



LEAGUE OF
WOMEN VOTERS®

Increasing League Impact

The Membership and Leadership Development Model

Spring 2015

BY THE NUMBERS

The Membership and Leadership Development Program is...

Some 400 Participating Leagues

Learning and utilizing techniques to recruit new members, engage individuals, and develop new leaders

Over 170 State Coaches

Supporting, training, and mentoring local Leagues

Offered to 50 states and DC

Resulting in a stabilization of membership nationally with growth in many states

26 Ruth S. Shur Fellows

Building the capacity of the League and linking our grassroots together

Working towards 1 Vision

Strengthening and expanding our impact.

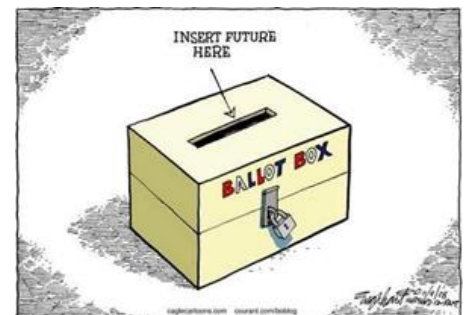
What is the MLD?

The Membership and Leadership Development (MLD) program aims to help local Leagues intentionally focus on strengthening and growing the League and the League's impact, with the help of state and national coaches for support. Currently, over 170 state coaches are working with 26 national coaches (also known as the Ruth S. Shur Fellows) to provide guidance, mentoring, and support to local Leagues in tried-and-true techniques proven to recruit new members, develop new leaders, and reach beyond the League to engage others. As we look towards the League's 100th birthday in 2020, we will continue to leverage new this new capacity, created by the MLD to have more impact in our communities and to strengthen our democracy.

The MLD program is funded by the [Fund for Local League Growth](#). Donations to the Fund are tax-deductible. For more information about the MLD program, how to participate, or donate, please contact Shauneen Grout at SGROUT@lwv.org.

Welcoming New Members and Engaging Leaders to celebrate our 95th Birthday

As we reflect on our 95th birthday, it's a great time to think about the reasons you personally joined the League. What drew you to the League? Were you familiar with League lingo? Did you know everyone at the meeting? We all know that first impressions mean a lot and reflecting on what made us join and stay with the League can help us ensure we are creating those warm and welcoming conditions for new members today.



The future of the League and our democracy depends on a vibrant membership. Let's start our next 95 years off with a strong and energized League! Here are some of the quick tips that the MLD program helps League implement at every new event to ensure that the communities we engage with feel welcome to join us:

- **Ask individuals to volunteer at the next League activity or event.** What is one small task that you might ask them to assist with? Welcome people? Help set up the room? Collect questions from the audience? After the event, ask them what they thought and what would interest them about the next activity or event?
- **Call them to action:** Ask them to take some kind of action. Take a

Tools You Can Find at forum.lwv.org:

YPTF Toolkit: Building the League of Tomorrow
Tools, tips and ideas for engaging with young volunteers and leaders.

Membership Forum Group

A discussion group dedicated to membership and filled with ideas for making events engaging and attractive to potential members. Also where you can find the MLD Handbook.

LWVUS Webinar Library
Find recorded webinars on topics ranging from "Voter Registration Training" to "Storytelling for Recruitment" and everything in between!

How to Create a League Facebook Page
Step-by-step instructions on creating an engaging Facebook page to kick start your League's social media presence.

Do You Know Your LWVUS Board Liaison?:

Board / State liaison assignments and contact information are available on forum.lwv.org (search: liaison)

For More MLD Info from LWVUS:

Contact Shauneen Grout at sgrout@lwv.org

friend to vote! Become a fan of the League's Facebook page! Follow us on Twitter! Send us a donation!

- **Connect them with a League "buddy" or mentor:** Recruit League members who will stay in touch with them for the upcoming months. This gives them a contact and someone to ask questions, go to meetings with and generally provide a friendly welcome to the League.
- **Thank them:** Everyone appreciates being thanked. Acknowledge their time and effort in participating in the event they attended.

Success Story: Laramie, WY Embraces the GROW ME Coaching Model

In the Membership and Leadership Development (MLD) program, the GROW ME method helps Leagues outline specific goals, assess what the current reality looks like, decide what their options are and finally to choose which option will make their goal a reality.



Members of the League of Women Voters of Laramie, Wyoming are successfully integrating the GROW ME model of goal setting and evaluating into every aspect of their work. State MLD coach Susan Simpson says that the model "provides a great framework to help remember goals, recognize their current status, and evaluate

how best to proceed." The Laramie League has set goals to improve communication by using outlets like Facebook more frequently and to do more follow-up with new and potential members. The League also is using the event planning checklist and sign-in sheets at meetings as well as maintaining a mailing list. (These resources and others are available on forum.lwv.org)

Donna Lauffer, Ruth S. Shur Fellow for Wyoming, said "Laramie is well connected with their local newspaper and they do very community-minded programs that attract a diverse grouping of people", citing the Laramie League's 30% membership increase from 2013 – 2014. Susan added that "Our MLD team all went through the training together in Casper, so we started out together."

The GROW ME model is not meant to add to the work load of local Leagues but rather to make it easier for Leagues and their members to get things done through a simple framework that guide Leagues during the planning process and makes that process simpler. The success of the Laramie League with their implementation of the GROW ME model shows how useful and simple the model can be and sets an example for other Leagues to follow.

Looking For a New Way to Get Involved? Become a State Coach!

Are you interested in deepening your League experience and becoming a strong leader at the state level? State coaches are the backbone of the MLD Program and critical to the success of the League. If you are interested in this fulfilling and exciting opportunity please contact your state MLD representative.