
September 4, 2019

TELE TOWNHALL

Call to Discuss a National Redistricting Campaign

Dialogue with

LWVUS President Chris Carson



Welcome

Thank you for attending!

- Because we have a full agenda and a very large group, we have:
 - Muted all the lines;
 - Presentation covers many of questions that have come in around the campaign
- Please note:
 - This call is being recorded.



Agenda

- Background: The Supreme Court Decision on Gerrymandering
- An Opportunity: Leveraging League Assets on Redistricting
- A New Campaign for all levels of League



Background



An Opportunity



People Powered Fair Maps

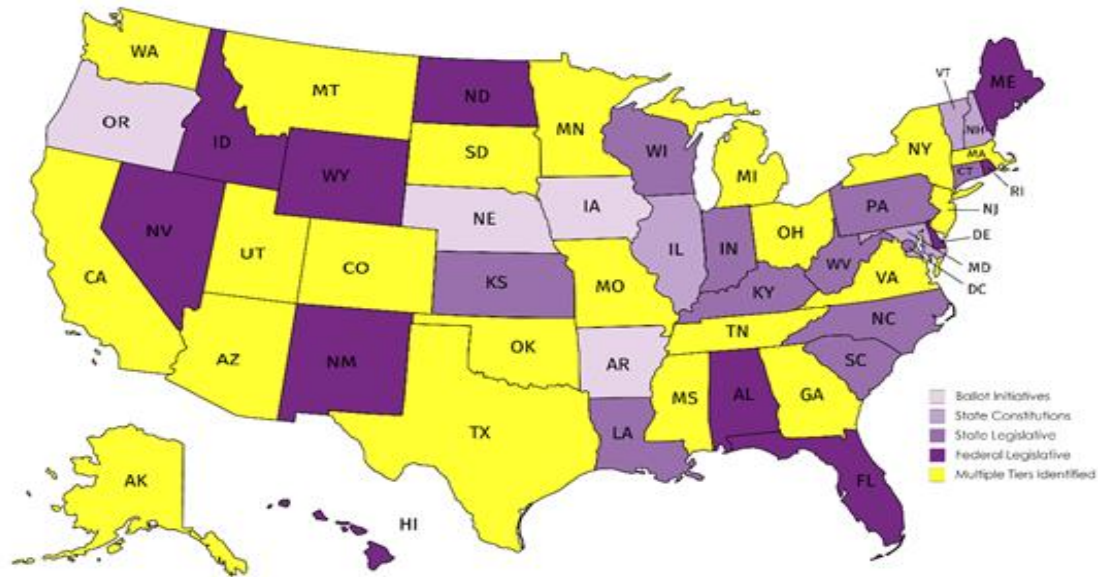
A National Redistricting Campaign for All Levels of League

1. Powerful collaboration between national, state, and local Leagues aimed at building power in communities across the country;
2. Coins a signature campaign that can be recognized for decades to come;
3. Focuses our redistricting work with a reform plan that allows an entry point for all levels of League;
4. Takes advantage of an opportunity to build capacity strategically in the field around a single topic and deepen the relationships between state Leagues and national office.



Campaign At-a-Glance

National Redistricting Campaign for All Levels of League



Created with mapchart.net

Redistricting

“Areas of Focus”

A Campaign to Build, Wield, and Share Power



- **Ballot Initiative and Referendums**
- **State Constitutional Options**
- **State Legislative Fixes**
- **Federal Legislative Fixes**

The Redistricting “Work”

Exercising, Enhancing, and Building Future Power



- **Advocacy/Education**
- **Organizing & Mobilizing**
- **Establish Partnerships**
- **Implementation**
- **Protection/Defensive Action**
- **Litigation**

