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June 21, 2019

**COUNCIL 2019**

# Power of Our Story

*Mission Impact Report*



Jeanette Senecal  
Senior Director, LWVUS

# Exercising Our Power - Coalitions

- Re-establish LWVUS/EF within coalitions as key player

## State Lead for EP Coalition



## Visibility at Coalition Events

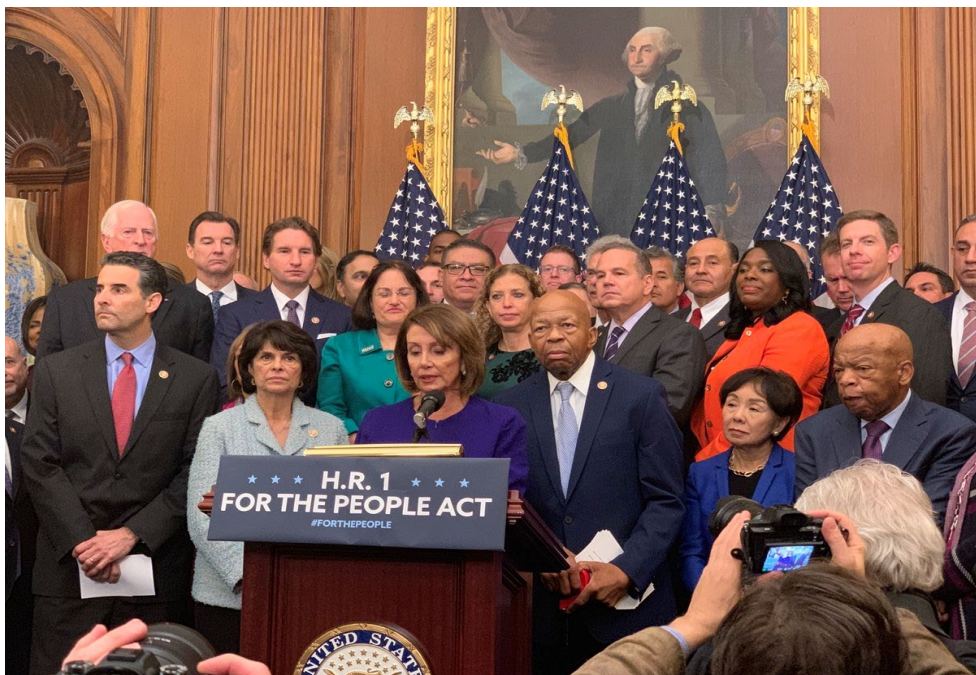


## An HR1 Influencer



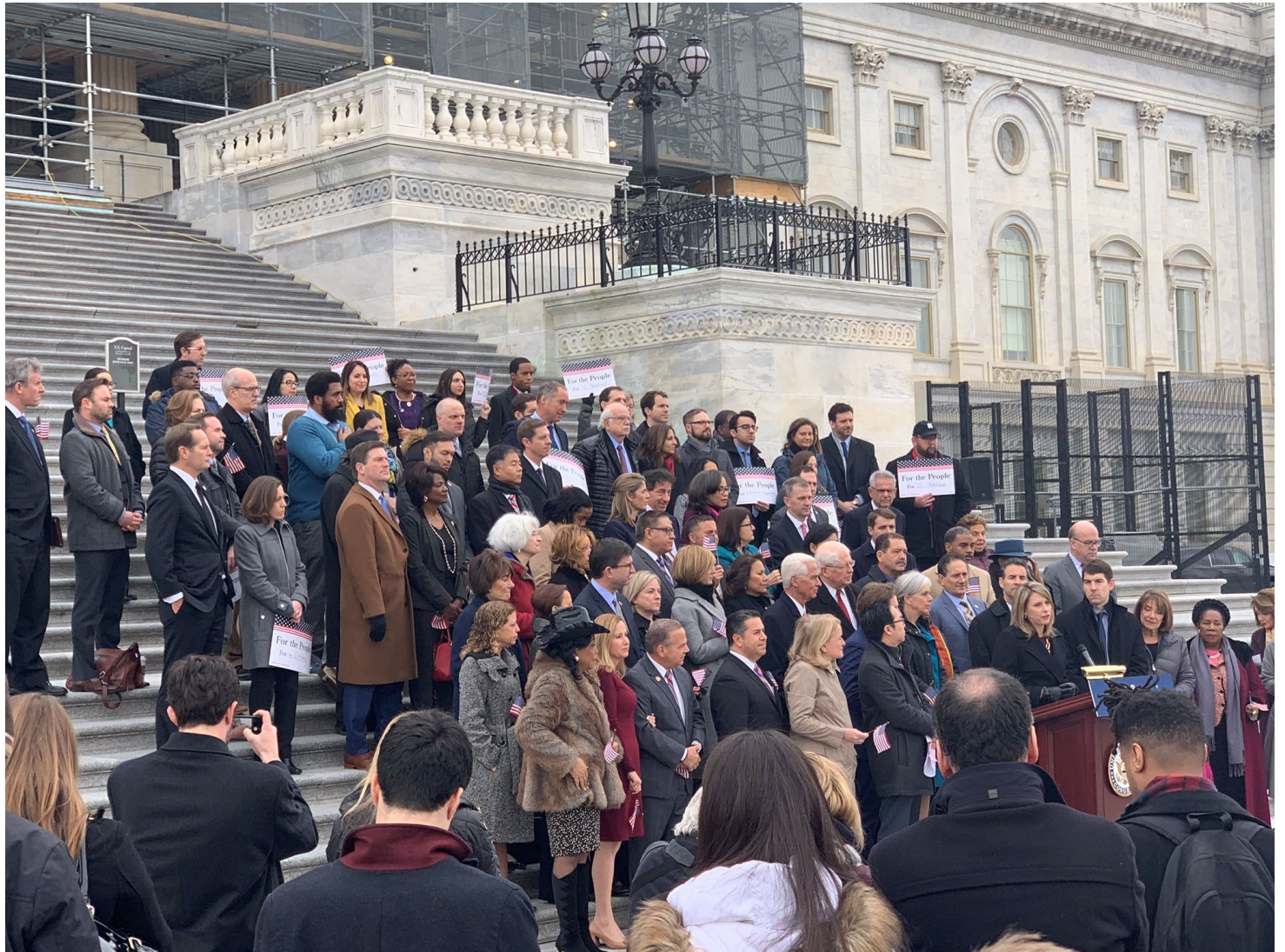
# Exercising Our Power – “On the Hill”

Re-establish and raise LWVUS’ influence with legislators



- **For the People Act (HR1)**
- **Voting Rights Advancement Act (HR4)**
- **Native American Voting Rights Act (S739)**

# For the People Act: Senate Strategy



# Exercising Our Power – In the States

## Congressional Action

THE ADVERTISMENT

**WE THE PEOPLE  
DEMAND  
A HEARING  
ON THE FOR  
THE PEOPLE ACT.**

The For the People Act, a sweeping democracy reform bill, passed the U.S. House of Representatives on March 8, 2019, but a hearing has not been scheduled in the U.S. Senate.

What's the harm in every eligible citizen being able to register and vote?

What's the harm in taking politics out of redistricting?

What's the harm in showing American people who's influencing their vote?

**CALL YOUR U.S. SENATORS  
TO DEMAND A HEARING.**

**WE THE PEOPLE  
DEMAND A HEARING ON THE  
FOR THE PEOPLE ACT**

**LWV**

The For the People Act, a sweeping democracy reform bill, passed the U.S. House of Representatives on March 8, 2019. We call on the U.S. Senate to hold a hearing on this bill because the American people deserve a transparent democracy.

