



LWV Membership & Leadership Development (MLD) Program

Today's Agenda

- Housekeeping items
- Overview of the MLD
- Introduction to outreach techniques
- Event Planning Checklist
- Q & A
- Homework

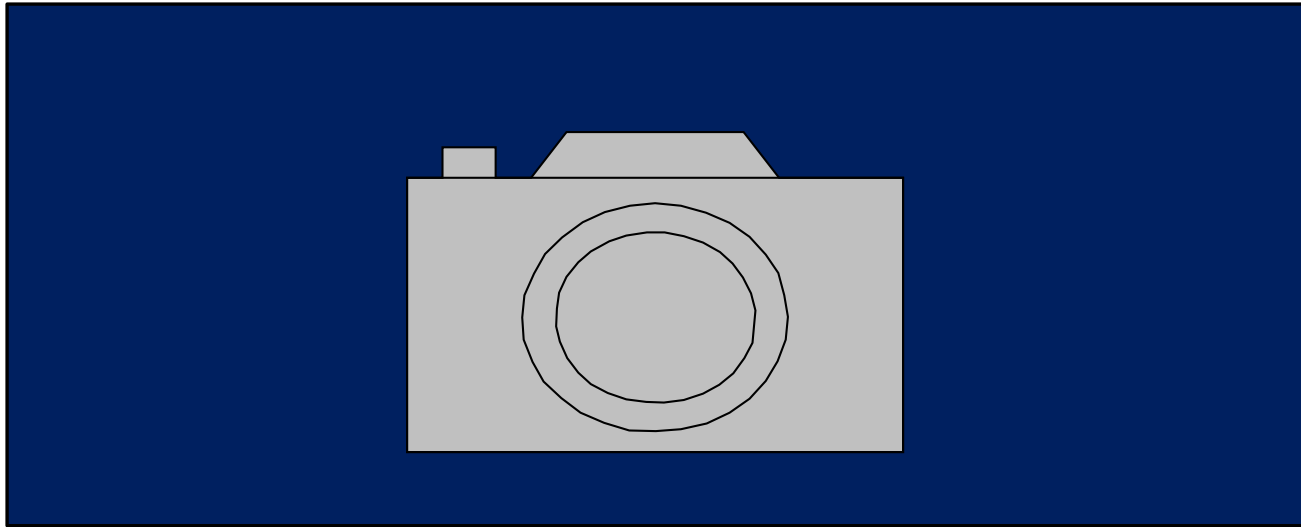


Housekeeping items

- 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 technical questions.



The Big Picture...



The League is Needed NOW...more than ever!



Imagine if...



- EVERY League was using its powerful democracy-building programmatic work to grow itself (as well as our democracy)?
- EVERY League had its own coach for support, guidance, and ideas?
- EVERY League leader was trained and mentored and felt inspired and supported leading?