Redistricting Reform Activities: Ballot Initiative or Referendum

Education
materials/collateral

Organizing

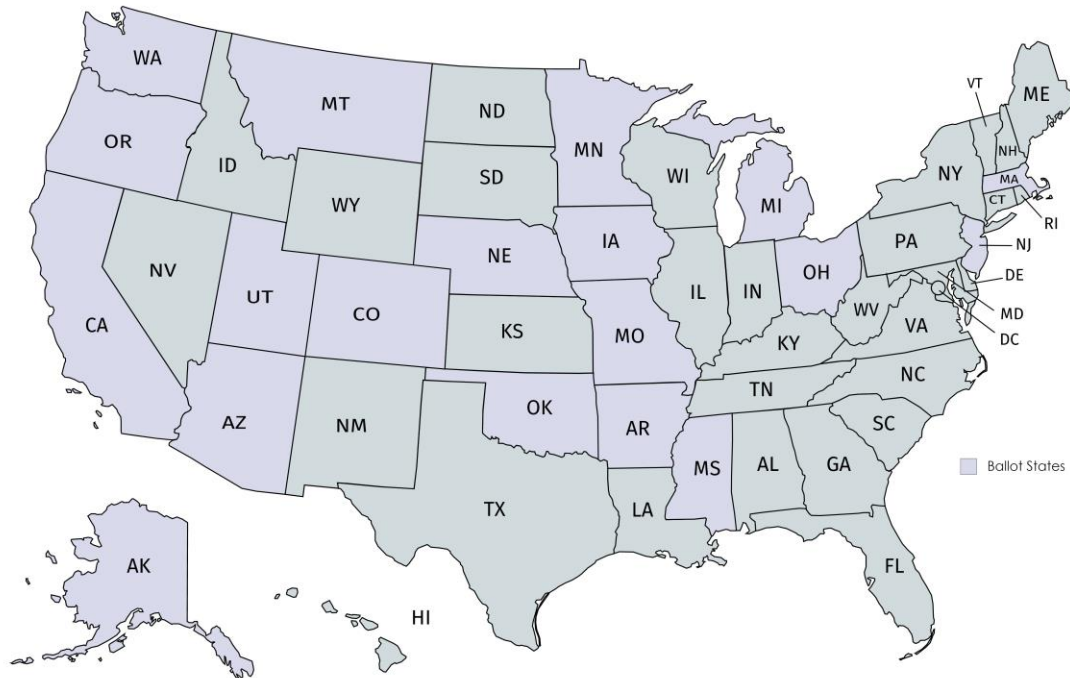
Tabling and GOTV

Volunteer
Recruitment

Signature
Collection

Creation of
"workgroup" with
LWV member-
experts

Recommended Ballot Initiatives/Referendum States



Created with mapchart.net ©

Redistricting Reform Activities: State Constitution Option

Materials
/Collateral

Public
