

100th Anniversary Campaign

TOOL KIT



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June 21, 2017

Dear Members,

This is an exciting time for all of us.

For nearly 100 years the League has stood strong, growing into the vital force we are today: changing our political system and supporting millions of voters. Across the country, we continue to have impact in all 50 states, from local communities to the halls of Congress.

In 1920, our founder Carrie Chapman Catt believed that within five years, a League of Women Voters could give millions of women voters a crash course in civic engagement and launch them into the American political system.

The League was a safe-haven for women, regardless of formal party affiliation, to find their voices on issues that mattered to them. As one early leader described it, the League is “like a university without walls ... whose members enter to learn and remain to shape the curriculum.” Over the nearly 10 decades of our existence, the League of Women Voters has applied the lessons learned in our earliest days to engage and empower all voters.

As we approach our 100th Anniversary we are reminded that government of the people, by the people and for the people, cannot function without *active involvement* of the people. Like our democracy, the League has been through prosperous times and lean times and the League remains a force for change today because our members and supporters have never lost sight of the importance of the voice of the people.

Even more important than our celebrated past or the impact we have in the present, are the hopes and goals we have for our future.

This toolkit is intended to encourage all of us to explore and celebrate our past, and shape our collective centennial celebration.

Thank you for all you are doing and all the plans you are making!

In League,

A handwritten signature in black ink that reads "Chris Carson".

Chris Carson
LWVUS President

A handwritten signature in black ink that reads "Wylecia Wiggs Harris".

Wylecia Wiggs Harris
LWVUS CEO

Messaging

From our beginning, the League has been a nonpartisan grassroots organization whose leaders believed that citizens should play a critical role in our democracy. During this celebratory period, we will speak with many people, including friends and family, members, potential members, donors, journalists, and even those unfamiliar with the [League and our history](#).

Every League has its own unique pieces of our shared history. Keep these messages in mind when telling our collective story.

ABOUT THE 100th ANNIVERSARY

As the League of Women Voters prepares to celebrate our first centennial, collectively we will reflect on our history, showcase our current role as leaders in democracy, and set the stage for vibrant growth over the next century.

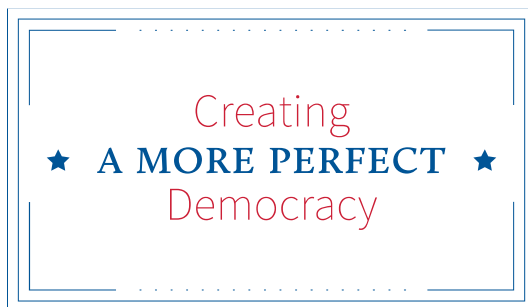
The League is proud of our rich history tied to the suffrage movement. We are the only organization founded before the 19th Amendment that is still in existence today.

In 2020 we will have a unique opportunity to tell our stories and to showcase the impact of the League in our accomplishments at the local, state and federal levels.

Today the League is setting the stage for vibrant growth over the next century, with a new generation of leaders with the continued passion for active participation in government.

Anniversary Slogan:

“Creating a More Perfect Democracy”



“

There is power when we speak with one voice at all levels of League.”

Chris Carson

LWWVUS President

ABOUT THE LEAGUE & OUR FOUNDING

The League of Women Voters is a citizens' organization that has fought since 1920 to improve our government and engage all citizens in the decisions that impact their lives.

The League of Women Voters operates at national, state and local levels through more than 700 state and local Leagues, in all 50 states as well as in DC, the Virgin Islands and Hong Kong.

The League of Women Voters was founded by Carrie Chapman Catt in 1920, just six months before the 19th Amendment to the U.S.

Constitution was ratified, giving all American women the right to vote after a 72-year fight for women's suffrage.

From the beginning, the League has been an activist, grassroots organization whose leaders believed that citizens should play a critical role in advocacy.