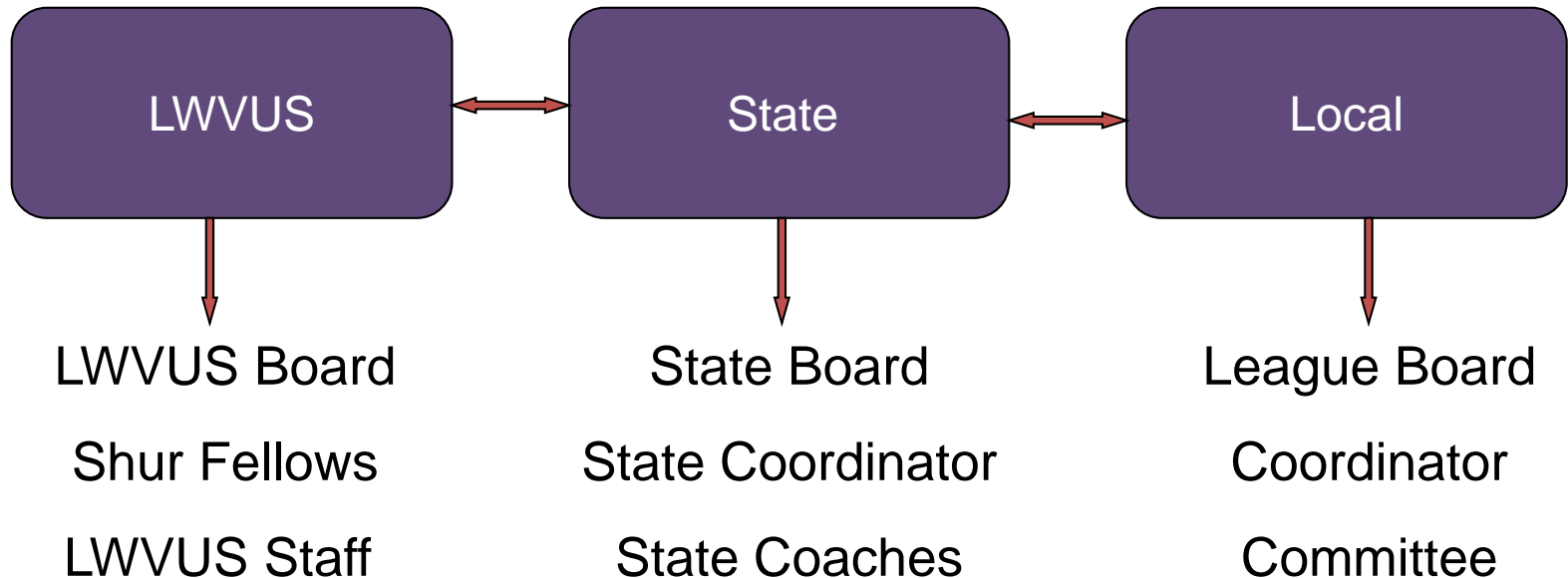
Core of MLD...

- Understanding our strengths
- Looking to the future
- Seeing possibilities
- Embracing change
- Providing vision
- Giving support

All while doing the good work of the League!



Structure of Partnership



Success!

- Engaging Leagues across the country thru
 - 26 Ruth S. Shur Fellows (national coaches)
 - Over 180 State Coaches
- Better membership numbers
- More community involvement , visibility, and connection
- Renewed hope and enthusiasm! **Belief in the power of our mighty voice!**



MLD Basics

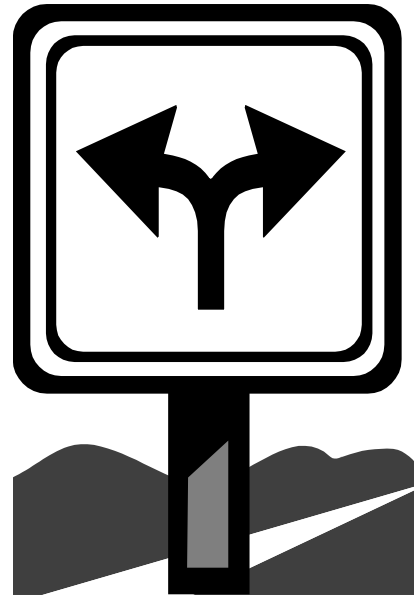
- Partnership among ALL levels of League.
- *Intentionally focused on:*
 1. Recruiting new members
 2. Engaging current members
 3. Developing new leaders in ALL we do.
- Using tried-and-true best practices.



What if your
League had
MORE
members?