dialogues/events

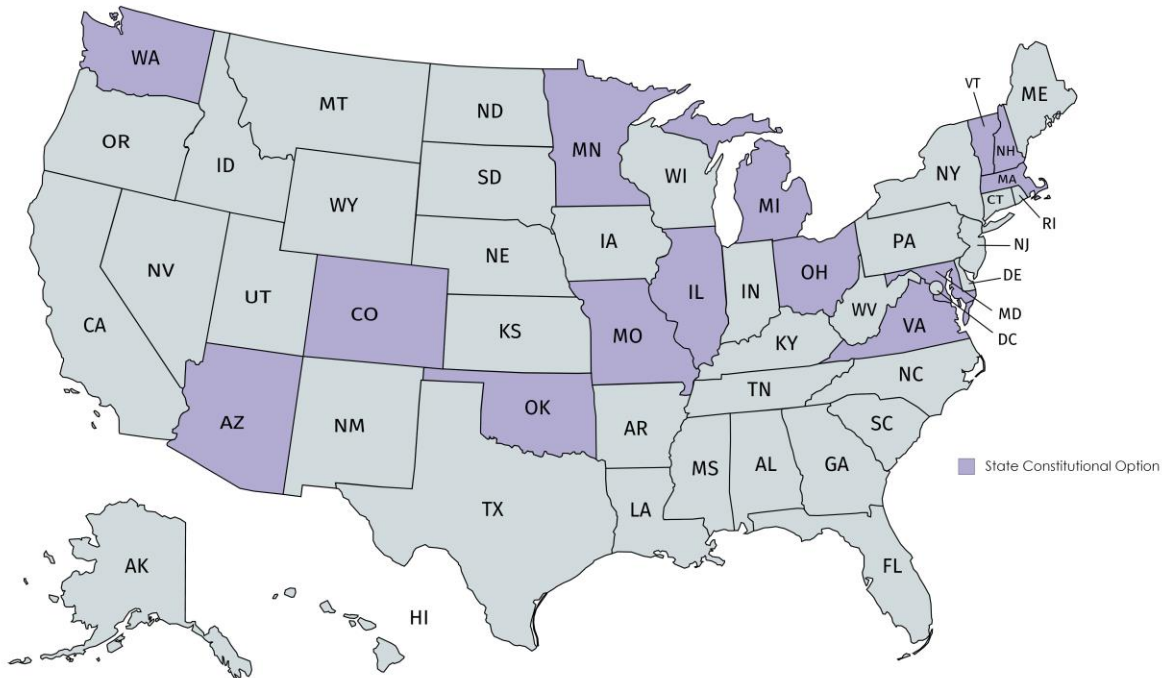
In person
meetings with
legislators

Grassroots and
grass-tops
advocacy

Coalition
building

Dedicated legal
partners

Recommended State Constitution Options



Created with mapchart.net ©

Redistricting Reform Activities: State Legislative Fixes

Action Alerts

LTEs and Op-eds

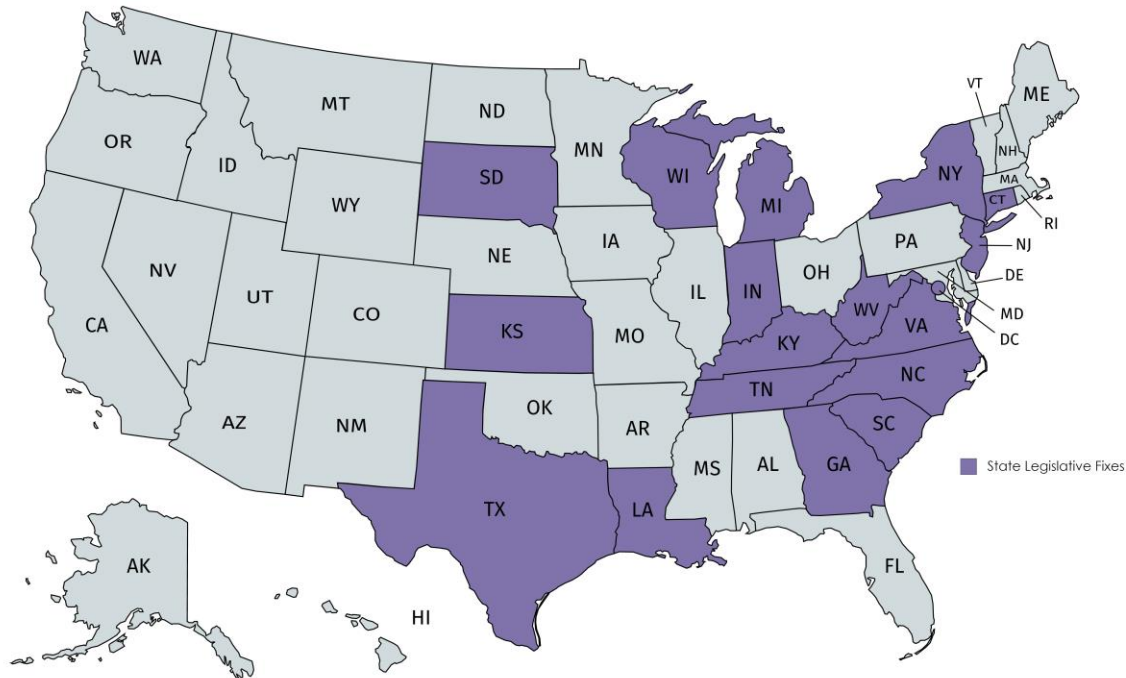
League
trainings (e.g.
testifying before a
committee)

