

**Opportunity for Guidance**  
**April 2017**  
**Engagement for Impact**

**Campaign for Making Democracy Work®**

*A message from LWVUS President Chris Carson:*

Our campaign for Making Democracy Work™ will continue to be a long, hard fight on many fronts. The League is up for the challenge.

From voting rights to clean air, health care to money in politics, the League's core issues will be at the forefront of battles in state houses and in Washington. Much of our society's greatest progress is born out of challenging times and the same can happen today as we work to create a more perfect democracy.

Here's how you can help-

- **Focus on voters.** With eyes turning toward key 2017 and 2018 elections, this is the time to think about how your League can prepare to reach as many voters as possible over the next 18 months. Is your League ready to launch or reboot a high school or new citizen voter registration effort? How can you get your next [VOTE411](#) voters' guide in front of more people? Have you reconnected with existing partners? Is your League prioritizing resources and time to focus on our core voter engagement activities?
- **Membership not required!** Whether someone is interested in writing a check, volunteering for an hour, connecting you to a potential new partner, or making calls to representatives, there are endless ways for non-members to contribute to our work in meaningful ways. When someone new shows interest in your League, ask how *they're interested* in helping, and [go from there](#).

Thank you for your efforts to engage for impact!

In the last guidance, we talked about Making Democracy Work® by engaging new volunteers online. While it's important not to forget how effective the internet is for recruiting new volunteers, it is ultimately in-person, meaningful experiences that keep them coming back for more. There are many opportunities to engage individuals in programs that your League is probably already running, such as:

- Voter Registration Drives at Naturalization Ceremonies
- Voter Registration Drives at High Schools and/or Technical and Occupational Schools
- Observer Corps Programs
- "Hot Topics" such as around Money and Politics or Civil Discourse

Events like voter registration drives and programs like the Observer Corps are made easier and more effective with good volunteers, and the positive experience they provide new members will help to ensure their continued devotion to the League.

Many state Leagues have focused their advocacy on protecting voters by speaking out on proposed voting legislation. Local Leagues can reinforce this action by educating and informing their communities on voting laws.

Even if you have never run a High School or Naturalization ceremony registration drive before, the time is now! This tumultuous election has brought with it a new wave of activists who are eager to get involved in whatever way they can. Below you will find links to comprehensive guides to help your League make these events a reality.

### Resources:

*LWV High School Registration Training Manual*

<http://lww.org/content/high-school-voter-registration-training-manual-3rd-edition>

*Observer Corps Resource Guide*

[http://lww.org/files/LWVEF\\_ObservingYourGovernment.pdf](http://lww.org/files/LWVEF_ObservingYourGovernment.pdf)

*Naturalization Ceremony Voter Registration Toolkit*

[http://forum.lww.org/sites/default/files/naturalization\\_ceremony\\_voter\\_registration\\_toolkit\\_2016update.pdf](http://forum.lww.org/sites/default/files/naturalization_ceremony_voter_registration_toolkit_2016update.pdf)

*Money in Politics Action Kit*

<http://forum.lww.org/document/money-politics-action-kit>

\*\*This brand new kit provides tools to take action in your community or state related to reforming money in politics.\*\*



### League Spotlight: Minnesota

Since 1997, the LWVMN has registered over 63,000 new Minnesotans! They are committed to registering new citizens at every single naturalization ceremony in the state. Congratulations to them, and thank you for the hard work of all League members that make events like these possible.



*LWV of Minnesota members gather during a naturalization ceremony.*

Source: <https://www.lwvmn.org/why-league/voter-registration-and-new-citizens>