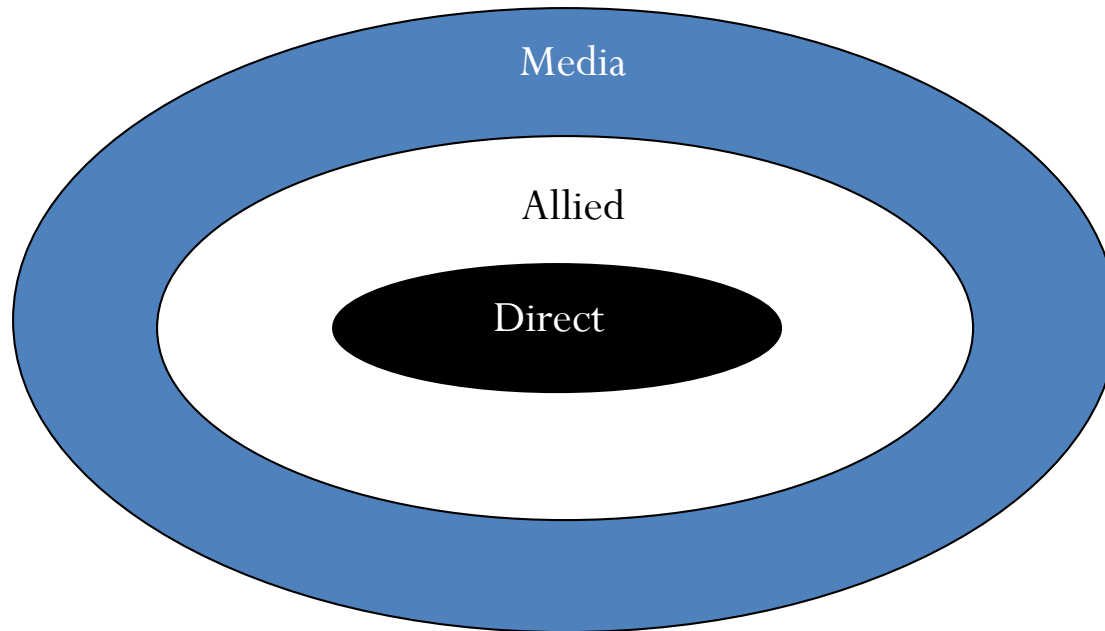


**Where are they? How do
we get them?**



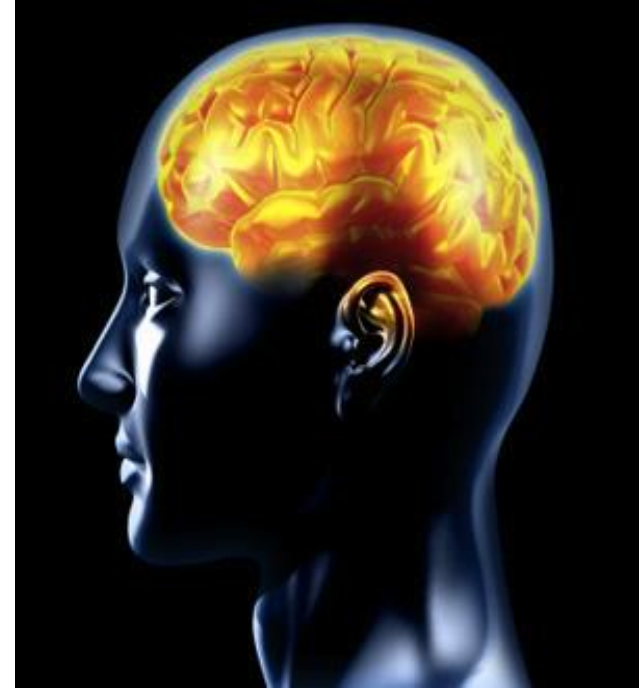
Best Practices for Membership

3 Types of Outreach



How are we most efficient?





Back to the question...

How are we most efficient – and effective – in our outreach efforts?

1. We need to decide who we are trying to talk to.
2. We need to know what they care about.
3. We need to talk about it a lot.



