



LEAGUE OF WOMEN VOTERS

Why OutreachCircle?

Even before COVID-19 impacted our communities, we knew that LWV needed to diversify our digital organizing strategy. The League of Women Voters' mission is to empower voters, defend democracy, and serve our communities across the nation. To make this possible, we need to bring more voices into the conversation. As an organization that envisions a democracy where every person has the desire, the right, the knowledge, and the confidence to participate, the League must become a more accessible organization. We must ask ourselves as League members: *how can League members and newcomers alike stay connected with the League of Women Voters? How can we mobilize our supporters around important causes?*

While over 100 years of activism has proven to LWV that this conversation has no end, it begins today with OutreachCircle.



About your Supporter Kit

You do **not** need to be a technology expert to effectively use OutreachCircle.

This OutreachCircle Supporter Kit and its accompanying resources are designed to:

- Introduce League members and Supporters to their League's OutreachCircle
- Maximize current LWV work
- Empower voters and defend democracy

In League Power

Remember that no League or League member is in it alone. The LWVUS OutreachCircle team is and will be available to offer you technical support and guidance before, during, and after setup.

Now...let's get started!



Step 1.

Access OutreachCircle

The OutreachCircle app is **free** for both Apple (iPhone) and Android (Samsung Galaxy, Google Pixel, etc.).

For non-smartphone users, OutreachCircle is also available online. **To access OutreachCircle on your computer**, click on the button below or enter the web address into your web browser.

outreachcircle.com

To access the OutreachCircle on your smartphone, you'll first need to download the app. We can help with that!

If you already have the app, don't need help downloading it onto your phone, or if you only plan on accessing OutreachCircle through your computer, you can skip ahead to Step 2 while we set up smartphone users.



Step 1.

Access OutreachCircle (continued)

The OutreachCircle app is available for free on both the iPhone App Store and Android Google Play app stores. If you're not sure what your phone's app store looks like, take a look below.



Android users: look for



Step 1.

Access OutreachCircle (continued)

Once you've opened your smartphone's app store, follow the instructions below:

- Search for "OutreachCircle" in the search bar.
 - On both iPhone and Android app stores, the search area is
 indicated by the *q* icon.
- Select the option to download the OutreachCircle app.
 Remember: the app is 100% free.
 - The app store may ask for your password to confirm your download. If you don't remember your password, follow your phone's instructions on how to reset your password.
- Wait for the download to complete, then open the OutreachCircle app.

Now let's get you set up with an account!



Step 2. Sign in

There are **two** kinds of OutreachCircle account:

- Admin: an account that your League will use to control its OutreachCircle and publish content.
 - There may be more than one Admin per OutreachCircle.
- Supporter: This is your account! Using your Supporter account, you and other League members can interact with League OutreachCircles.
 - As a Supporter, you can follow more than one League's OutreachCircle.

Got it? Awesome! Now let's get your Supporter account set up.



When you first open the OutreachCircle app, you'll see something similar to the image on the right.

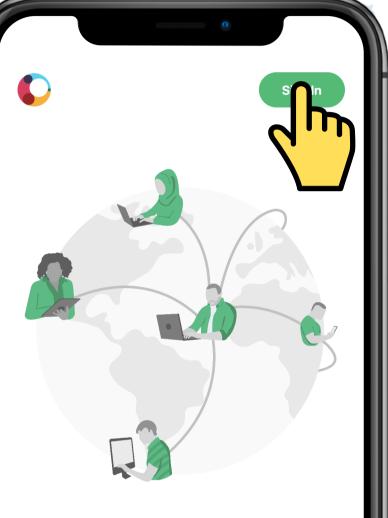
First things first, let's get you signed in.

Keep an eye out for the **S**icon.

We'll use it to help show you exactly where to look.

Ready? So are we!

Tap the "Sign In" button.