How to Get Started

Learn about – and celebrate – the history of your League. Use these tips to get the conversation started:

- When was your League founded – and why?
- Who were some of the founders – and other key League leaders throughout your history – and what can we learn from them?
- Consult your local archives for historical documents
- Interview long time members and collect oral histories about League accomplishments and impacts on the community
- Form partnerships with organizations and groups celebrating the suffrage centennial and find ways to incorporate the League history in those celebrations
- Collaborate with women historians, librarians, and the various groups working on 19th Amendment centennial celebrations
- Host membership conversations to discuss major activities and accomplishments of your League and how those relate to the League's work now and in the future
- Share the oral histories of your members on your website, social media platforms and at community events

FUN ACTIVITIES

- Use League history to create fundraising opportunities with members, foundations and local organizations
- Organize exhibits – at libraries and public buildings – with photos and artifacts from your League's history
- Sponsor essay contests on topics such as “women and the vote”
- Present a play, reading or reenactment of some key suffrage or League historical moments
- Seek proclamations from mayors, governors or other community influencers to note and congratulate Leagues on their contributions



Sample Press Release

LEAGUE OF WOMEN VOTERS OF [CITY/STATE] CELEBRATES ITS 100TH ANNIVERSARY

[CITY, STATE] – In 2020 the League of Women Voters (LWV) will celebrate its 100th anniversary and [CITY/STATE] joins more than 700 other [local and state chapters](#) to celebrate this historic milestone. On [DATE] the LWV of [CITY/STATE] will be [EVENT DETAILS].

As we look to a vibrant future on the threshold of our next 100 years, the League is excited that dedicated members across [CITY/STATE] continue to steadily attract significant numbers of activists who share the League's commitment to Making Democracy Work.

The League of Women Voters president, Chris Carson, issued the following statement regarding the League's efforts ahead:

"Today we are faced with many challenges that threaten to compromise our democracy. Our efforts to support voting rights and to fight against voter suppression and discrimination at the local, state and national levels have been very successful, and this has been achieved primarily by educating and empowering voters, circulating special petitions, and intervening in several critical court cases."

The League's historic commitment to register, educate and mobilize voters is not only stronger, but more effective than ever, utilizing such tools as VOTE411.org—a cutting-edge election information website utilized by millions of voters each election cycle.

"We will continue to fight voter discrimination and to keep secret money out of our elections to ensure that our elections are fair, free and accessible," said [NAME], President of the LWV [CITY/STATE]. "We'll also continue to push for improved access to health care as well as recognizing that Climate Change is a scientific reality that must be addressed to ensure a sustainable planet for everyone." [NOTE: Rework this language to include examples of issues your local or state League are working on now and into the future.]

One hundred years after the League was founded in 1920, members of the League are proud of the great progress achieved when it comes to truly Making Democracy Work.

###

Social Media Guidelines

Reach out through social media! Sharing messages - especially photos - on social media is a great way for the collective League to celebrate our centennial. Use the graphics and editorial calendar in this toolkit for ideas.

Tag ALL social media posts pertaining to the League's 100th Anniversary with the hashtag: **#LWV100**. That way we can all search and share one another's celebrations.

Don't forget to follow the League accounts on [Facebook](#), [Twitter](#) and [Instagram](#)!

For more guidelines and tricks about social media, check out the League's Social Media Tool Kit: <http://forum.lwv.org/document/social-media-tool-kit>

SAMPLE SOCIAL MEDIA

Twitter:

.@LWV is excited to celebrate our 100th anniversary in 2020 #LWV100

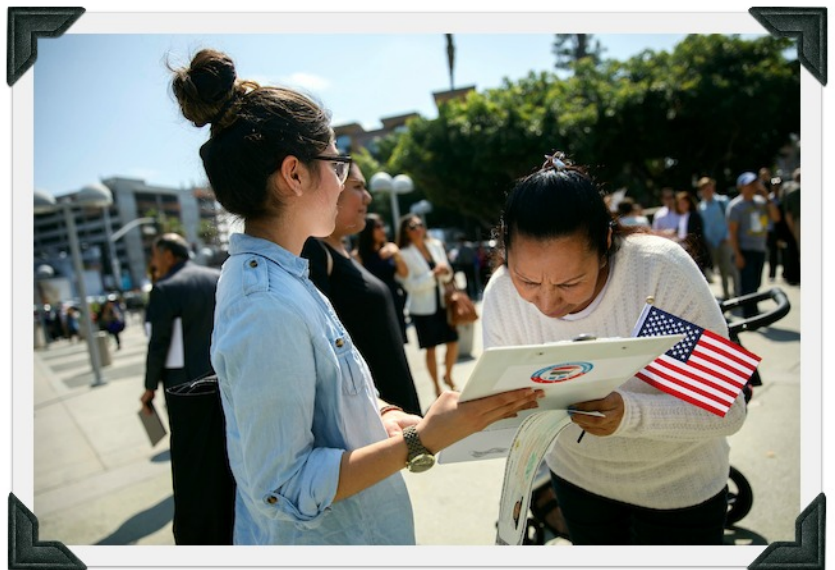
2020 will mark a century of the @LWV working to create a more perfect democracy. Join our celebration. #LWV100