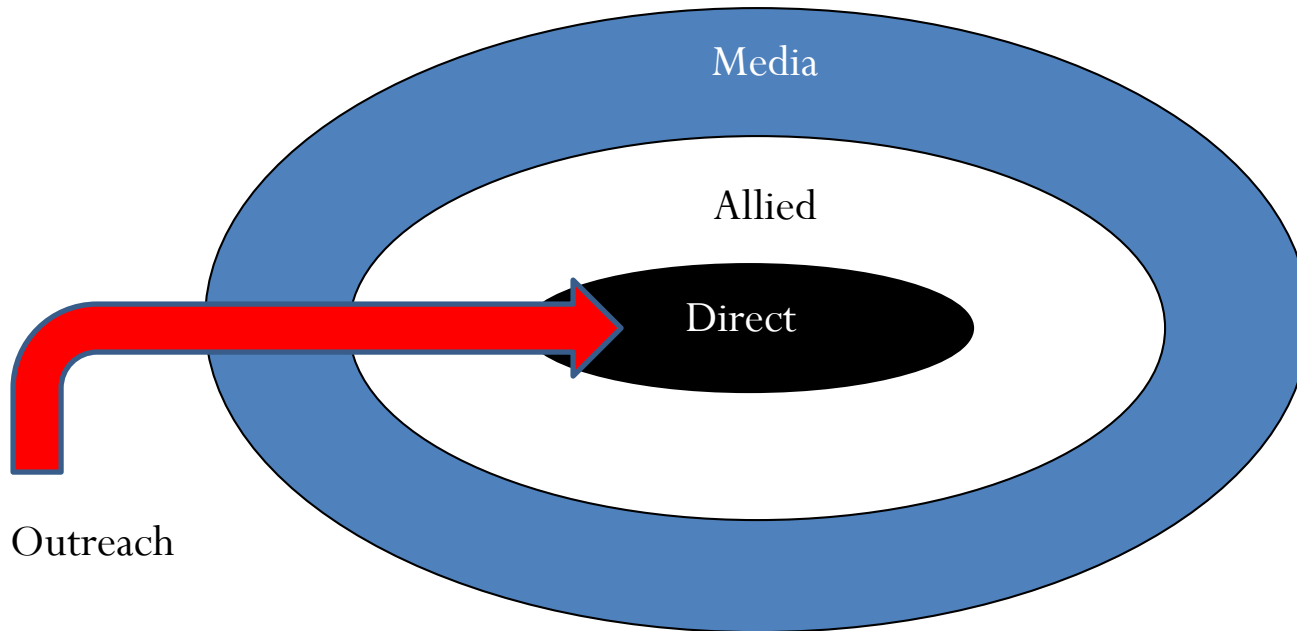
Caution!

Are modifications needed? If so, is your League ready?



How do we reach new members?

3 Types of Outreach



Direct Outreach

Direct Outreach: the ASK

Direct Outreach = *asking people to join*

- One-on-one
- Addressing a group

Opportunities are
everywhere!

Making the ASK

- A – Always be ready!
- S – Show your enthusiasm!
- K – Know what matters!



Be heard!

3 Principles to keep in mind in all our efforts:

- Say it **consistently**
- Say it **constantly**
- Speak to your **audience**



Direct Outreach: Use Your Personal Story

Personal Stories are Important



- Use your story to ASK individuals to join the League
- Use our stories to make League membership tangible and exciting!
- Leave a lasting impression

Is this fast enough?

“It may seem slow, but it’s what works...You are not selling toothpaste. You are asking people to make a meaningful commitment of their time and money based on deeply held values.”

