

## **State Conventions 2015: Promoting MLD and MLD Best Practices**

State Conventions are a great opportunity to promote the Membership and Leadership Development (MLD) program, its best practice and successes. This can be done in a variety of ways. This is a menu of possible ideas and resources for your reference.

### **Possible Workshops/Trainings**

Each workshop is designed to be 60-90 minutes. Materials can (and should) be tailored to fit the needs of the local and state Leagues.

- **Leadership Development Workshop**

Why did you become a League leader? What opportunities has leadership brought to you? Investigate what's needed to create a leadership culture and how to make leadership in the League a positive, personal-growth opportunity. Explore and set goals for your League to develop new leaders in the coming year.

Resources:

- ✓ [February 2015 Guidance: Leadership Development](#)
- ✓ [MLD Leadership Materials](#)
- ✓ [Simple Steps for Developing Leaders PowerPoint and handouts](#)

- **Storytelling Workshop**

As we mark the League's 95<sup>th</sup> birthday, there is much to celebrate and much to share about all that we do as individuals and as an organization. This session will help Leagues understand why stories are so powerful, what makes a good story and how we can use them to build the organization.

Resources:

- ✓ [November 2014 Guidance on Storytelling & A Good Ask](#)
- ✓ [Slides on storytelling](#)
- ✓ [Webinar recording](#)

- **Event/Activity Planning Checklist Session**

How can Leagues maximize each event or activity to ensure that we are building capacity along with serving our community? Use the Event Planning Checklist! This easy tool helps Leagues to get intentional about leadership development, member recruitment and visibility. Make this an informative and interactive session!

Resources:

- ✓ [MLD Handbook: Chapter 10](#)

## Throughout Convention:

- **Model some of the best practices.**
  - State leaders can tell their personal League stories at the event.
  - State coaches can act as welcoming ambassadors at the event to welcome everyone and invite any non-members to join.
  - Prominently display League banners/signs at the event.
  - Wear League buttons and apparel.
  - Get a press release printed in local newspapers across the state before and after the event.
  
- **Set up a social media station**

Promote the League's social media channels and encourage attendees to Tweet or post throughout the event. Photos are great and a photo back drop (maybe with some props) can be engaging and FUN!
  
- **Create a power point slide show celebrating the successes of the MLD program** in your local Leagues and put up different slides during each break!
  - Collect quotes from local League participants on what they've learned from and enjoyed about the MLD program and brief summaries of successful events. If you do not have access to a computer or a projection, make an effort to sprinkle in these stories and quotes throughout your event. Create a slide highlighting each of your great state coaches! Include the state coach's name, home local League, the Leagues they coach, and either a quote from the state coach about their experience OR a quote from a local League about the state coach.
  - Include information on how to become a state coach or get involved on the local League level.
  - Include information about your National Coach, explaining the great partnership we are building together among the 3 levels of League.
  - If a PowerPoint is not an option you can print out any of these pieces and hang them around the room for people to explore in between sessions.
  - Encourage coaches or MLD participants to wear MLD stickers (template available) to help them stand out and take questions from those who may be interested in learning more.
  
- **Honor state coaches**

LWVUS will be providing certificates but allow for public acknowledgment of their important contributions to the success of the League. Everyone appreciates a thank you!
  
- **Hand out League brochures and buttons to participants**, along with the "Little Things" To Engage League Leaders from Chapter 2 of your MLD binder. Urge League leaders to get out there and ASK individuals to join the League!