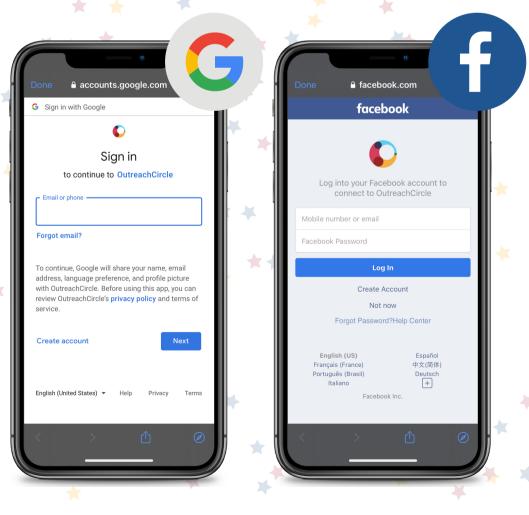
Support your favorite cause or campaign Anytime, Anywhere

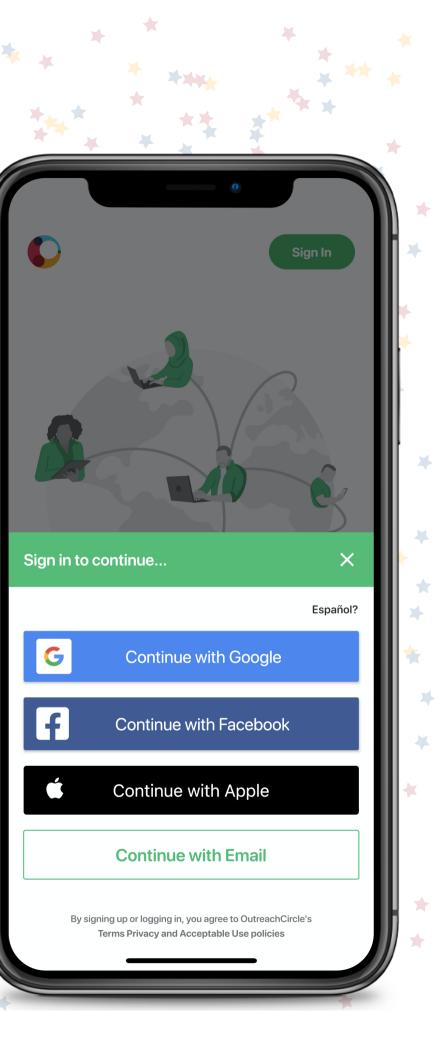
Search for an Outreach	nCircle		Q
Search for a campaign or c	ause by city, stat	te, name, app code or	zip code



OutreachCircle will bring up the screen on the right. You have a few different options for signing in.

Selecting Google, Facebook, or Apple will prompt a login popup similar to the ones below.



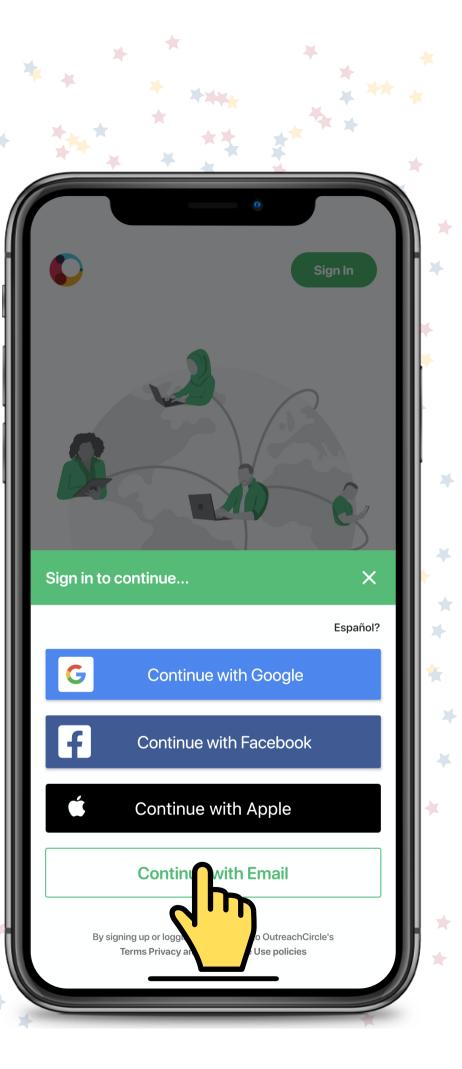




Worried about privacy? We get it! Remember that if you decide to sign in with Google, for example, you are **not** giving OutreachCircle access to emails. OutreachCircle has a very strict privacy policy.

If you want to sign in using Google, Facebook, or Apple, type in the requested information, follow the prompts to proceed, and skip ahead to Step 3!