PLACE  
STAMP  
HERE

TO:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**LWV** LEAGUE OF  
WOMEN VOTERS

Paid for by the League of Women Voters



# Exercising Our Power – In the States

## State-level Action

## Reform Priorities



- Automatic voter registration
- Online voter registration
- Election day registration
- Expanded early voting
- Community-based voter registration
- Improving polling place management

# Exercising Our Power – In the States

## State-level Action

- **4.3m voters protected**
- **Won NVRA compliance in Indiana, Alabama, and Maine**
- **Community-based voter registration defense**

ALABAMA STATE CAPITOL  
600 DEXTER AVENUE  
SUITE S-105  
MONTGOMERY, AL 36130



(334) 242-7200  
FAX (334) 242-4993  
WWW.SOS.ALABAMA.GOV  
JOHN.MERRILL@SOS.ALABAMA.GOV

JOHN H. MERRILL  
SECRETARY OF STATE

SENT VIA ELECTRONIC MAIL

October 24, 2018

Jonathan Brater  
Counsel, Democracy Program  
Brennan Center for Justice at NYU School of Law

RE: Crosscheck Program

Dear Mr. Brater:

As we discussed on today's conference call, the Secretary of State's Office is going to evaluate our participation in the Crosscheck program in January 2019. Until a decision is made on our relationship and participation in the Crosscheck program, the Office will not be utilizing information from Crosscheck to remove voters from our voter registration rolls.

If you would like to contact us for a follow up on our decision in January 2019, we would welcome the further conversation.

If you need anything further, please contact me at 334-353-7857.

Best Regards,

A handwritten signature in black ink, appearing to read "Brent Beal".

Brent Beal  
Deputy Attorney General



# Exercising Our Power – In the Courts

- **FY19 Active Lawsuits: 20**
- Redistricting (6)
- NVRA (5)
- Elections (5)
- Census (2)
- Voter ID (1)
- Climate Change (1)







## Redistricting Wins





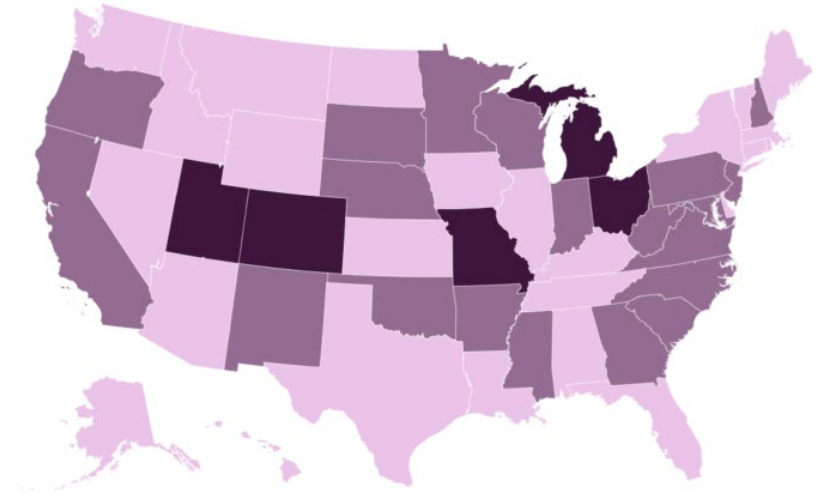
# League of Women Voters of North Carolina v. Rucho



# Exercising Our Power - Mobilization

## Redistricting Grant Success!

- While redistricting reform is a focus for Leagues across the nation, Leagues are conducting robust grassroots advocacy, education, and mobilization (medium purple).
- League efforts led to passage of redistricting reform ballot initiatives in 5 states in the 2018 Midterm Election (dark purple)



