the claims of the other countries.

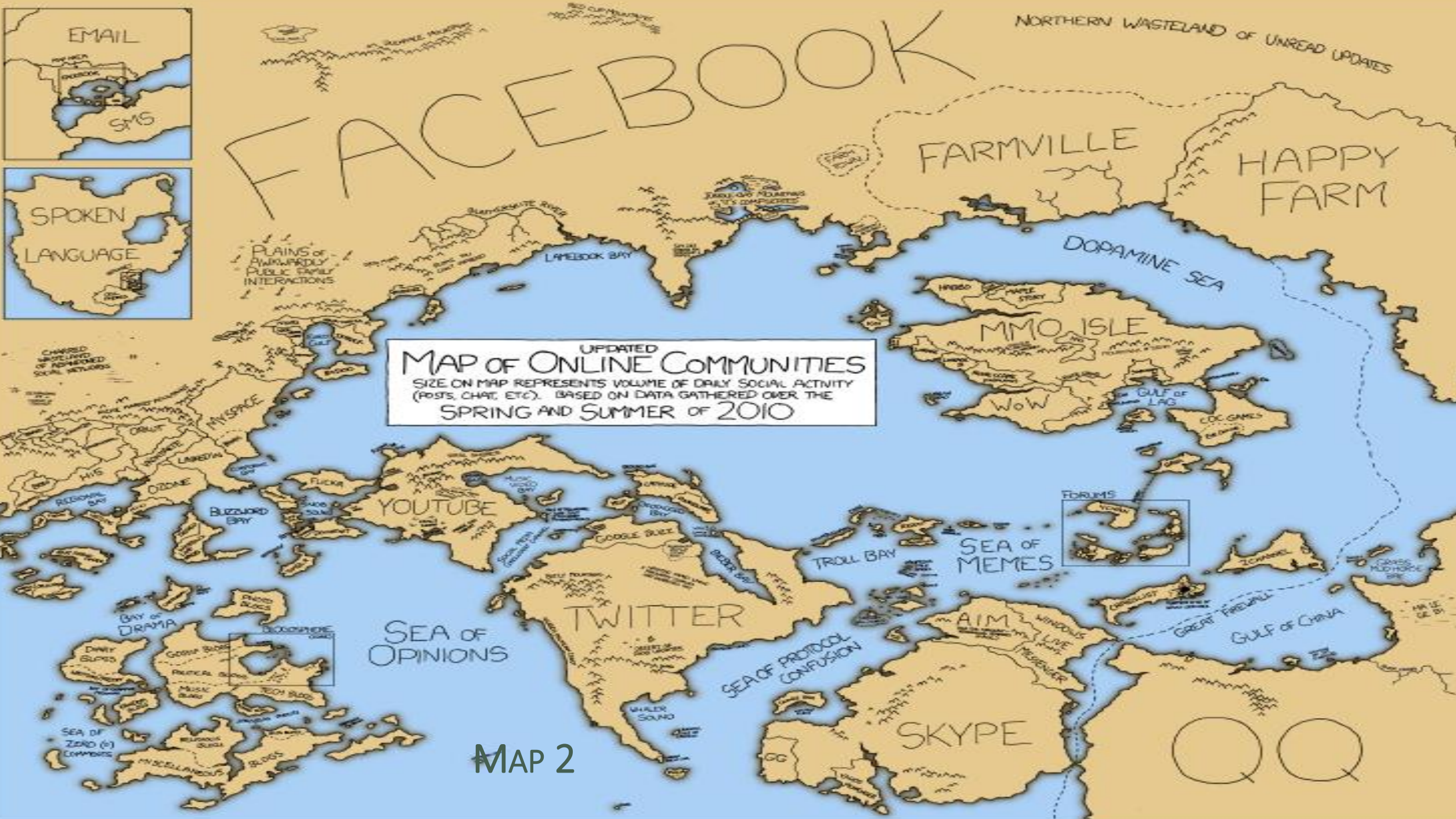
FACEBOOK

NORTHERN WASTELAND OF UNREAD UPDATES



SPOKEN LANGUAGE

UPDATED
MAP OF ONLINE COMMUNITIES
SIZE ON MAP REPRESENTS VOLUME OF DAILY SOCIAL ACTIVITY (POSTS, CHAT, ETC.) BASED ON DATA GATHERED OVER THE SPRING AND SUMMER OF 2010