If you don't want to sign in using Google, Facebook, or Apple, you can create an account using your email address. Tap **"Continue with Email"** to select that option.





Type in the email address you'd like to use.

OutreachCircle won't spam you with emails, but your League's OutreachCircle might opt to send you alerts when your help is needed on a particular action.

Once you have your email typed in, tap **"Next"** to continue.

Continue with Email Preferred Email Address By signing up or logging in, you agree to OutreachCircle's Terms Privacy and Acceptable Use policies 0 S g b n m С $\langle \times \rangle$ Ζ Х V 0 123 space next



OutreachCircle will then prompt you to set your password.

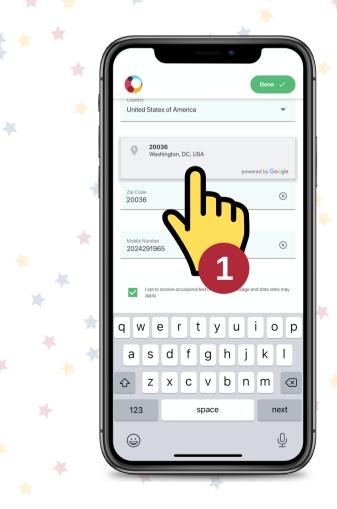
Tap "Next" once you have this entered.

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Conti	nue with Email	×	ζ
Preferre	ed Email Address	\otimes	
	like you are signing up for the first time. a password.	Create a new account by	
Enter	a password	Ø	
		Can't Login?	
	By signing up or logging in, you agree to Terms Privacy and Acceptable U		



Enter your zip code and phone number. When you've typed this in, the app will ask you to confirm the information (shown below).

Tap the suggested zip code to confirm, then the **"Done"** button.



•
Before we continue
our location helps us deliver the right content for you.
Country United States of America
Zip Code
Mobile Number



Depending on the phone you're using, you might get a popup asking if it's okay for OutreachCircle to send you notifications.

The decision is up to you, but we recommending allowing notifications so that you can stay as up-to-date as possible.

Either way, that's it! You're officially signed in!



"OutreachCircle" Would Like to Send You Notifications Notifications may include alerts,

sounds, and icon badges. These can be configured in Settings.

лl

Don't Allow



Step 3. Find a League

When you first open the app, you'll see you Actions page.

This is your "home" page.

Actions posted by OutreachCircles that you follow will show up here, similar to your "feed" on social media.

There's not much here though...let's change that!

Tap the **"Explore"** tab on the lower left-hand side get started.

Hello League of Women Voters

Contacts



Account

al.

Impact



This is the Explore tab.

From here, you can search for OutreachCircles to join. You're not limited to your own League; you can join as many local and state Leagues as you want!

For now, let's get you set up with LWVUS.

C OutreachCircle

Search OutreachCircle

Search for an OutreachCircle

You can search by city, state, name, app code or zip

Couldn't find an OutreachCircle?

If the campaign or organization you want to support is not on OutreachCircle, please introduce them to us at info@outreachcircle.com We would be happy to give them a demo!

лĿ

Impact

Account



In the search bar, type in the name of the League you'd like to follow. In this case, *League of Women Voters US*.

As you type, OutreachCircle will suggest OutreachCircles to help you narrow down your search.

To cast a wider net, or if you aren't sure of the OutreachCircle's name, you can tap the blue "Show all...results" button at the bottom of the suggestions queue.

Let's finish typing.

league of women voters League of Women Voters Greater Cleveland • Cleveland, OH, 44115 App Code: **HFB769** League of Women Voters Montana App Code: NTQ316 • Missoula, MT, 59802 League of Women Voters Mount Pleasant • Mount Pleasant, MI, 48858 App Code: URJ761 Q Show all 22 results for 'league of women vo o p d g S zxcvbnm $\langle \times \rangle$ 123 space done



Once you've typed in the full League name, tap the correct suggestion to select it.

If you can't find your League:

- Consider trying the "Show all...results" button from the last slide.
- Contact your League to confirm the name your League
- is listed under.
- Scan your League's
 OutreachCircle QR code.

