



## Leveraging Post-Election Volunteer Interest November 2016

Since Election Day, Leagues at all levels have seen an increase in potential volunteers and donors interested in getting involved in the League's work. Here are tips for all Leagues to keep in mind as we work to leverage this uptick in interest.

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1. **ASK.** Ask your social media networks, community partners, and your own members to take advantage of this unique opportunity and talk about the League as a place for people who want to make a difference. For example, a social media post could say something like (see more below):

*If you're looking for ways to get involved in your community and help defend our democracy, join the [NAME] League of Women Voters! For nearly 100 years we have been fighting for voting rights and that work continues today. We are looking for neighbors and friends to join our work. Come to a League meeting [DATE / TIME / LOCATION].*

2. **Respond quickly to new potential volunteer interest.** Thank interested individuals and welcome them to your League (whether as a volunteer, a donor or a new member). Find out what they are interested in or what skills they can leverage. Call them or meet them for a coffee. Engaging volunteers within the first 30 days is critical to retaining them.
3. **Be ready to suggest specific, concrete volunteer opportunities for new people to get involved soon.** The best activities are:
  - a. Community facing (i.e., voter registration drives or advocacy action, NOT internal things like program planning)
  - b. Focused on the League's core democracy/voting rights issues
  - c. Tangible & bite-sized (ask for one afternoon or one hour of help)
4. **Great new volunteer opportunities include:**
  - a. Springtime high school voter registration
  - b. New citizen or other ongoing voter registration/engagement work
  - c. Local or state advocacy campaigns on key League issues, activities such as:
    - i. Attending a state/local lobby day
    - ii. Sending letters/action alerts to officials as soon as new legislation is introduced
    - iii. Writing letters to the editor
  - d. Preparing for local election activities
  - e. Election follow up, such as participating in "next steps" meetings with partner groups, meeting with election officials
5. Make it easy for people to make **small donations** to your League, then acknowledge the gift with a thank you and an invitation to get more involved, if desired.
6. **Be positive and welcoming.** Talk about the League's victories. Welcome people to our work in ways that fit them. Have succinct language about our impact and about how others can help us to make that impact even greater. Publicize that language wherever and whenever possible.



## Sample Social Media Graphics & Messages for New Volunteer Engagement



### **TWITTER:**

*Looking to get more involved in your community? Consider joining the [NAME] League of Women Voters: [LINK TO LEAGUE WEBSITE]*

*Join the [NAME] League of Women Voters and help us work towards [LOCAL GOAL / TOP ISSUE]!*

*Volunteer with the [NAME] League of Women Voters to learn more about [LOCAL GOAL / TOP ISSUE] facing our community.*

*The [NAME] League of Women Voters is working to protect voting rights and drive change in [TOWN / COMMUNITY / DISTRICT]*

### **FACEBOOK:**

*If you're looking for ways to be more involved in your community and help defend our democracy, join the [NAME] League of Women Voters! For nearly 100 years we have been fighting for voting rights and that work continues today. We are looking for neighbors and friends to join our work on [LOCAL ISSUES TAKING PRIORITY IN YOUR LEAGUE]. Come to a League meeting [DATE / TIME / LOCATION].*

*The [NAME] League of Women Voters is working with local officials on [LOCAL ISSUE]. We need concerned citizens to make their voices heard and tell our politicians we want [WHAT WE WANT] for the people of [TOWN / COMMUNITY / DISTRICT].*