As we reach our 100th, @LWV is setting the stage for vibrant growth, with a new generation of passionate leaders. #LWV100

Facebook:

The League has been an activist, grassroots organization whose leaders believed that citizens should play a critical role in advocacy for nearly a century. Celebrate our centennial in 2020. #LWV100

As we reach our 100th, the League is setting the stage for vibrant growth, with a new generation of leaders passionate about active participation in government. #LWV100



SOCIAL MEDIA GRAPHICS

Facebook



Twitter



Instagram



Centennial Logo Usage Guidelines

The League of Women Voters is celebrating its centennial year. We have actively strived to make democracy work for 100 years. In honor of this great milestone we have created a signature centennial logo to celebrate our history. The ribbon signifies our homage to the pioneering suffrage movement that helped shape this organization. Each LWV chapter will have access to the main organization's seal for state and local use. We have also created a seal for local chapters to include their own chapter's name and centennial date.

The centennial logo does not replace the official LWV logo. This centennial logo can be used in addition to the official LWV logo, or on its own for 100th Anniversary-related materials.

For more information or questions regarding the centennial seal, please contact media@lww.org



NATIONAL LEAGUE CENTENNIAL LOGO

The League of Women Voters centennial logo should always be distinct and free of visual clutter, no matter the medium. To further encourage brand recognition, we recommend always using the logo at full color.



Boundaries and Size

To avoid visual clutter and help optimize visual impact, always maintain 'clear space.' The minimum amount of clear space required around the logo is the height of the LWV 'slash'. For the logo to be both legible and readable the logo should not be any smaller than 65 pixels wide for web and 3/4 inches for print.

LOCAL LEAGUE CENTENNIAL LOGO

This is available for use by local League chapters that have hit their centennial year. The local League logo follows all the national League guidelines with the following exceptions and additions. Local chapters may add in their local League name and centennial year range to the logo.

To create a local League centennial logo you must have:

- Adobe Illustrator
- lwv-centennial-logo_template-print.ai (source file)
- lwv-centennial-logo_template-web.ai (source file)
- Baskerville (Italic)
- Libre Baskerville (Regular)
- Libre Baskerville (Italic) *If you do not have access to Baskerville Italic on your current computer use the font Libre Baskerville Italic, download link:*
<https://fonts.google.com/specimen/Libre+Baskerville?selection.family=Libre+Baskerville>

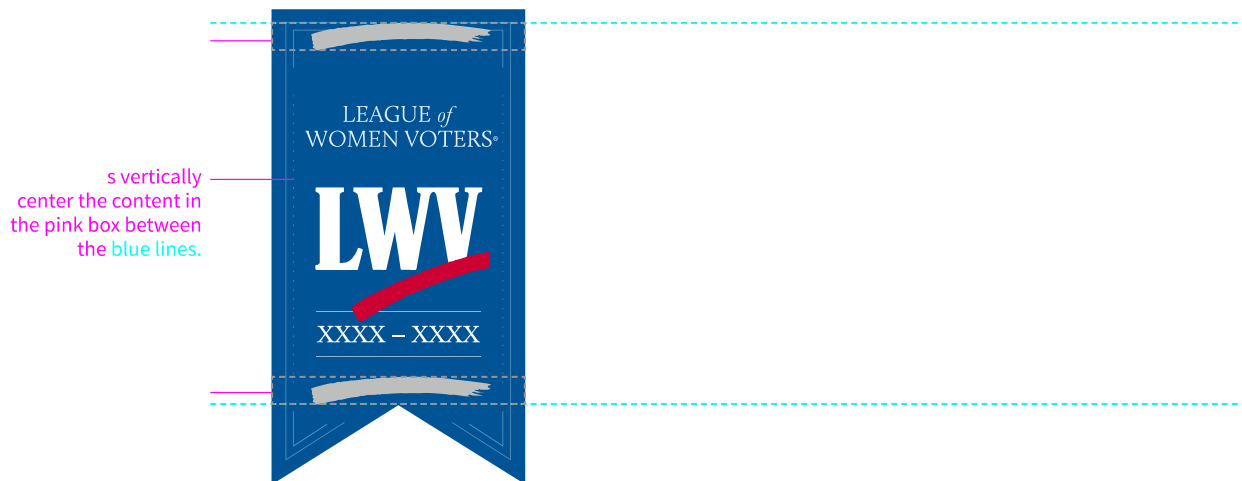
If your chapter name can fit on one line in Baskerville Italic at 20 px use artboard A in the source file.