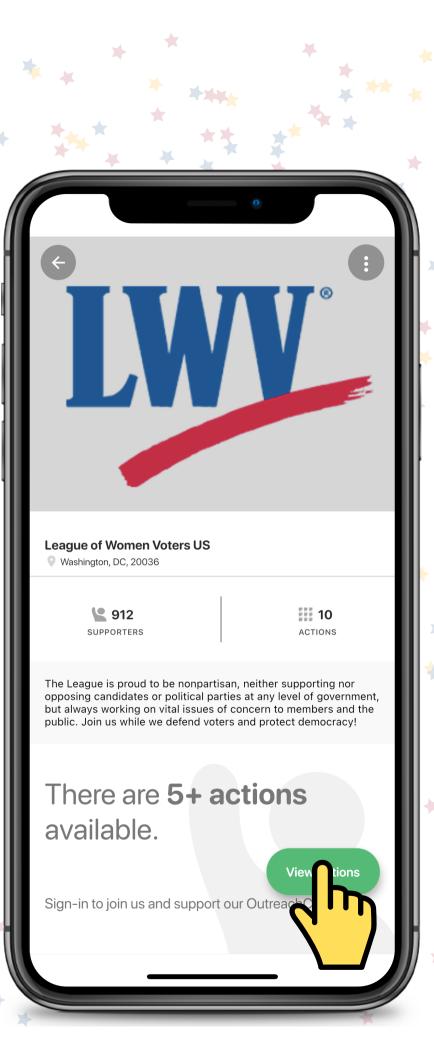
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	f Women Voters US	I
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	6111	I
		I
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		I
		I
		I
		I
		I
		I
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123	space done	
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You've made it to the LWVUS OutreachCircle.

You'll see some of the League's OutreachCircle information, including:

- The number of Supporters
- The number of active Actions
- Information about the League
- Time to join your first
- OutreachCircle! Tap the green "View Actions" button.



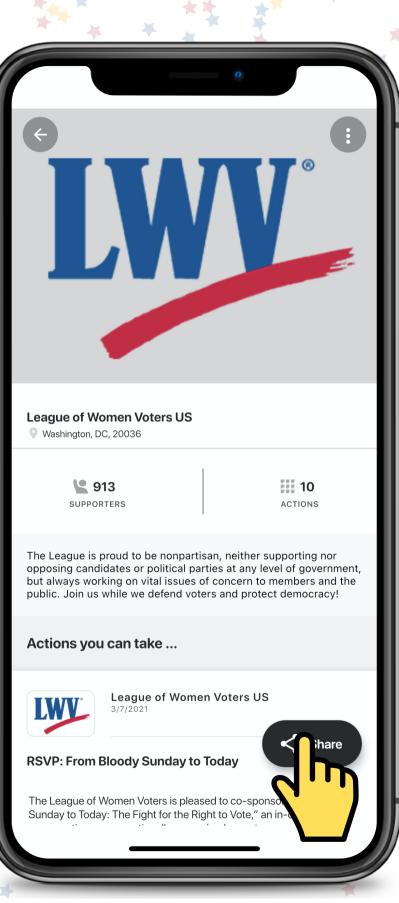


Success! LWVUS OutreachCircle actions will now appear on your Actions tab.

Your Actions tab will show you a combination of Actions from the OutreachCircles you join. To narrow down your feed:

- Use the Explore tab to search for specific OutreachCircles.
- Click on a specific
 OutreachCircle logo or name.

Before we move on, tap the "Share" button.





From here, you can share an OutreachCircle.

If a friend opens their smartphone camera or QR reader and focuses on the QR code, they'll automatically be directed to the OutreachCircle.

On this page, you'll also find the OutreachCircle's recruitment link. Know someone who cares about advancing voting right? Share it!

To get back to the home screen, use the back button until you can tap the **"Actions"** tab.

	0	
ĥ	Share	
	ds go to OutreachCircle.com and search for] or scan with a QR reader or iPhone camera.	
	Or Or	
	https://outreachcircle.com/TQF340	



Step 3.

Complete an Action

Awesome! Your Actions tab will show you a personalized feed based on the OutreachCircle(s) you join.

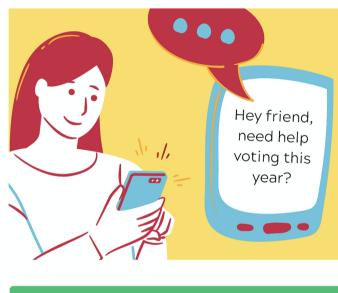
Now that you're a little more familiar with OutreachCircle, we'll show you how to complete an Action. If your League has a similar Action set up, feel free to follow along!