# Building Power – Voter Registration

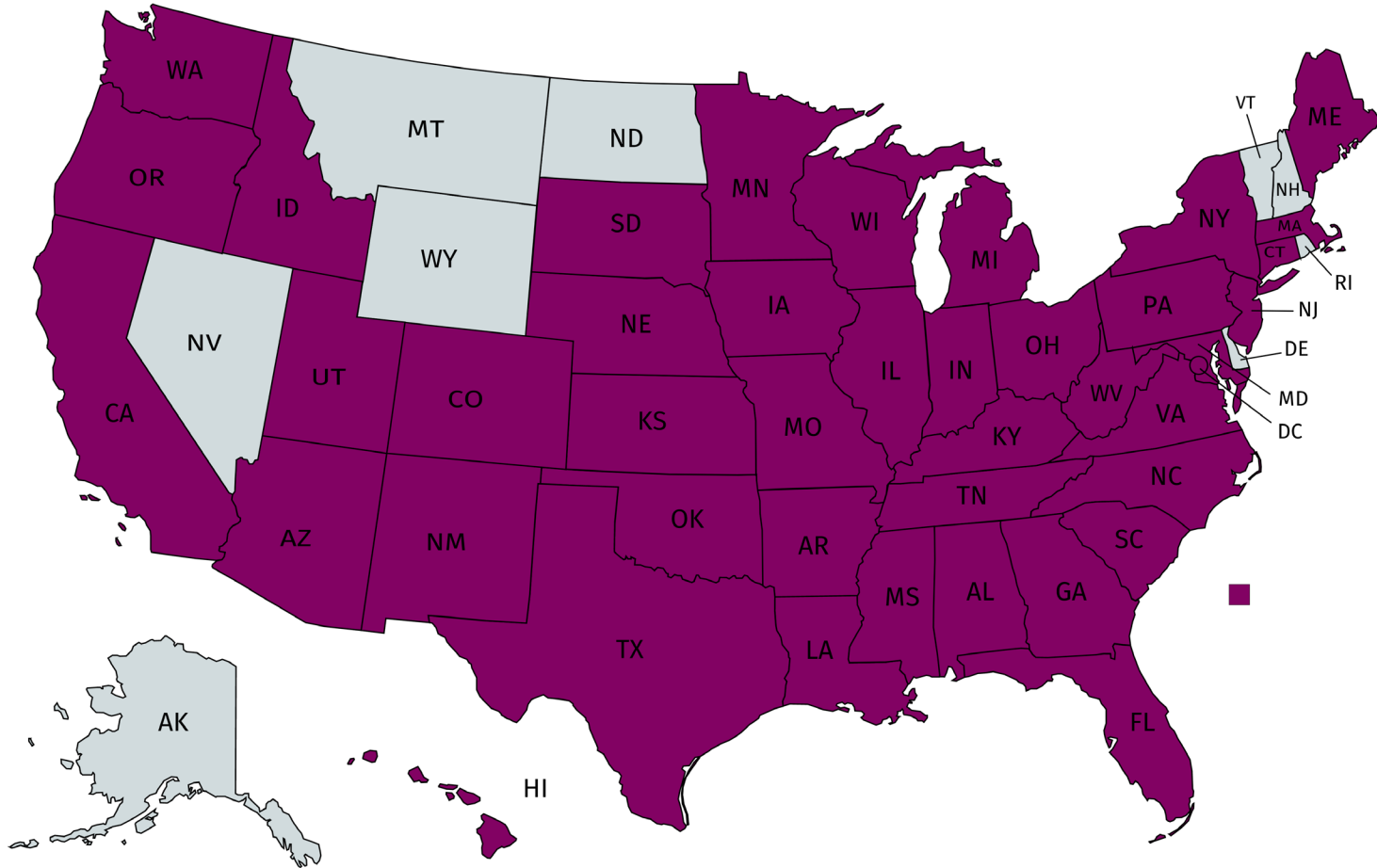
1. New Citizens: \$30K to support 750 ceremonies
2. National Voter Registration Day: Premiere Partner
3. Low Income Housing - pilot
4. VOTE411
5. Youth Voter Registration Project: \$50K to support a record 59 Leagues in 600 schools



# Pass-through Grants

Voter Registration, Education and Protection and Redistricting

Total 2019: **\$443,000+**



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# Building Power – VOTE411

1. Over 4.5 million users in the last year
2. Over 300 Leagues from 34 states used VOTE411 in 2018 to create voters' guides for their communities
3. Published 26,635 candidates from 14,716 races for the 2018 General Election.
4. LWVEF staff and interns contacted nearly 5,000 of these candidates in collaboration with state Leagues
5. Leagues from 24 states have signed up in 2019