MAP 2

Engagement has Changed

THICK PARTICIPATION: Informed, deliberative, emotional, full of choices for groups to make

THIN PARTICIPATION: Fast, easy, full of choices for individuals to make

Infogagement: Citizenship and Democracy in the Age of Connection



Matt Leighninger

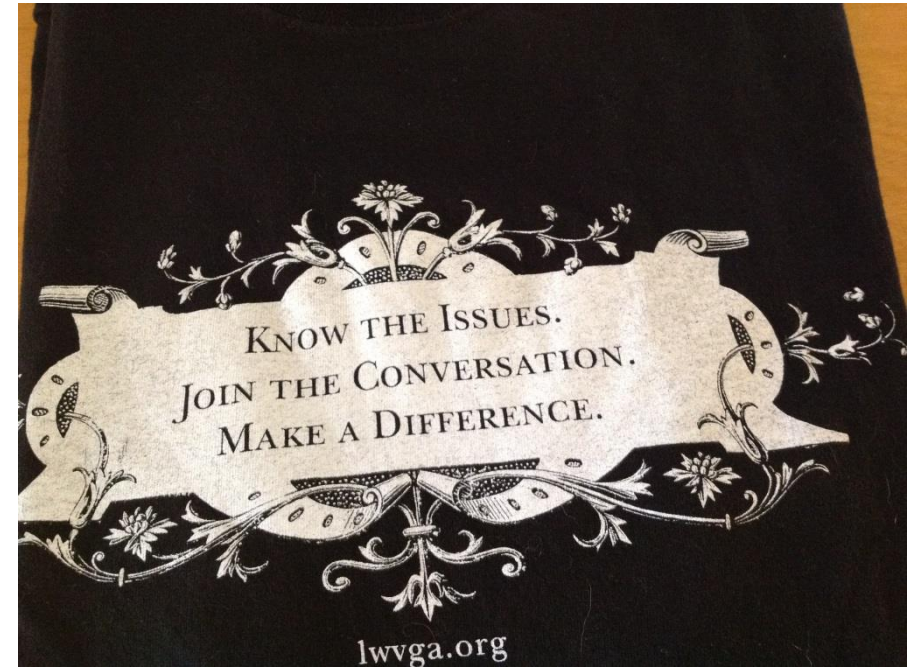
