



Women Power the Vote Day of Action Toolkit

100 years ago, women didn't have representation in government. With the ratification of the 19th Amendment, women and their allies won the biggest growth in our democracy in the last 100 years. We celebrate this great accomplishment by standing in our power, but at the same time, we acknowledge that the 19th Amendment did not break down voting barriers for all women. Even today, our work is not done.

Many Americans still don't have their voices heard in choosing our representatives. Politicians have robbed voters of their power by manipulating access to the polls and gerrymandering districts at all levels of government. As the 2020 decennial Census approaches, the prospect of an inaccurate or incomplete count threatens to deprive even more people of their rightful share in American democracy.

Women have played a fundamental role in shaping an inclusive and active electorate. Women have powered -- and continue to power -- the vote. On the 100th birthday of the League of Women Voters, we are keeping in line with the fact that we were born from the suffrage movement and are centering our Day of Action around the theme: **Women Power the Vote**.

TOOLKIT OVERVIEW

The Day of Action is an opportunity for Leagues across the country to participate in a shared moment to celebrate our 100th birthday and honor our legacy. We are rooted in a 100-year history of fighting to strengthen our democracy, and we will demonstrate our continued power through a coordinated Day of Action on February 14th, 2020.

We understand that your individual League's birthday may not fall on February 14th, 2020 and that you may already have a full day of activities planned on your birthday. And that's ok! This toolkit is to help you think about the ways to strengthen the plans you already have and to consider participation in an activity—such as a social media post—on February 14th, 2020.

Day of Action Goals

- Leverage Leagues' 100th birthday plans to drive a single day of coordinated action
- Achieve participation of 600 Leagues in actions across the country on 2/14/2020
- Celebrate the League's 100-year legacy
- Demonstrate the League's impact and vision for the next 100 years
- Garner increased League visibility ahead of 2020 elections

In this toolkit, we have provided templates and guidance to make your Day of Action a success. Please find:

- [Day of Action sign up form](#)
- Tips for applying a DEI lens to your Day of Action
- Tips for recruiting and engaging volunteers
- Tips for Leveraging your Day of Action for fundraising
- Sample Sign-in sheet to collect names of folks who attend forums and events
- Pledge to vote cards and GOTV postcards to enhance voter registration events
- Sample social media posts
- Press release template

ACTIVITIES AND ACTIONS FOR FEBRUARY 14, 2020

Leagues across the country can participate in this collective Day of Action through a number of activities, both digitally and in-person. Through the nationwide campaign for People Powered Fair Maps, LWVUS will provide direction and message support for Leagues to fold this action into other League birthday celebrations.

Leagues can participate in this Day of Action by incorporating actions or activities that highlight the League's legacy, demonstrate our organizational impact, and show how women power the vote! Day of Action participation can be:

- Public dialogues (i.e. a luncheon, educational forum, panel discussions)
- Social media posts (Twitter, Facebook, Instagram)
- Traditional media (LTE, op-ed, press release)
- Advocacy (letter writing, lobby day, rally, phone banking, proclamation, protests, honk and wave!)
- Electoral outreach (voter registration, signature collection, pledge to be counted cards)
- Leadership development (offered training to the public or members—could be how to testify, how to recruit volunteers)

DAY OF ACTION PLANNING CHECKLIST

We hope that the Day of Action is a way to bring additional attention to League work and our nation-wide impact! This is our time to tell our story and to bring in new people. For a successful Day of Action, we recommend going through the following check list:

- ✓ [Sign-up through our Day of Action Survey to make sure we record your activities!](#)
- ✓ Define short term and long- term goals

Key questions to ask when making a Day of Action plan:

- Who are we reaching?
- How does our action build League visibility?
- How are we measuring our effectiveness?
- Are we applying a DEI lens to our day of action?
- How is our Day of Action building League power?
- How is our Day of Action event(s) aligning with our overall mission and goals for 2020?

- ✓ Identify your key audiences
- ✓ Make a list of items you need for your event to be successful
- ✓ Assign roles! Don't do it alone
- ✓ Publicize your event(s)
- ✓ Follow up with attendees after your event

Tips for applying a DEI lens to your Day of Action

[Our diversity, equity, and inclusion \(DEI\) policy](#) acts as a framework to apply to all of our work. No matter the activities you organize and engage in on the Day of Action, you have the opportunity to strengthen your work and impact by applying a *DEI lens*. A DEI lens is a way of looking at your League work in a way that addresses long-term and short-term goals of building trust in our communities, deepening our engagement with new communities and leveraging our position to build power.