Building Powerful Community Organizations by Michael Jacoby Brown

TRY IT OUT: Tools you can use section of the binder



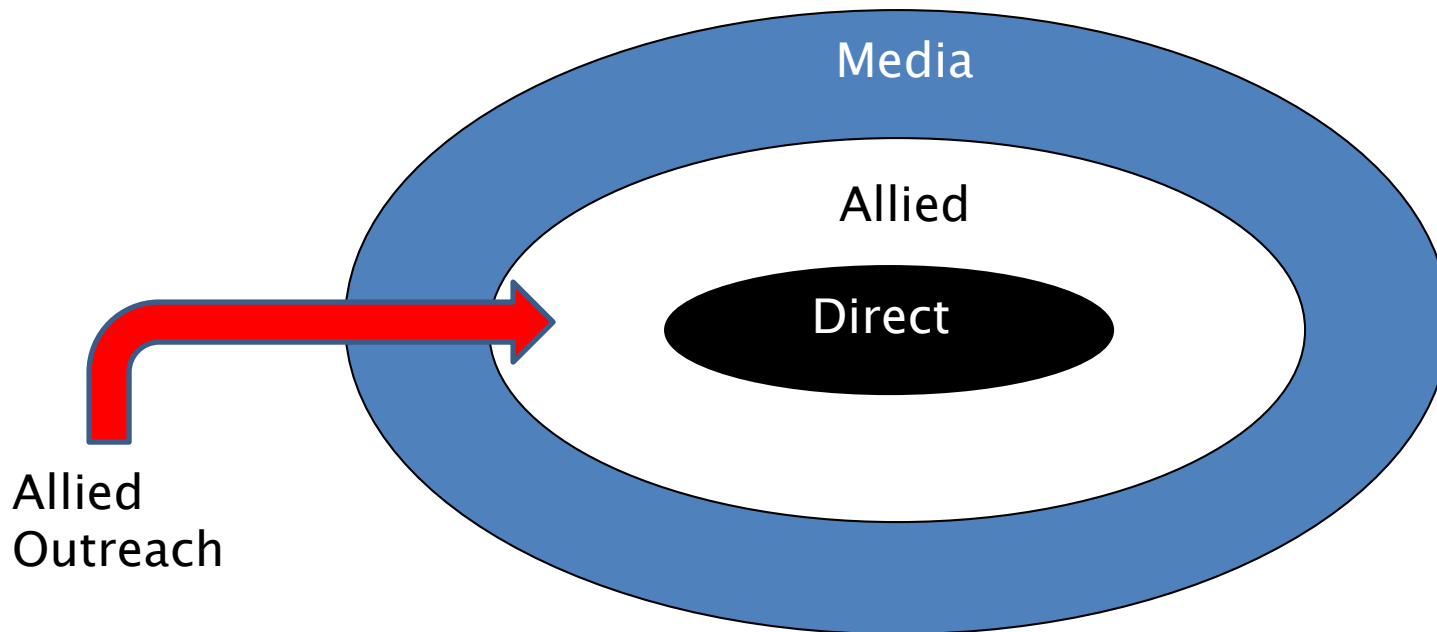
The Elevator Speech

- Keep it brief
- Avoid League lingo
- Show your passion! (i.e., your personal story)
- Speak to your audience and their values (i.e., LISTEN)
- Get to an action point



Outreach: How do we reach new members?

3 Types of Outreach



An allied organization. . .

- Is an organization or group in your community that works on issues and activities that are similar to or related to those of the League.
- Can offer opportunities for local Leagues to reach potential new members.



Plus...