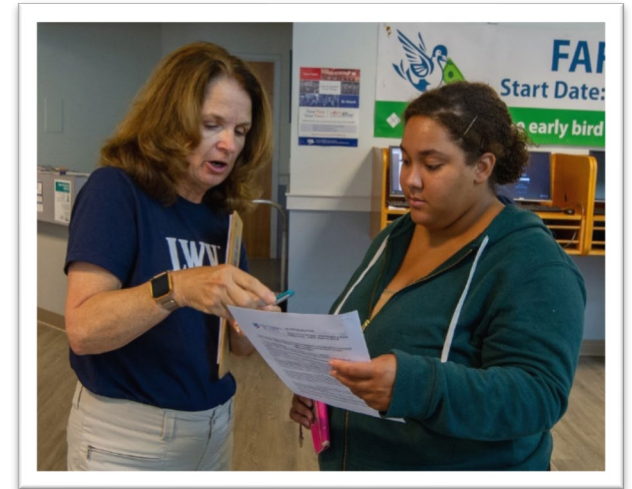
## Upcoming

1. Redesign of user experience (sneak peek coming up)



# Building Power – Voter Mobilization

1. 800,000+ voter contacts
2. Email communications
3. Custom follow-ups from grantee Leagues
4. FL postcard to new registrants
5. SMS/texting pilot
6. Pilot: Joint effort between LWVEF/LWVNJ – phone banking and mailing



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# Demonstrating Our Power – Local Communities

- 15,000 election related events
- 180,000 volunteer hours
- 188,000 voters registered
- 1,000+ meetings with state and local elections officials
- 5 million voters educated
- 1 million printed materials
- 75% hosted debates/forums



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# VOTE411 Redesign

## High Level Goals

**Digestible & Shareable  
Information**

**Accessible to ALL**

**100% Mobile Capable**

**Dynamic Scaling**

**Expand our Reach**

**Localized Experience**

**Multilingual**

**Personalized Experience**

**Revenue & Donations**

**Clear Branding**

**Personalization**

**Partnership Scalability**

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Thank You!



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The rest are all slides I didn't end up using. Some were cut due to time some content was just included in another slide.

# Federal Legislative Update

## 2019 Efforts



- **Dream and Promise Act**
- **Money In Politics**
- **Environment and Price on Carbon**

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# Census Reform: What's Next

- Litigation Landscape: 3 sets of cases
- Is LWV involved in Census Litigation? YES!
- Will citizenship question be on 2020 Census? PROBABLY...



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# State Legislative Activities



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# Vision

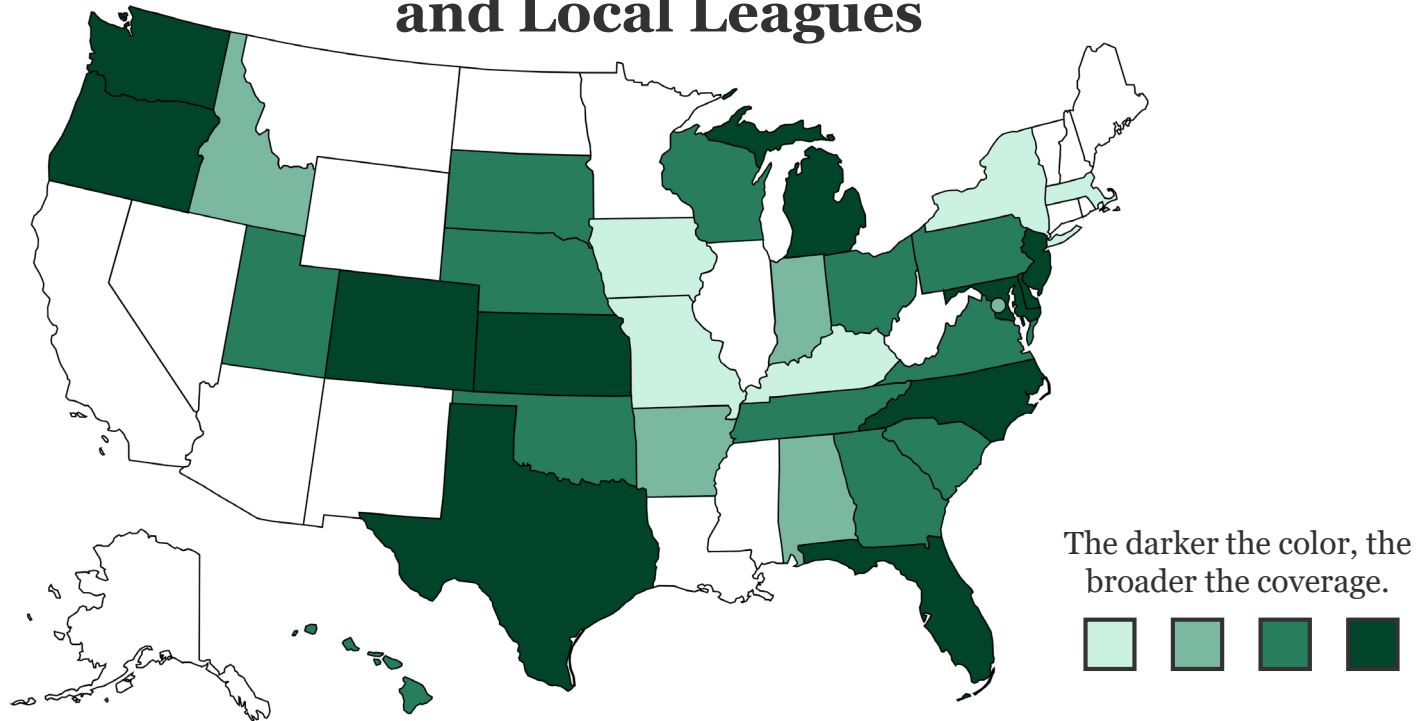
- Focus work on activities that address representational bias
- Integrate national, state, and local activities in new ways
- Focus on state Leagues
- Continue to “Do Business Differently”
- Big Hairy Audacious Goal(s)



