

Celebrating Our Past & Embracing the Future



LEAGUE OF
WOMEN VOTERS®

State Convention 2015

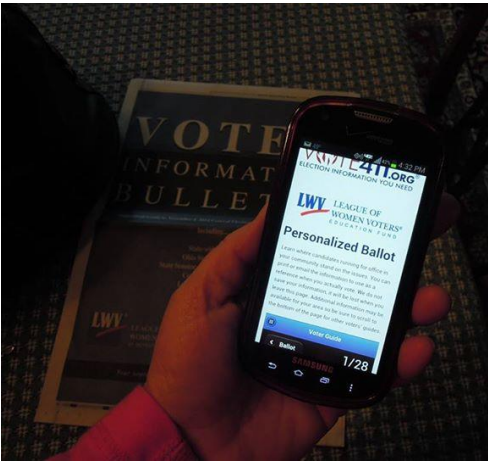


LWV 95th

CELEBRATING OUR PAST



EMBRACING THE FUTURE



MISSION VS. METHOD



TRENDS IN EXTERNAL ENVIRONMENT

Do these sound familiar?

- 1. Increasing ability to connect one-on-one**
- 2. Less civility**
- 3. Less belief in power of basic/shared “facts”**
- 4. More polarization & partisanship**

TRENDS IN EXTERNAL ENVIRONMENT

Resulting Changes in Civic Engagement

- 1. Powerful forms and means of engagement have emerged = BIG opportunity for the League.**
- 2. The reasons why people engage have changed.**
- 3. There is less commitment to institutions and organizations.**

TRENDS IN EXTERNAL ENVIRONMENT

“No matter how people choose to interact with the League in today’s ‘infogagement’ environment, most citizens want to belong to a community, to make an impact on issues and decisions they care about, and to have a say, either through voting or other forms of participation.”

The Role of the Civic Organization in the Era of “Infogagement,”
Matt Leighninger, Deliberative Democracy Consortium

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

How do we know we are making an impact?



Keep Impact at the Center

How do we know?

- More voters registered & voting.
- Measurable movement on an issue.
- Increase in **engagement** (online/in person).
- Funding, media, attention from partners.

How do we think beyond ourselves?



Voter Protection



Traditional:

- 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

Voter Registration

Traditional:

- 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



Voter Education & Mobilization

Traditional:

- 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: What New Methods Exist?

- 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
- Small-dollar donation campaigns

Where will
this take
us?



Protecting voting rights

Since 1920



#LWVat95

What does
this look like
in your
League?



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

- How did you engage people?
- Who did you engage?
- Who else would you like to engage?
- What new engagement ideas might you try going forward?
- What are 2 takeaways from today's session that you'll share with your League?

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!

Q & A

INSERT YOUR CONTACT
INFORMATION

Additional resources:

- *League Update* (delivered via email each Thursday)
- *Blog Round-Up* (delivered via email at the end of each month)
- www.lwv.org (updated daily)
- Forum.lwv.org (member resources website)