September 2014



THREE MINUTES AT THE MICROPHONE

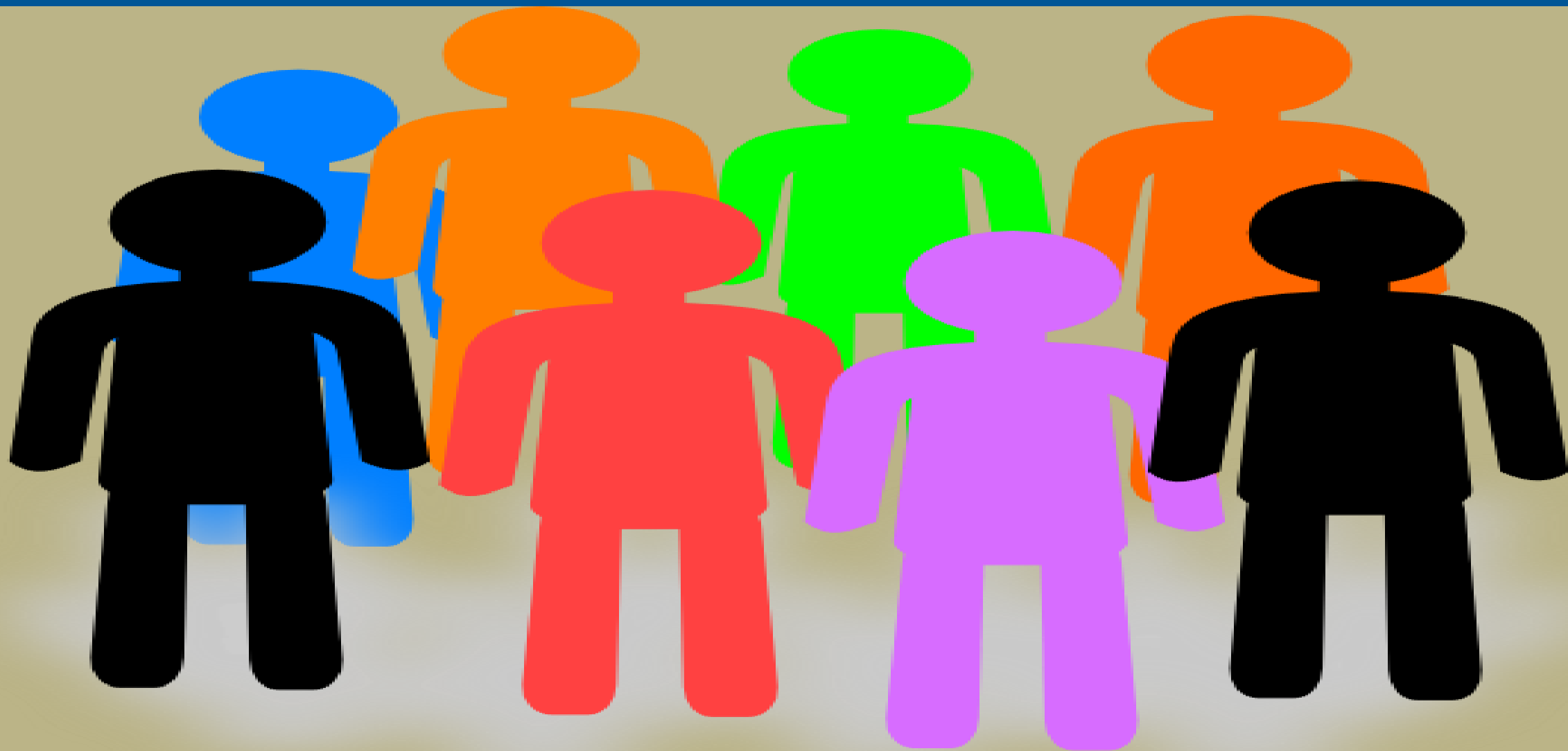


Trends in External Environment Today



Concepts of citizenship have changed, but desire for community and impact have not.

Good News: League impact growing!



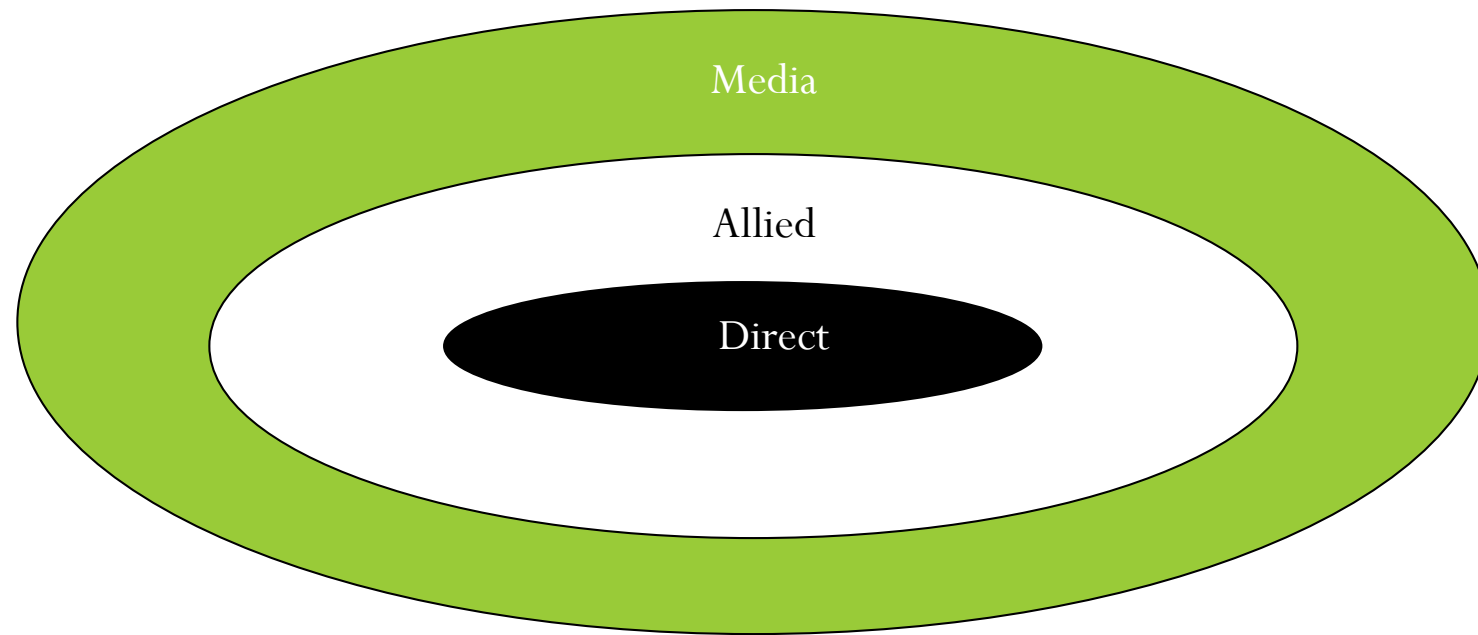
WHAT PEOPLE WANT IN THE NEW ENVIRONMENT...