- VOTE411.org redesign process
- Leagues from 22 states already signed up to use VOTE411 in 2019.
- 450 races published on the site and many more are scheduled as local elections are coming up!
- To join with your colleagues on this critical project or to learn more, contact Megan Brown ([mbrown@lwv.org](mailto:mbrown@lwv.org)).



## 2018 VOTE411 Coverage by State and Local Leagues



Throughout the biennium, VOTE411.org helped more than 5.3 million voters. VOTE411 ultimately provided information about nearly 24,000 races across the country, including information about 45,000 candidates in 2016 alone.

The League has sent 120,911 letters to Congress or a federal agency in the last year



LWW VOTING RIGHTS ELECTIONS OTHER ISSUES ABOUT US TAKE ACTION DONATE

HOME - LEAGUE JOINS LETTER IN SUPPORT OF PAID FAMILY LEAVE

## League Joins Letter in Support of Paid Family Leave

6/30/2017

The League joined more than 340 organizations representing a range of demographic groups from more than 40 states in sending a letter to Congress urging members to support an inclusive paid family and medical leave policy and to reject alternatives that leave people behind. Specifically, the groups want to make clear that the parental-leave-only plan included in the administration's FY 2018 budget proposal

LWW VOTING RIGHTS ELECTIONS OTHER ISSUES ABOUT US TAKE ACTION DONATE

HOME - LEAGUE SENDS LETTER TO U.S. SENATE ON S. 1176

## League Sends Letter to U.S. Senate on S. 1176

2/18/2016

The League sent a letter to the U.S. Senate in support of Senator Udall's Empower Act, S. 1176, legislation to repair the presidential public financing system. Members of the LWWUS Lobby Corps will be visiting select Senate offices regarding this legislation.

LWW VOTING RIGHTS ELECTIONS OTHER ISSUES ABOUT US TAKE ACTION DONATE

HOME - LEAGUE URGES U.S. SENATORS TO SUPPORT HONEST ADS ACT

## League Urges U.S. Senators to Support Honest Ads Act

LWWUS sent a letter to U.S. Senate offices encouraging Senators to cosponsor and pass S. 1989 the Honest Ads Act. Members of the LWWUS Lobby Corps will also be visiting offices on this topic.

April 23, 2018

To: Members of the U.S. Senate





**This year,  
LWVUS has  
sent 17 action  
alerts on  
Making  
Democracy  
Work!**



Leagues held 1,000+ meetings with elections officials before Election Day 2016!





Building Our Power – “On the Hill”