Lobby
training/best
practice

Power mapping

Support legislative
drafting

Recommended State Legislative Fixes



Created with mapchart.net ©

Redistricting Reform Activities: Federal Legislative Fixes

VRAA

For the
People Act

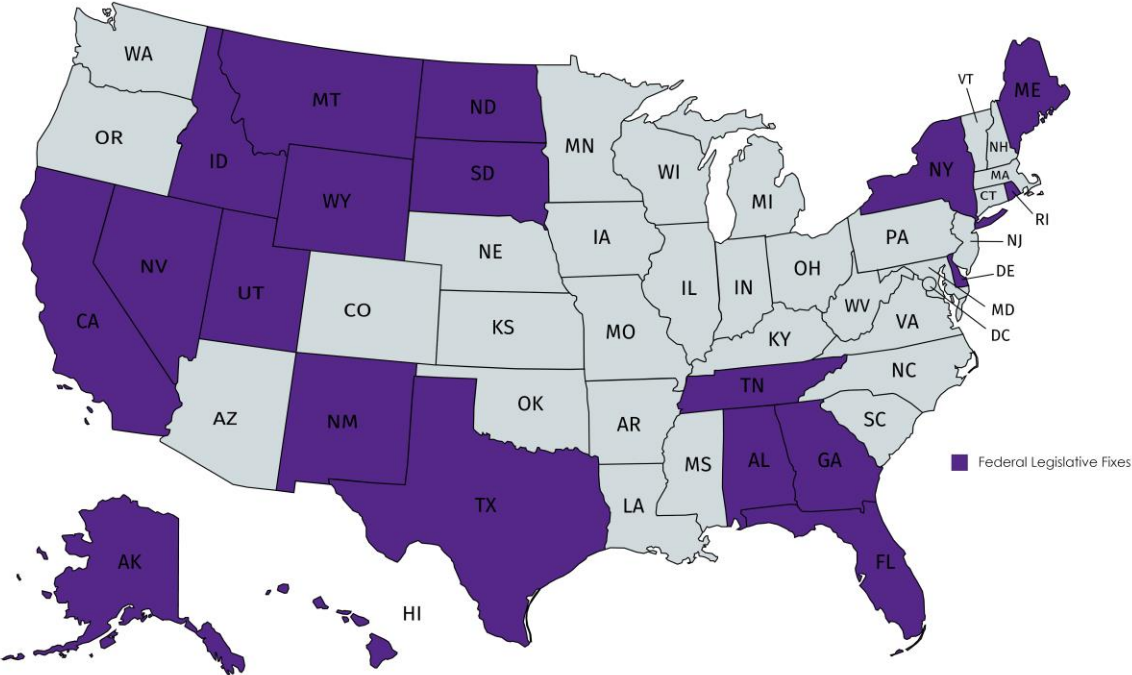
In-state
advocacy
campaign

Organizing

Mass media
campaign

"Spank and
thank"

Recommended Federal Legislative Fixes

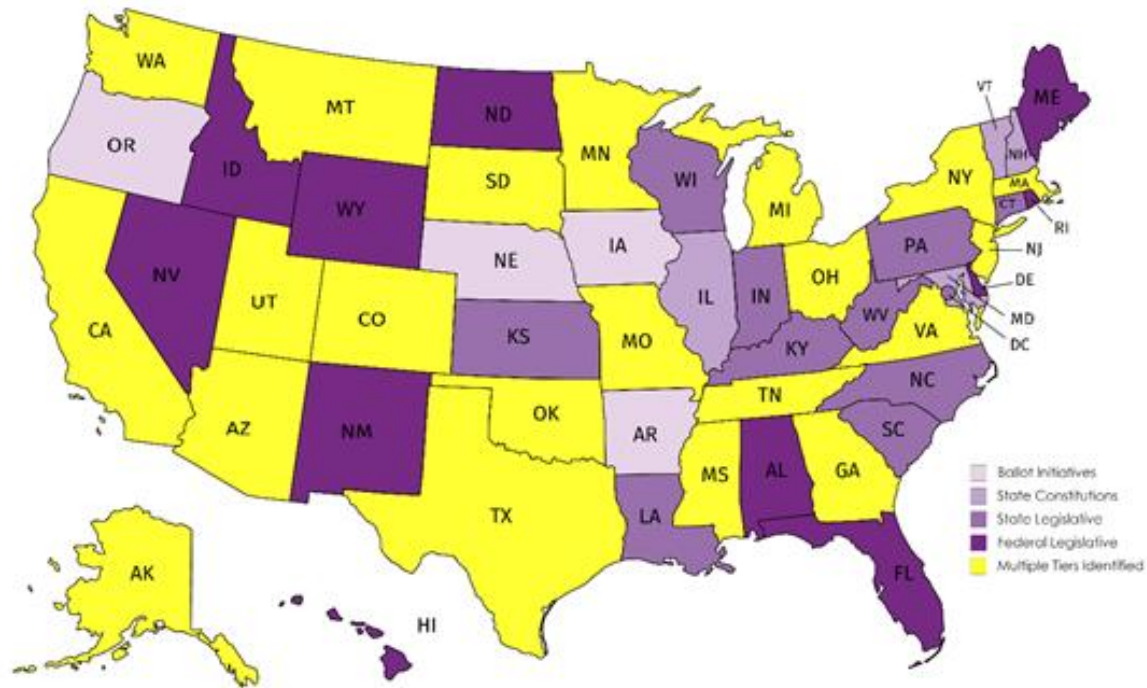


Created with mapchart.net ©

Next Steps

- *We are thrilled to roll out a campaign that all levels of League can engage in! Where do you fit?*
- *Please work with your state leaders to determine how you will engage in the campaign at the local level*
- *All states will receive a pass-through grant to support this work between now and November*
- *Reporting will be required and will be coordinated through states*
- *Consider a philanthropic contribution. Your gift of \$50, \$500, \$5000 or more enables greater reach to individuals, voters, and elected officials*

INVITATION: Support The People Powered Fair Maps Campaign!



Created with mapchart.net