- ✓ Information
- ✓ Chance to tell their story
- ✓ Choices
- ✓ Legitimacy
- ✓ Chances to take action
- ✓ Good process
- ✓ Food and fun!



Engagement 101

3 Types of Outreach



What's the "It"?



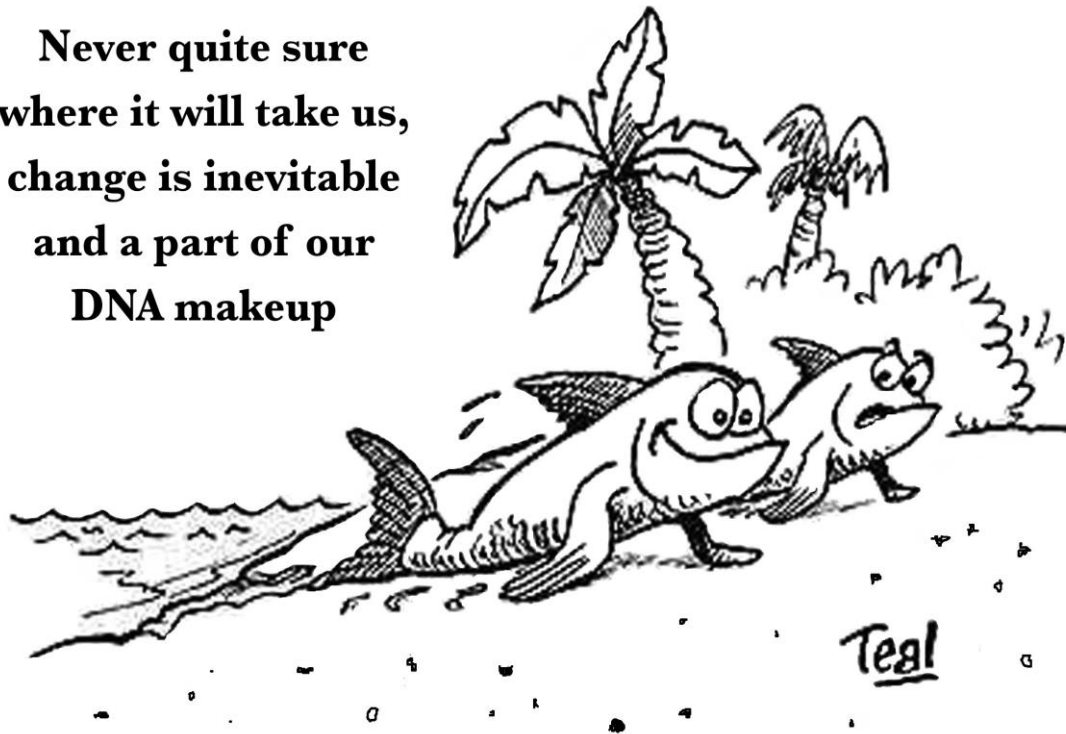


Initial reflections...