For more resources on the DEI lens we invite you to view [the June 2019 and October 2019 DEI webinars found](#) at and to explore the [DEI lens questions](#).

Some ways of applying a DEI lens to your Day of Action include doing a self-audit, and asking questions like:

- Who is at the table during event planning? Are all voices at the table elevated and respected?
- Who is disproportionately impacted by the issues we work on/we plan to elevate on our Day of Action?
- Are those communities involved?
- What is our immediate goal for the Day of Action?
- What is our long-term goal?
- Are we hosting an event that requires

10 Suggestions to make your League birthday event more action-oriented:

1. Include a [VOTE411 postcard](#) writing station!
2. Have attendees send a petition during your event!
3. Gather names of folks from your event who will join your upcoming lobby day!
4. Write postcards (or Valentine's!) to legislators thanking them for supporting pro-voter reforms!
5. Post on social media and use the Day of Action hashtag! #WomenPowertheVote and #LWV100
6. Leave attendees with an action they can take to stay involved in the League and these issues!
7. Mobilize voters! Send postcards, organize a phone bank, or do get out the vote door knocking!
8. Thank your partners for helping League do good work for 100 years!
9. Running a petition drive to get something on the ballot? Use your Day of Action to collect signatures!
10. Hand out information about your top issue focus areas!

speakers? Who are we asking to speak? Do we have multiple community perspectives represented?

- Who are we trying to reach? What is our mechanism for reaching our target audience?
- Are we celebrating our history and accomplishments within a framework that acknowledges its diversity and inclusion issues?

The League's birthday is a time for celebration, but it is important that we do not ignore our past. As addressed by [Virginia Kase's op-ed](#), the League of Women Voters has not always been on the right side of history when it comes to fighting for the rights of all people—particularly those most disproportionately impacted by voting rights. And we cannot celebrate this as a victory for all women when women of color faced a longer and harder process to being able to vote. It is important – now more than ever—to ensure that we use our League power and voices to demonstrate that we are an organization demand a democracy powered by the people, for the people – all the people.

Public events should be as inclusive as possible. We invite you to view and utilize this [DEI Event checklist](#) during your planning process.

Tips for volunteer recruitment and engagement

The Day of Action provides the opportunity to share our mission with the country and to engage current and new volunteers. The Day of Action may be a one-off event, but it provides the opportunity to re-energize your base and solicit additional volunteers who are motivated to participate in a historic moment.

Growing an effective volunteer base is an intentional process—even if it is for one event. When volunteers have a positive experience with the League, we increase their likelihood to stay committed to our work and to come back for more! The elements of a great volunteer program include coming up with a plan, an ask, training, thoughts for growth, and investment in culture.

The Planning:

Developing the plan helps avoid any confusion the day of an event and allows the League to be thoughtful in the lead-up.

- What is the purpose for your volunteers?
- What are the tasks and needs for an event to be successful? How are you assigning these roles?
- How will your volunteers be managed? How will they be recruited and thanked?

The Ask:

Knowing how to leverage individuals' interests and empower volunteers is important. We know that not all volunteers are motivated in the same way. If you are having trouble getting volunteers to make a commitment, try to have deeper conversations to understand their motivation and switching up what tasks you're asking them to take on—this can make your ask more effective.

The Training:

No action is too small to offer training. Training is an important investment in the people we are working with and helps us build our power by building up new leaders who will be able to do the work. It is

unrealistic and unsustainable to expect that every volunteer will be entering an event with precise League expertise. Demonstrate you are willing to bring people in by providing training necessary to do what is asked of them.

The Growth:

Volunteers enter events and organizations with varying levels of commitment and capacity. For your Day of Action, are you able to provide volunteers who have varying levels of capacity a way to engage?

The Culture:

Our volunteers will always remember the way they have been made to feel. Some recommendations for creating a positive culture and space for volunteers is to:

- Be inclusive and welcoming
- Cultivate and nurture community
- Give specific and purposeful thanks
- Articulate the impact of their work
- Take feedback seriously (and provide a mechanism for feedback!)

This framework can be applied to any volunteer recruitment plan—big or small. We want to continue to cultivate the individuals who are part of the League as we engage new volunteers. The national office will continue to support Leagues in this work and growth.

Fundraising tips

Donating and fundraising are ways to do action! And Day of Action is a great opportunity to commit to making democracy work with financial gifts. Lift the work of volunteers, voters, and the League by asking people to join you in making a financial contribution.

