
April 2, 2020

LWVUS POLICY & ADVOCACY WEBINAR

COVID and the League: Continuing our Work in Unprecedented Times

*Maintaining access to Democracy while protecting our health
and safety*



LWVUS Staff
LEAGUE OF WOMEN VOTERS OF THE U.S.

Housekeeping Items

- All participant lines are muted
- Use the questions box to ask questions throughout
- If you want to ask your question use raise your hand function and a panelist will call on you during Q & A
- Make sure to identify yourself (name, League & state) when asking questions
- A follow-up email will be sent with materials highlighted on the webinar

Welcome to the Webinar!

Agenda:

- Using Policies and Positions for Advocacy
- Building Community Around our Work
- Tools and Resources for Sharing this work



Presenters



**Jessica Jones
Capparell**
Senior Manager, Policy
and Legislative Affairs
jjones@lwv.org



Kayla Vix
Communications
Manager
kvix@lwv.org



**Alma
Couverthie**
National Organizing
Director
acouverthie@lwv.org

Using Policies and Positions for Advocacy



Jessica Jones Capparell
Senior Manager, Policy and
Legislative Affairs
jjones@lwv.org

POLL: The COVID-19 Pandemic Has Greatly Impacted How My State Does Our Advocacy Work?

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree.



Federal Response to Current Environment

LEAGUE OF WOMEN VOTERS
OF THE UNITED STATES®

IMPACT ON ISSUES

2018-2020

A Guide to Public Policy Positions



Advocacy
and COVID-
19



Our Work is Grounded
in Our Positions and
Policies

Fighting for a Safe Election



**Voter Education and
Combatting Misinformation**



Voter Registration



Early In-Person Voting



**Expanded Access to Absentee
Mail-In Ballots**



Polling Place Adjustments

POLL: Before we get started, How comfortable do you feel about advocating for a safe 2020 election?

- I feel comfortable and know how these issues effect my state
- I feel comfortable but would like additional policy training
- I do not feel comfortable and need additional assistance
- I don't know but hope this webinar will help

Voter Education and Combating Mis- information

Elections administrators must educate the public by publishing changes to their official websites and promoting these sites to voters.

States must undertake aggressive voter education campaigns

Voter Registration

Accessible Online Voter
Registration

**Ensure that stable
and secure
systems are in place**

**Same-day voter
registration**

**Extend voter
registration deadlines
and ensure that
registration deadlines
comply with the
NVRA**

Early In- Person Voting

**Expand early
voting options
and hours**

Actively offer
Public education
about early
voting
opportunities

Early voting sites
should follow the
same procedures
outlined for
polling places
(detailed in a few
slides)

Publish voting
changes to their
official websites
and promote
these sites to
voters.

Expanded Access to Absentee Mail-In Ballots

All states should move to a no-excuse absentee system

Absentee mail-in ballots should include instructions on how to cast their ballots

Postage should be paid by the election official in the appropriate state or jurisdiction.

Allow voters to designate individuals to provide support completing and submitting ballots

Requesting, receiving, and returning mail-in ballots should be expanded

Deadlines for mail-in ballots to be requested and returned should be relaxed.

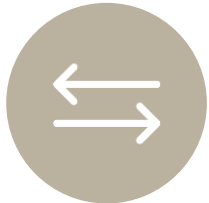
Polling Place Adjustments



Jurisdictions with polling places must follow public health guidelines



Polling places must be adequately sanitized



Polling places should be reconfigured in order to adhere to “social distancing” protocols



Jurisdictions with early voting polling places must follow public health guidelines



Election administration officials must identify locations that protect all communities.

POLL: Do you feel comfortable about advocating for the policies outlined?

- I feel comfortable and know how these issues effect my state
- I feel comfortable but would like additional policy training
- I do not feel comfortable and need additional assistance
- I don't know

Building Community Around Our Work



Alma Couverthie
National Organizing
Director
acouverthie@lww.org

POLL: How many online communities are you a part of?