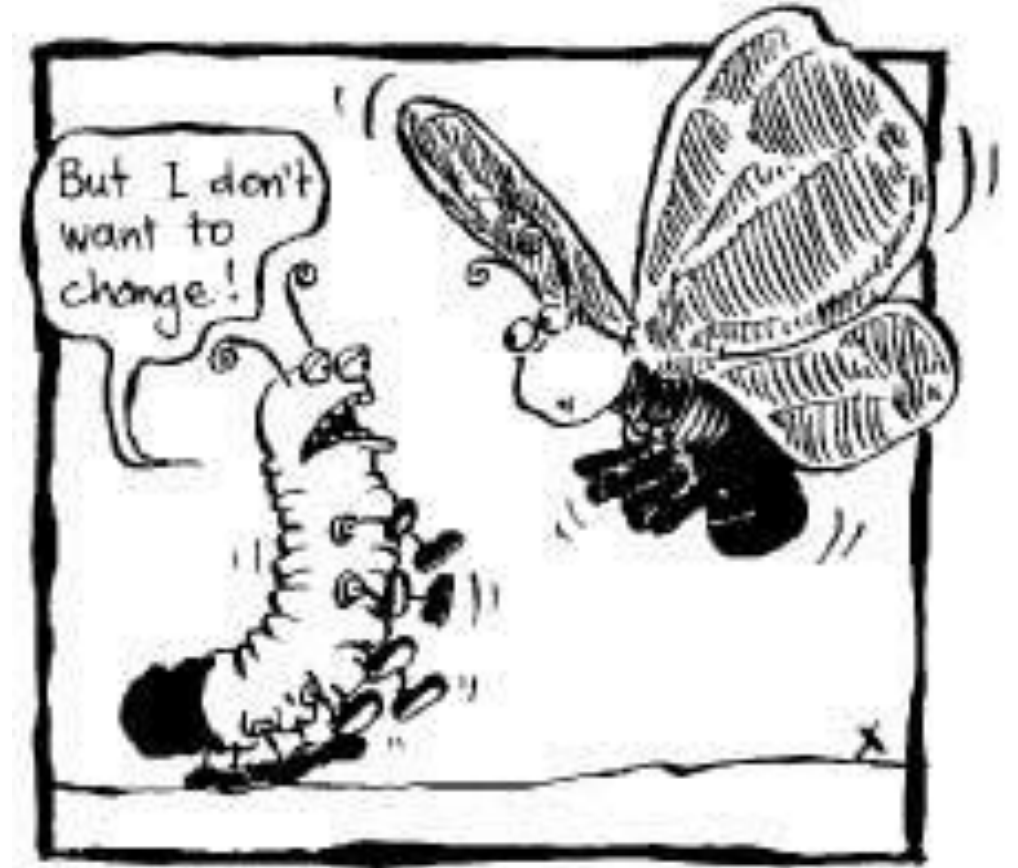
How does what we are discussing fit with your League?

New = Change?

Never quite sure
where it will take us,
change is inevitable
and a part of our
DNA makeup

