



## OutreachCircle: Taking League Power to New Heights

The League of Women Voters field support has gone digital! This past summer, the League of Women Voters launched a [digital platform called OutreachCircle](#), where League members can easily stay connected to local, state, and national League activity and conduct civic education outreach efforts within their communities all from one platform. Now your League has the opportunity to use OutreachCircle today!

As the pandemic continues to impact our health and community, it has become far more critical to have the ability to do digital outreach and stay connected as an LWV community, but we can't do this alone. We all need the full force of all our League members to empower voters and defend democracy. Are you interested in starting your OutreachCircle? [Sign up here!](#) Want to know more about OutreachCircle? Check out the FAQ section below or email the Organizing Team at [organizing@lww.org](mailto:organizing@lww.org) to set up a one-on-one demo for your League today!

### Frequently Asked Questions

- **What is OutreachCircle?**
  - OutreachCircle is a digital platform for organizations and campaigns to keep their supporters up to date and share all the ways people can get involved. OutreachCircle allows supporters to volunteer in their spare time, whenever and wherever that may be.
- **How do I get started?**
  - Great! Please email the Organizing Team at [organizing@lww.org](mailto:organizing@lww.org) to let us know your League is ready to get started. You will receive an email with the OutreachCircle with tangible next steps.
- **How much time will it take to set up an OutreachCircle account for my League?**
  - Based on Leagues who are currently using OutreachCircle, setting up your OutreachCircle account should take you no more than an hour. Leagues typically spend most of their time outlining their priorities as a local/state league and deciding the type of actions they would like their supporters to take. Overall, the actual creation of account and actions on OutreachCircle is an easy lift, but content creation can take longer for some Leagues.
  - Please keep in mind that LWVUS can create syndicated national content highlighting our priorities as a League overall. For example, every single League across the country is working on GOTV efforts. LWVUS can create a template action asking supporters to text their friends and family, reminding them of early voting deadlines. LWVUS then can send out to this template action to every League with an OutreachCircle account. Local OutreachCircle administrators can go in and edit any changes they would like to see and choose on whether or not to activate the

action for their supporters. This process will save administrators time and effort, which will add capacity at the local level.

- **What is the average amount of time does it take to maintain an OutreachCircle account?**

- The amount of time will depend on the administrator's workflow. Some League administrators prefer to outline most of their actions ahead of time on a particular day, while others create actions as they go. Again, LWVUS syndicated content will help lessen the amount of time needed to maintain an OutreachCircle account.

- **What is the supporter value when using OutreachCircle?**

- Your League members and volunteers want to stay connected to LWV, but as we all know, staying connected during these turbulent times can be difficult. OutreachCircle makes it simple to stay connected and to help with LWV work that empowers voters and defends democracy, whenever and wherever they may be.
- OutreachCircle saves time for supporters by providing email and text messages templates. This means that supporters can do critical work informing voters in a matter of minutes.
- OutreachCircle can serve as a one-stop-shop for League members and community members to stay up to date with League activity and the number of ways they can get involved.

- **How is this different than what we are currently using? (salsa/hustle/club express/MailChimp)**

- We understand that your League may already be using digital tools to connect with League members and your local community, such as MailChimp, Salsa, social media, etc. However, OutreachCircle is meant to magnify your LWV priorities and efforts by using the networks of your League members and intertest community members. OutreachCircle allows your League to directly connect with new communities who do not know about League of Women Voters or do not know how to work with the League.
- Research shows that the messenger matters as much as the message itself, especially if you ask someone to take action. From asking people to respond to critical election-related updates to taking action to fight for redistricting reform, these action requests will resonate more if they come from someone you know compared to a stranger.
- Most Leagues cannot effectively track or measure their message reach in their community or how people are engaging with LWV efforts. OutreachCircle will allow your League to follow supporters' efforts and their reach by tracking the number of actions they have completed and how many messages they have sent from OutreachCircle. Thus, Leagues will be able to illustrate through data their impact in their communities.