If your chapter name can fit on two lines in Baskerville Italic at 20 px use artboard B in the source file.

If your chapter name can fit on three lines in Baskerville Italic at 20 px use artboard C in the source file.

If your chapter name can't fit on three lines in Baskerville Italic at 20 px with a 21 px line height use artboard C in the source file and decrease the font size 1px at a time until it can fit on two lines. No smaller than 18 px.

If your chapter centennial date range differs from the national League's logo date range, you may need to change the numbers in the same file. You should not need to edit the typeface or size of the numbers. They should continue to use Libre Baskerville at 26 px.



CENTENNIAL LOGO WITH SLOGAN

Our anniversary slogan 'Creating A More Perfect Democracy' serves as support to the main anniversary logo. The slogan is available for use by all League chapters. The slogan can be used with the logo or separately.

Slogan with Centennial Logo

When paired with the centennial logo the slogan should always sit outside the clear space area, exactly one LWV 'streak' away from the logo. The width of the slogan should always be the same width as the logo and sit horizontally centered above the logo.

The same rules apply to the local League centennial logo when paired with the slogan.

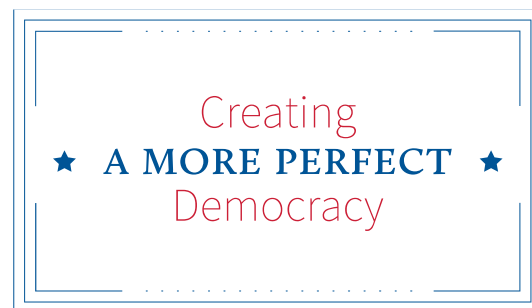
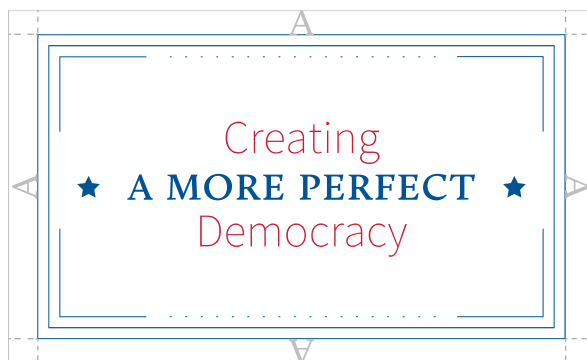


Standalone Slogan

For use separate from the centennial logo.

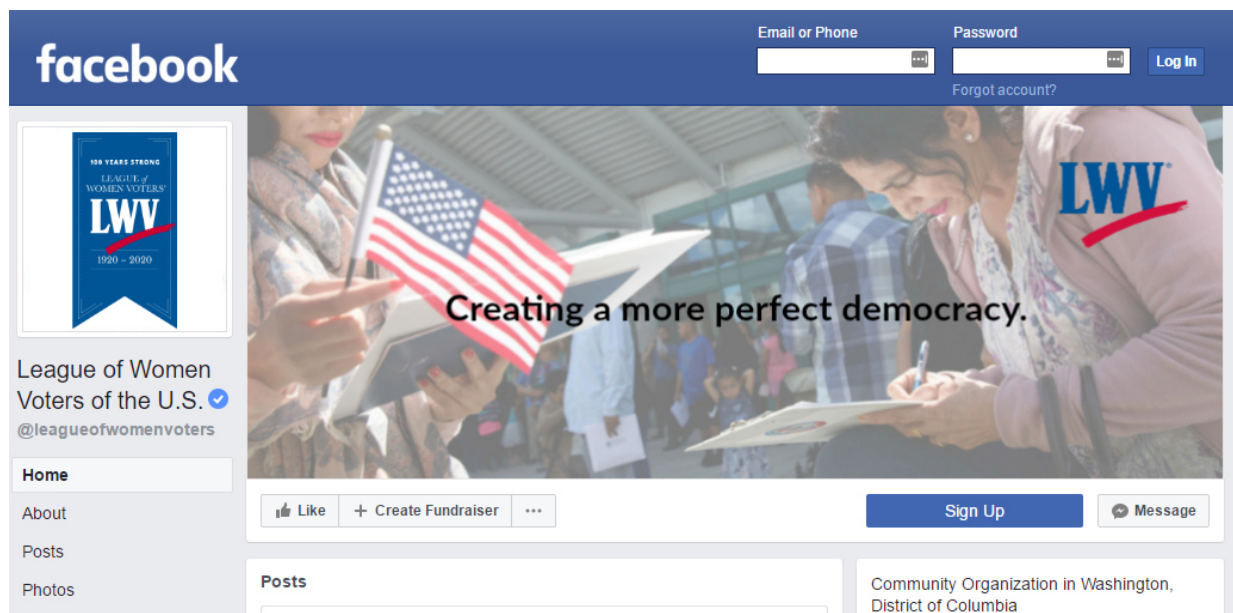
The slogan should have a minimum amount of clear space equal to the height of the capitol 'A' in the slogan around the frame.