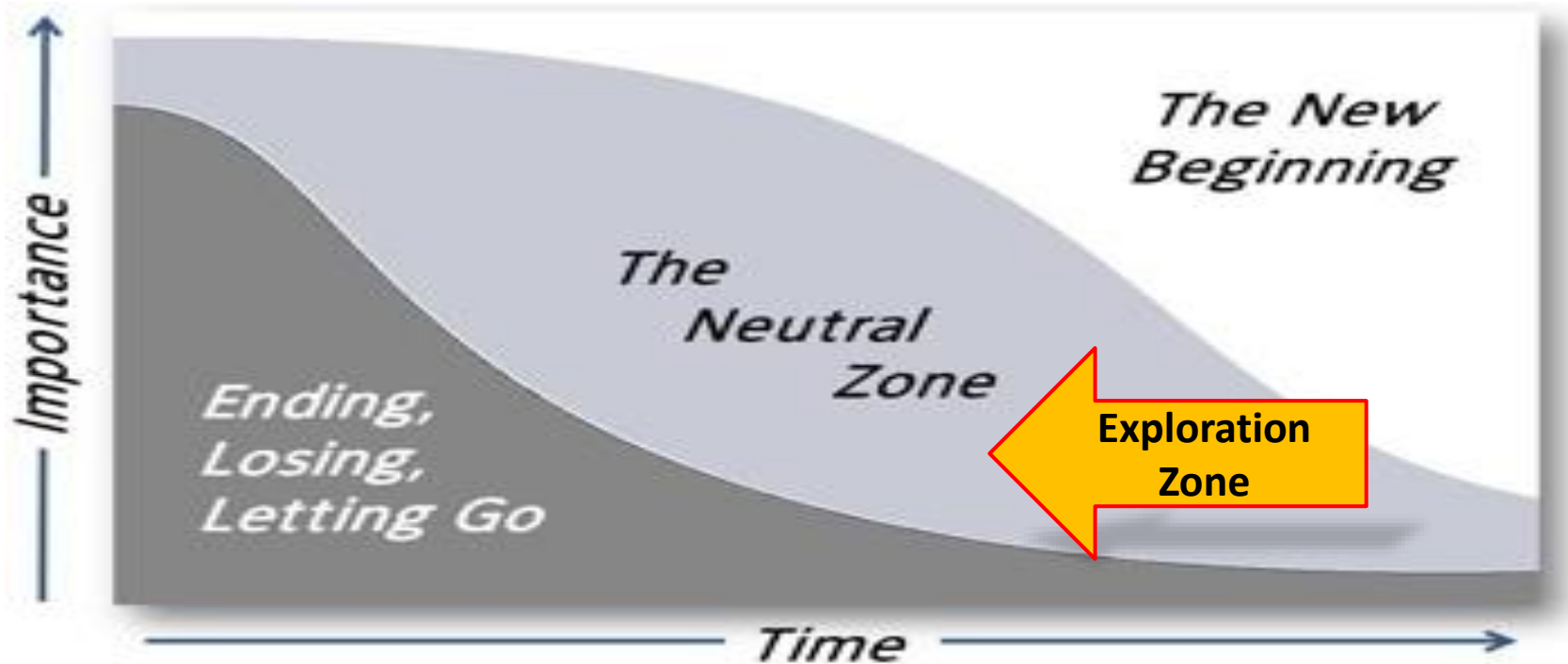


“Okay, now what?”



Planful change = Opportunity

Understanding Change and Transition



Adapting to the new environment

WHAT'S VALUED

- ✓ Flexibility
- ✓ New and different opportunities
- ✓ Opportunities to make a difference
- ✓ Places/ways to engage

WHAT'S NEEDED



Change



“I can’t change the direction of the wind, but I can adjust my sails to always reach my destination.”

- Jimmy Dean

The Date





Opportunity



Opportunity

MISSION VS. METHOD



What does a “good” League program have?



Good Programs...

- Look OUT, not in.
- ASK and Attract new (non-League) people & attention!
- Give our neighbors something that they want.
 - Quality, practical, simple voting help.
 - Protects voters' rights.
 - Info or action opportunities around a pressing issue.
 - Simple volunteer opportunities (in person, online).
 - A follow-up step.

League Programs...

