

Guidance on Being Highly Visible Part II: Using Election Work for Visibility

April 2016

Elections are a critical time for Leagues to be highly visible. The opportunities to serve the public are numerous as are our opportunities to elevate the organization's great work and impact. 2016 will be no exception!

The upcoming elections are ripe with turnkey opportunities for Leagues all across the country to be highly visible. Here are some resources that can assist Leagues in their efforts:

- LWVUS has created a [social media kit](#) for the primaries. Take pictures and use them to help ground your media in the community. Customize templates for Facebook posts and tweets. Be sure to refer back to previous guidances if you need a primer on [social media](#) or [outreach](#).
- [Electing the President](#) has been updated for 2016 and is always a great way to educate voters.
- VOTE411 has created a [Presidential Voters' Guide](#) that local Leagues can link back to so no one has to spend time recreating information that already exists.
- Use the great work you are already doing to focus on visibility. Are you keeping track of how many voters you register? This helps not only quantify your IMPACT, but also can be used for talking points with media and funders. Add them to excellent quotable bites for both traditional and online media. Don't forget to take pictures and to use them to elevate your work visually!



- [Three Steps for a Smooth Election Day](#) has some great tips for Leagues on Election Day, but also includes ideas on how to use VOTE411 as a way to reach out to voters and media outlets.
- Follow LWVUS on social media and repost/retweet things that we have posted. This is the easiest way to take advantage of social media for when you just don't have the time to do anything else! [LWVUS on Facebook](#), [VOTE411 on Facebook](#), [LWVUS on Twitter](#), [VOTE411 on Twitter](#). Consider following other local and state Leagues on these platforms as well.

This is a time that it is critical to take advantage of the increased attention on voting and elections. Don't be afraid to let your community know about the important work you are doing and how others can help you make more of an impact. There are two waves that we can take advantage of: the primaries and the general election. Customize the resources we have provided with your area's primary/caucus information and then come back and tweak them again for the general election.

We have really important and thorough information that the voters need to know, don't pass up the opportunity to get the word and the vote out!

Additional Resource: [Using Storytelling](#)