- **My League is not super tech-savvy. I am worried that OutreachCircle will not land well.**

- The start of any project is filled with excitement, but also questions. It's normal to have a learning curve for new digital tools, but keep in mind you are not doing this alone. The LWVUS Organizing Team is committed to helping you every step of the way to ensure you have a fruitful and pleasant onboarding experience.

- **What type of LWV work can I use OutreachCircle for?**

- The sky is the limit! OutreachCircle is meant to add capacity and magnify LWV efforts to empower voters and defend democracy. Please email the organizing team at [organizing@lwg.org](mailto:organizing@lwg.org) to join an OutreachCircle huddle where Leagues using OutreachCircle share how they are using OutreachCircle and general best practices.

- **What happens to contact information supporters use on OutreachCircle?**

- Supporters' contacts are kept private to the supporter. OutreachCircle and LWV do not have access to any supporter's contact information, such as email or personal phone numbers.

- Supporters at any time can delete their contacts if you desire.
- **Does OutreachCircle save supporters' email provider (i.e., Gmail, Yahoo, etc.) password?**
  - No, their password is never saved or stored. It is only used during the initial email contact import.
- **Who can use supporter contacts?**
  - Only supporters can contact their contacts. They decide who they want to message, when to message them, and what the message says.
  - OutreachCircle and LWV cannot message their contacts directly.
  - OutreachCircle has a privacy policy that prohibits them from contacting any of your contacts. OutreachCircle **will never share or sell supporter contact information** with the League of Women Voters or any 3rd party.
- **Where can I get more information about OutreachCircle and their privacy policy?**
  - [OutreachCircle Privacy One Pager](#)
  - Visit [OutreachCircle.com/privacy](https://OutreachCircle.com/privacy) for more privacy information.
  - [OutreachCircle Privacy Video](#)
- **What resources are available to learn more about OutreachCircle?**
  - Check out these educational resources about OutreachCircle:
    - [OutreachCircle: Taking League Power to New Heights](#)
    - [OutreachCircle Demo Video](#)
    - [Relational Organizing with OutreachCircle Video](#)
    - [OutreachCircle Supporter Action Hub Video](#)
    - [OutreachCircle Affinity P2P Texting Video](#)
    - [OutreachCircle Supporter Video](#) (This video is meant for supporters)
- **What are the key takeaways from the current OutreachCircle pilot program participants?**
  - Experiment! It's perfectly okay to start small. You do not need League-wide adoption to start using OutreachCircle. You can begin using OutreachCircle for specific projects and campaigns if you desire.
  - OutreachCircle is not replacing the digital platforms you have already invested in. OutreachCircle is meant to magnify your current LWV efforts and tools!
  - OutreachCircle allows the League to build a rapid response muscle. Through OutreachCircle, you can send a quick update or action request to every League member using OutreachCircle while knowing how many of them saw the message or how many of them took action.
  - OutreachCircle creates a ladder of engagement for League members and volunteers. During these unprecedented times, staying involved in anything has become a challenge. OutreachCircle allows for people to connect with the League wherever and whenever they can!
  - "Success" will depend on your Leagues goals. No pressure!
- **How much support will I receive from LWVUS to get started on OutreachCircle?**
  - All Leagues using OutreachCircle will receive an OutreachCircle starter kit with all the information they will need to get started.
  - Leagues will have access to organizing Office Hours every Friday at 1 pm ET. The Organizing Team will assist Leagues one-on-one in answering any questions they may have to provide organizing support for ongoing LWV campaigns and efforts.
  - Leagues are welcome to join bi-weekly OutreachCircle huddles where Leagues using OutreachCircle can share how they are using OutreachCircle and general best practices.
- **I still have questions. What should I do?**

- That is okay! Reach out to the Organizing Team at [organizing@lww.org](mailto:organizing@lww.org) to schedule a one-on-one demo for your League today!