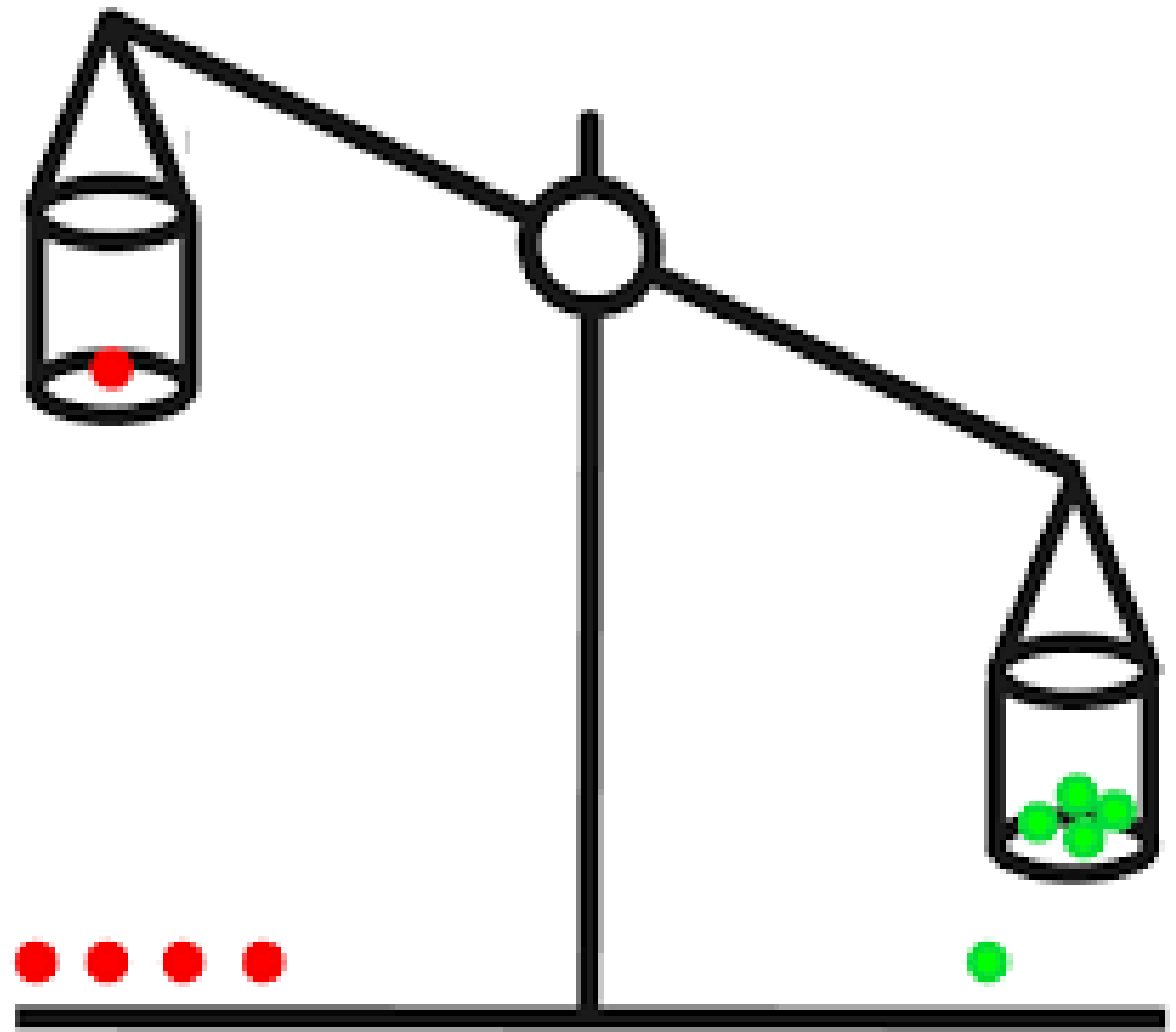
League programs don't need to be...

- Perfect
- Complicated
- Formal/overly structured

But they DO need to be...

- VISIBLE
- Welcoming
- Interesting/fun
- Useful to voters and neighbors
- Flexible
- Include an action for people to take

Where does
your League
have impact?



Cheers to Us!

- **Mission:** More voters registered & voting.
- **Impact:** Measurable movement on an issue.
- **Engagement:** Funding, media, attention from partners.

How do we think
beyond
ourselves?



Engaging around Voter Protection

Traditional or Thick:

- League leader in the state capitol.
- Meeting with elections officials.
- Op-eds, news articles.
- Advocacy battle in the legislature, on airwaves & (maybe) in court.



New Possibilities - Voter protection

- Online advocacy –signing an action alert
- Small-dollar donation campaign
- Partners promoting on social media
- Local visibility campaigns- petition, “election improvement agenda”
- Asking reporters, neighbors, friends to talk about upcoming election & share League info

Engaging around Voter Registration

Traditional or Thick:

- Visiting high school classrooms.
- Naturalization ceremonies.
- Bus stops/grocery stores.
- 400 Leagues on National Voter Registration Day!



New possibilities: voter registration

- One-time volunteers (young people, partners)
 - Help making posters
 - Help promoting event
- Ask people to promote and share “I’m registered” and “I voted” stickers on social media
- Leverage online registration as it comes to more states



Engaging around Voter Education & Mobilization

Traditional or Thick:

- League debate.
- Printed or online Voters' guide (30 states on VOTE411 last year).
- Handing out millions of printed materials.