JOINERS

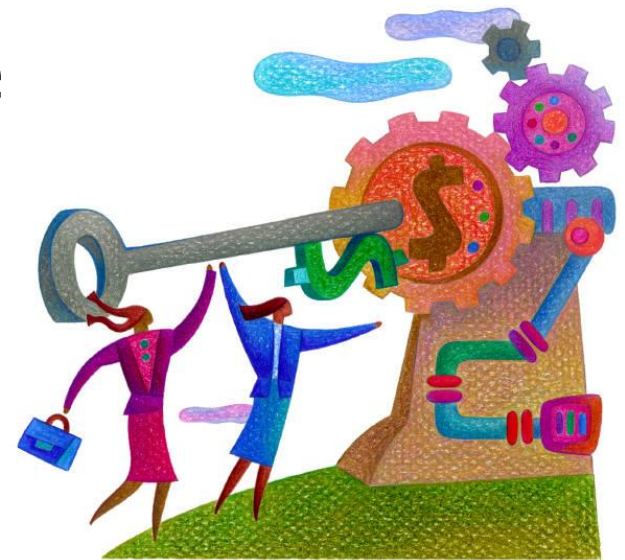


The Key is to Build Relationships

Be Persistent... Always look for opportunities to partner

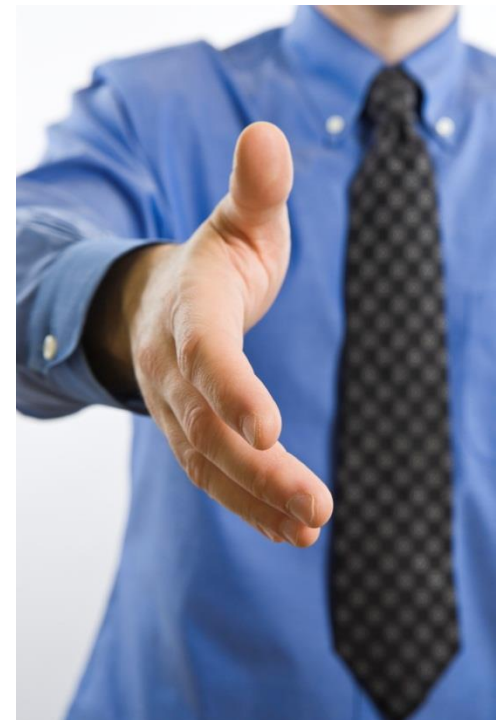
Be Specific... Identify concrete ways to partner (and know what's in it for them)