Consider these fundraising activities to communicate with supporters and invite them to invest in the League's vision for the next 100 years:

- **Host a house party.** After an impactful day of lobbying, voter engagement, or training, invite supporters to celebrate the impact by joining a house party. House parties are a great way to bring people together, to network, and to raise consciousness about what the League is doing and why it's more important than ever. To learn more about [hosting a house party](#), visit the League Management Site's Fundraising page.
- **Crowdfund.** Host a fundraiser on your personal social media page, share your story about:
 - Your first time voting,
 - Your first time talking to an elected representative, making public comment at a government meeting, or testifying at a committee hearing,
 - How you live in a gerrymandered district and why people powered maps will make a difference in your state,
 - Your community's representation—whether it's representative and you're proud of that, or if there is room for improvement.

Printable Voter Pledge Cards

Is voter registration part of your Day of Action plan? Following up with voters, especially new voters, is a critical step to get people to turn out to the polls. For more tips on running an effective GOTV effort, please see our [Get out the Vote Toolkit](#).

Print and cut out these cards to collect student information and remind them to vote.

I will vote this Election Day to stand up for what matters most to me, my family, and my community.

I, _____, pledge to

vote this year.

Please send me reminders about upcoming elections:

Email: _____

Cell: _____



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Sample Social Media Posts

We will be providing sample social media posts and graphics as we move closer to February 2020. Please bookmark this page and check back!

As you plan your social media messaging, please be sure to use #WomenPowerTheVote for all Day of Action-related posts. You may also use #LWV100 as an additional hashtag.

She Is Me

Social media activity for the day of action is also a great place to incorporate LWV's [She Is Me campaign](#).

In addition to the wider sample social media posts and graphics for Women Power the Vote, we'll also be providing She Is Me social media samples specific to our Women Power the Vote Day of Action.

More about She Is Me: She Is Me is an online campaign to celebrate 100 years of League work through the inter-generational stories of our real League of Women Voters members. The goal of She Is Me is to generate awareness of the League of Women Voters among new audiences, focusing on cultivating the next generation of LWV supporters. If you haven't already, please check out our [She Is Me toolkit](#) for a longer explanation of the campaign and tons of other resources for participating.

Sample Press Release

FOR IMMEDIATE RELEASE
NAME]
[DATE]

Contact: [YOUR

[YOUR PHONE]

[YOUR
URL]
EMAIL]

[YOUR

LWV of [XX] Participates in Nationwide Day of Action for Organization's 100th Birthday

[YOUR TOWN] - The League of Women Voters turns 100 years old on February 14, 2020, and to celebrate, local and state Leagues around the country are taking to the streets for a nationwide day of action called "Women Power the Vote."

"The League was founded by suffrage leaders 100 years ago to help American women exercise their new right to vote," said [NAME AND LEAGUE POSITION TITLE]. "So today we're celebrating by joining Leagues across the country in demonstrating the power of women to achieve a more perfect democracy."

"Women Power the Vote" celebrates the League's 100-year milestone by bringing together Leagues in over 750 communities across the country with one unified day of action.

"For 100 years, Leagues have registered voters, informed their communities on the issues, advocated in their legislatures, and helped shape their communities and this country," said **Chris Carson, president of the board of the League of Women Voters of the United States**. "We only

saw it fitting that we should celebrate this milestone with a coordinated day of the kind of grassroots activism our members and supporters have embraced for an entire century.”

[INSERT DETAILS OF YOUR LEAGUE'S CHOSEN WORK FOR THE DAY OF ACTION: legislative day, march/rally, educational event, etc.].

“We’re celebrating our history by taking action for our future,” said **[NAME AND POSITION TITLE]**. “Our founders achieved the impossible by getting the 19th Amendment passed 100 years ago, so today we honor their fight by continuing to push our democracy forward so that every voter can play a critical role in shaping our country.”

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The League of Women Voters, a nonpartisan political organization, encourages informed and active participation in government, works to increase understanding of major public policy issues, and influences public policy through education and advocacy. Membership is open to men and women of all ages. With over 750 affiliates across the county, the League is one of the nation’s most trusted organizations.

Additional Resources

- [Sign up for the biweekly League Update](#) email to receive the latest announcements, resources and grant opportunities!
- [Get out the Vote Toolkit](#)
- Mailed reminders to vote are shown to be among the most effective get out the vote methods. Order LWV postcards and other LWV brand items at our [Merch Portal](#)
- DEI continued learning [resources](#)
- Instagram, Facebook, and Twitter guidelines in our [Social Media Toolkit](#)
- Fundraising [resources](#) and training modules