New possibilities: Voter Ed & GOTV

- One-time volunteer opportunities (hand out info at transit)
- Asking networks to share debate footage/discuss online
- GOTV calls/hotline – people can do on cell phone, from home
- Ask partners to promote & circulate voters' guide
- Ask individuals to make VOTE411 cover photo/publicize voter guide

Recap: Making a Good First Date

- Meaningful online actions
 - ✓ Petition
 - ✓ Facebook “share” by a partner
 - ✓ Guest blog or article
 - ✓ Ask individuals to promote League tools/discussions
- One-time volunteer opportunities
- Help promoting events/important deadlines

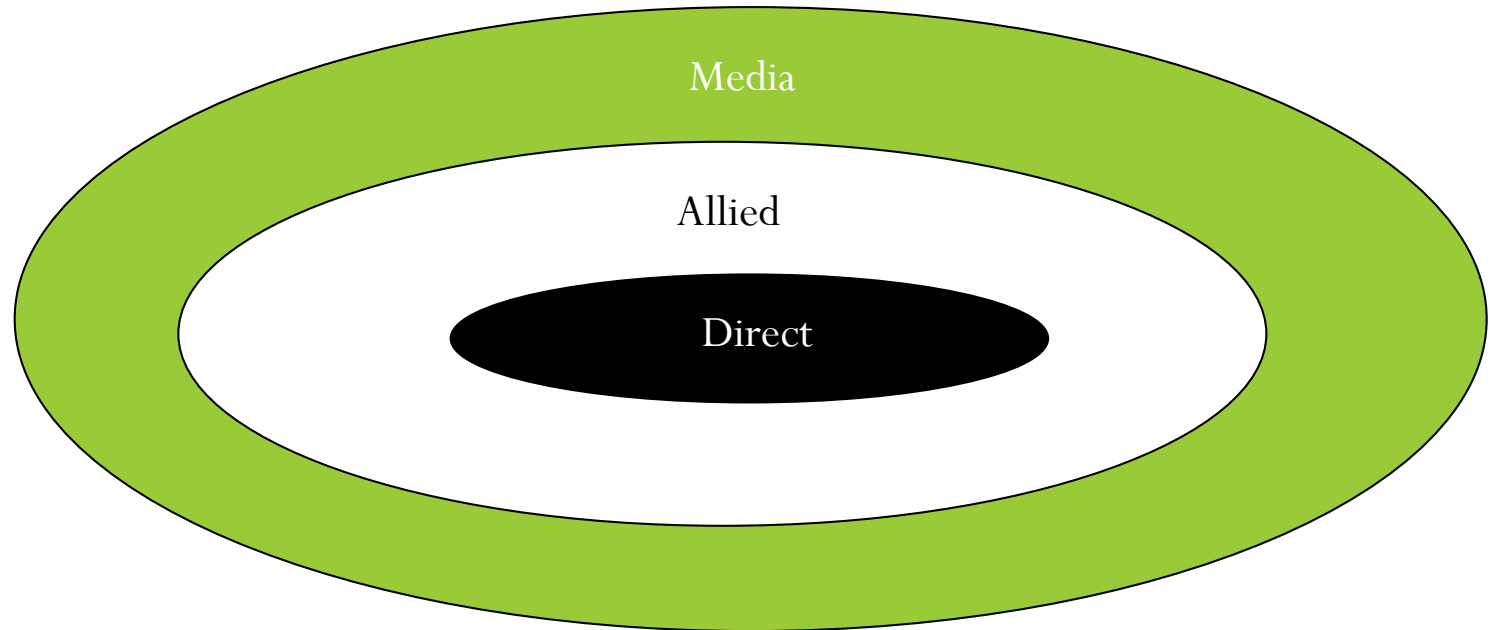
Engagement 101

Key Question:

Who else?

- Individuals
- Allied groups

3 Types of Outreach



Event Planning Worksheet

***Who are you
asking out?***

Think of a specific event or project.

What is it? When will it be held?

Who are you trying to engage at this event? Be specific.

What does this look like in your League?



Think about a recent League program in which you had a role and answer these questions:

✓ What's your goal in terms of individual engagement? Who are you targeting and how will you engage them?

✓ What's your goal in terms of larger community engagement? What groups or institutions will you engage and how?

Takeaways

- Real people doing real work remains our strength.
- Becoming a member (board member) NOT the only option for engagement in League.
- We still need to ASK.
- Powerful combinations of in person & online work are already happening.
- We all need to be thinking in terms of new environment!

Where will this
take us?