Be Strategic... Prioritize opportunities and partners



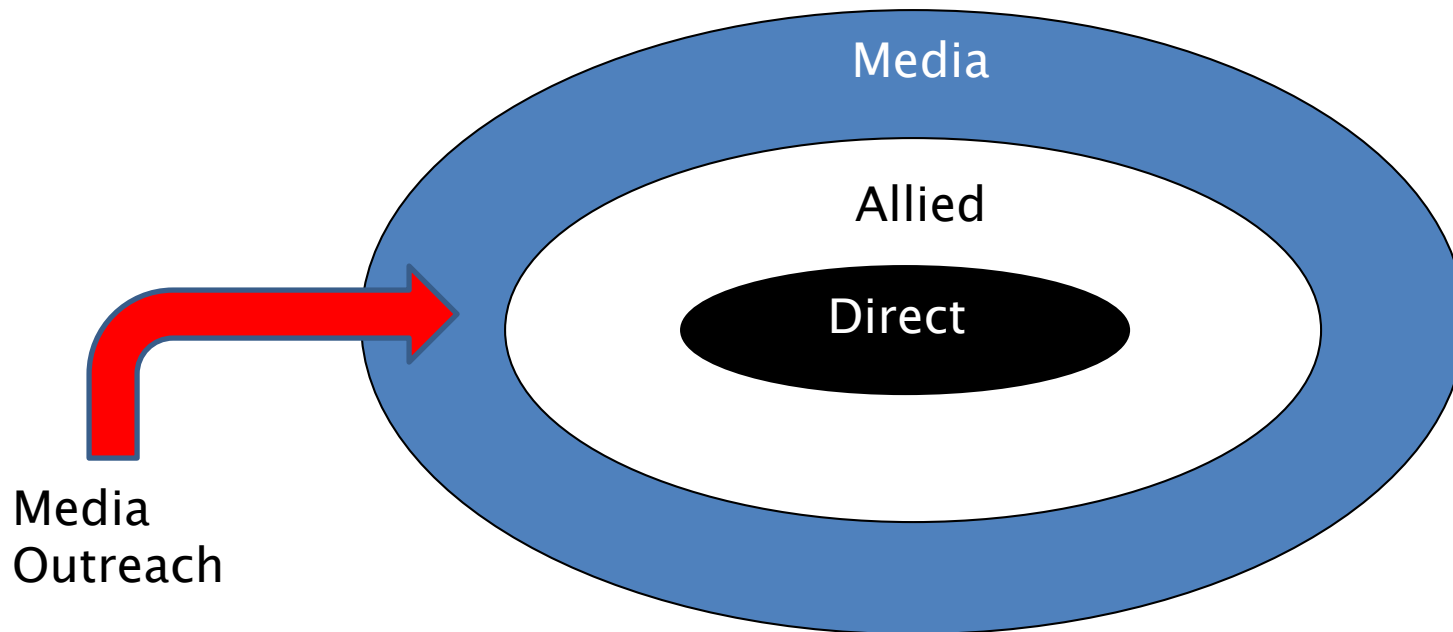
Be Strategic

- What specific opportunities exist to talk about the value of League membership esp to your target audience?
- What are the benefits of cosponsoring an event with this organization in terms of our priorities and/or focus?
- How many members does the organization have that League might reach?



Outreach: How do we reach new members?

3 Types of Outreach



How to be a resource...

What Reporters Need

- Information
- Access
- Context
- Personal stories
- Contacts
- Credibility

What LWV Offers

- ✓ Information
- ✓ Access
- ✓ Context
- ✓ Personal stories
- ✓ Contacts
- ✓ Credibility



Messaging



Pitch – a hook to grab them

- What is new or unique? What's vivid or visual about it?
- Is there a link to a current event happening? What's the “simple story”?
- What unlikely spokespeople might present?
- Are there good local and/or human interest angles?



Promote us...

Points to stress -

- We are real people: volunteers, local community leaders.
- Our work has an impact.
- We educate and inform.
- We provide facts.
- We don't endorse candidates; we aren't affiliated with political parties.*
- We have a history of achievement.
- We work to get candidates to participate.



Where do we share our message?

Traditional Media:

- Print
(daily & weekly newspapers, magazines, etc.)
- Radio
- Television
- Blogs

Social Media:

- Blogs
- Facebook
- Twitter
- Pinterest
- Google+
- LinkedIn



The Key is Building Relationships

Pick a few key outlets & foster those relationships – rather than do them ALL

Name	Type	Contact Person	Phone Number	Email Address
The Beacon	Local Newspaper	Sally Murphy	240-333-9900	smurphy@gmail.com
Gazette.net	Online Newspaper	Sophie Yarb, Editor	240-123-4455	sophie@gazette.net
Silver Spring Downtown Arts and Entertainment	Online Community Calendar and News	Gwen Hay, Civic Facility Manager	240-876-1234	hay@silverspring.com
The Silver Spring Singular	Community Blog			silverspringsingular@gmail.com
Silver Spring Patch	Community Blog			http://silverspring.patch.com/

Always include alternative media outlets. . . especially if your League is in lots of competition for airtime.



Social media is a tool – it is not a silver bullet

- Good product/Compelling cause
- Integrate into your comms streams


Not all social media channels are right for every League

- Pick and choose
- Quality over Quantity



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
Community Issue: Water Safety		
Event: Hot Topics Luncheon		
Date: March 2011		
		Direct Outreach
Before the event	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.	A D S e B e c c d
At the event	Membership Ambassadors will greet guests and let them know how to join.	L s

1. Basic Event Info



Community Issue: Water Safety

Event: Hot Topics Luncheon

Date: March 2011

	Direct Outreach
Before the event	<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>
At the event	<p>Membership Ambassadors 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 her personal story in her closing remarks.</p>
After the event	<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

	Direct Outreach	Allied
Before the event	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 C environment Board members invite non-League friends to come to discuss
At the event	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 Have sports wear League
After the event	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 pursue Send Thank you notes to sponsors, the organization, and the person

Brainstorm ways your League can use direct outreach BEFORE, AT, and AFTER your event to recruit new members.

3. Let's start with Direct Outreach



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

	Direct Outreach	Allied Outreach	Media Outreach	Leadership Development
Before the event	<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>
At the event	<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>
After the event	<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. Do the same for allied and media outreach.

Questions?



Homework

Using the event planning checklist as a guide, review an event that your League recently held. How effective is your League's capacity-building efforts? What might you do differently moving forward?



Next Webinar: March 20

Leadership Development