- 1-3
- 4-6
- More than 6

Building Community around our work

Moving forward in new and different ways

- Build Community
- Engage and organize
- Advocate
- Take care of one another



From Offline to Online Strategy

Equip

Equip League leaders with needed tools and guidance

Create

Create a connected community online

Develop

Develop our grassroots power online, organize and mobilize to actions

Key Components

**Community
Calls**

Monthly. Co-lead space

**Train
together**

Systems / Lead / Build / Mobilize

Structure

Organizing Committee and League Circles

Next steps

**We need
your
feedback
and ideas**

Look out for our email and questionnaire

**Register
for
trainings**

Let us know what do you need and what you can share/teach

**Lead a
League
Circle or
join the
Organizing
Committee!**

Details soon!

Tools and Resources for Sharing This Work

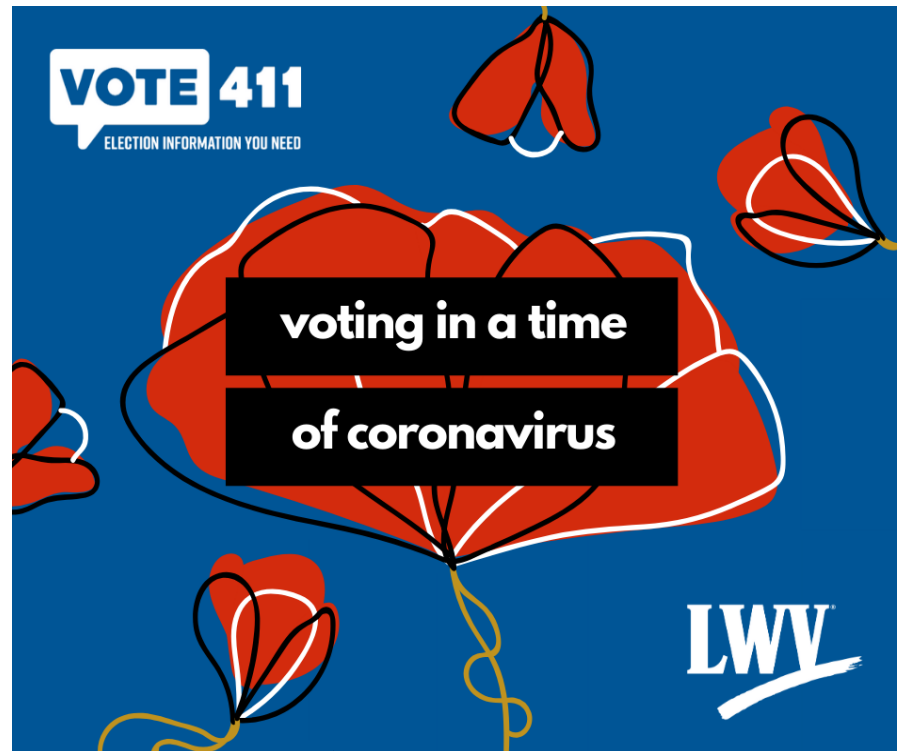


Kayla Vix
Communications
Manager
kvix@lwv.org

Resources for sharing our work

➤ [LWV.org/COVIDguidance](https://www.lwv.org/COVIDguidance) ◀

- Social media
- Member/engager communications
- Press



Resources for sharing our work: social media

- Keep messages positive
- Be sensitive
- Maintain regular posts
- Stay on topic: important issues only

OUR TOOLS

- Census graphics (English & Spanish)
- Election posts and graphics



Resources for sharing our work: member/engager communications

EMAIL

- Simple, easy personal asks
 - Share social posts + graphics
 - Use our census FB frame
 - Action alerts

WEBSITE

- Keep up-to-date
 - Blogs/articles
 - Notices/banners
 - Link to [VOTE411](#)



Resources for sharing our work: press

- Letter to the editor
- Op-ed
- Find guidance on [lwv.org/COVIDguidance](https://www.lwv.org/COVIDguidance)
- Keep topics local
- Relate message to news hook
- Rapid response press
 - Use our resources: interview tips, talking points
 - Connect with communications@lwv.org





[LWV.org/COVIDguidance](https://www.lwv.org/COVIDguidance)

Questions?



**Jessica Jones
Capparell**
Senior Manager, Policy
and Legislative Affairs
jjones@lwv.org



Kayla Vix
Communications
Manager
kvix@lwv.org



**Alma
Couverthie**
National Organizing
Director
acouverthie@lwv.org