For the slogan to be legible it should not be any smaller than 80 pixels wide for web and 1 inches for print.



EXAMPLES OF LOGO & SLOGAN IN USE

Social media profile photos



T-shirt and other giveaways



Editorial Calendar

An editorial calendar is a great way to keep track of important holidays and themes that are relevant to our work and offer opportunities for League visibility. Suffrage landmarks and other historical events are great opportunities to highlight our work and celebrate our centennial.

Use these recommended dates to publish blogs, emails, social media posts, fundraising campaigns and calls-to-action!

JANUARY	9: Carrie Chapman Catt birthday 25: Maud Wood Park birthday
FEBRUARY <i>(Black History Month)</i>	14: League's birthday 15: Susan B. Anthony birthday
MARCH <i>(Women's History Month)</i>	8: International Women's Day
APRIL	Equal Pay Day 7: Jeanette Rankin sworn in as first woman elected to Congress 22: Earth Day
MAY	Mother's Day
AUGUST	6: Anniversary of Voting Rights Act 18: 19 th Amendment Ratified 26: Women's Equality Day
SEPTEMBER	17: Citizenship Day / Constitution Day 27: National Voter Registration Day
OCTOBER	United Nations Month
NOVEMBER	Election Day!
DECEMBER	Giving Tuesday

Resources List

Below is a list of publications and films on the League's history, women's suffrage including information on Carrie Chapman Catt and the National American Woman's Suffrage Association (NAWSA). Use these resources for historical context, images and to help tell our collective story.

[Born for Liberty: A History of Women in America](#) – Sara M. Evans (1989, 1997)

[Carrie Chapman Catt: A Life of Leadership](#) – Nate Levin (1999)

[Carrie Chapman Catt: Feminist Politician](#) – Robert Booth Fowler (1986)

[Century of Struggle: The Women's Rights Movement in the United States](#)

– Eleanor Flexner and Ellen Fitzpatrick (1959, 1975)

[Divided We Stand: The Battle Over Women's Rights and Family Values That Polarized American Politics](#)

- Marjorie Spruill (2017)

[For the Public Record: A Documentary History of the League of Women Voters](#) – Barbara Stuhler (2003)

[The Ideas of the Woman Suffrage Movement 1890 - 1920](#) – Aileen S. Kraditor (1965, 1981)

[Idols, Victims, Pioneers: Virginia's Women from 1607](#) – James Wamsley with Anne Cooper (1976)

[In League with Eleanor: Eleanor Roosevelt and the League of Women Voters 1921-1962](#)

– Hilda R. Watrous (1984)

[In the Public Interest: The League of Women Voters 1920 – 1970](#) – Louise M. Young (1989)

[One Woman, One Vote: Rediscovering the Women's Suffrage Movement](#) (FILM) (1995)

[One Woman, One Vote: Rediscovering the Women's Suffrage Movement](#) – Marjorie Spruill Wheeler (1995)

[The Paradox of Gender Equality: How American Women's Groups Gained and Lost Their Public Voice](#)

– Kristin A. Goss (2013)

[Sustaining the League of Women Voters in America](#) – Maria Hoyt Cashin (2012, 2013)

[Voting Down the Rose: Florence Brooks Whitehouse & Maine's Fight for Woman Suffrage](#)

– Anne B. Gass (2014)

[Winning the Vote: The Triumph of the American Woman Suffrage Movement](#) – Robert P. J. Cooney, Jr. (2005)

[Woman Suffrage and the New Democracy](#) – Sara Hunter Graham (1996)

[New Women of the New South](#) – Marjorie Spruill Wheeler (1993)

For more information or questions regarding this toolkit and centennial messaging, please contact media@lwv.org