It looks like our League posted a welcome message and gave us the option to share the OutreachCircle with our friends!

We'll click the "Share" button.

Share our OutreachCircle with friends!

League of Women Voters US is on OutreachCircle! OutreachCircle is an incredible tool designed to maintain communication, increase engagement, and maximize organizing potential. Invite your friends – our League is growing!





RSVP: From Bloody Sunday to Today





Your League's OutreachCircle Admins can customize the ways you can share a post.

For this one, it looks like we can share it via email, text message, or through an app.

If you're using OutreachCircle on a computer, you won't be able to using the texting option.

For our example, we'll share via email.

Share our OutreachCircle with friends!

🗹 Email: 7

Email vour

Text your

Share to an app

League of Women Voters US is on OutreachCircle! OutreachCircle is an incredible tool designed to maintain communication, increase engagement, and maximize organizing potential. Invite your friends our League is growing!

> Hey friend, need help

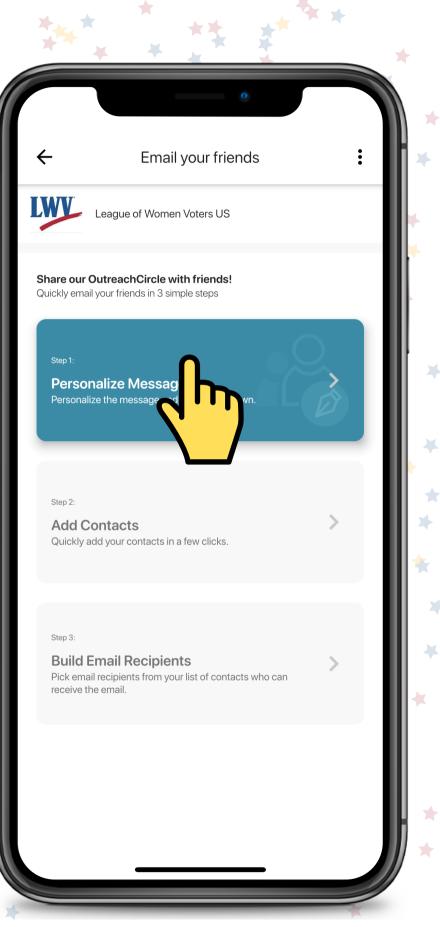
voting this year?

You



OutreachCircle is an incredibly intuitive tool and will walk us through the process from start to finish. How helpful!

First, we'll personalize our message.





Your League's Outreach Admin can pre-write emails, text, and app posts based on the intended message. That said, at the end of the day, it's your message and you can customize it as needed!

To edit our message, we'll click the "Edit" button on the bottom right-hand side.

Personalize Messag		• •		
	Parcon	21170	Macca	
		auze	116336	

League of Women Voters US is on OutreachCircle join us!

/ Done

EMAIL MESSAGE

Hey friend!

SUBJECT

I know that you're passionate about empowering voters and defending democracy. I joined the League of Women Voters and wanted to offer you an easy way to get involved. OutreachCircle offers tons of ways to stay engaged with the League and participate in the advancement of voting rights.

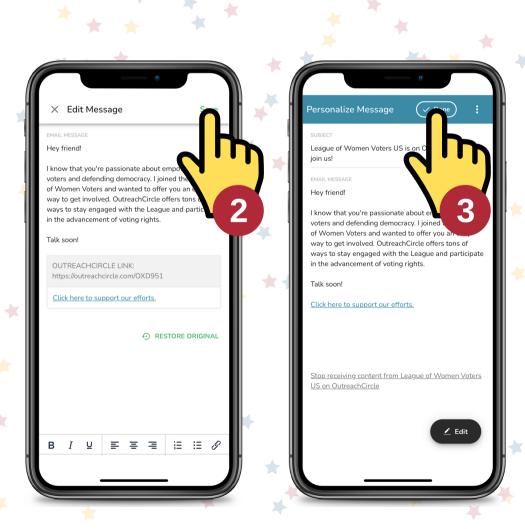
Talk soon!

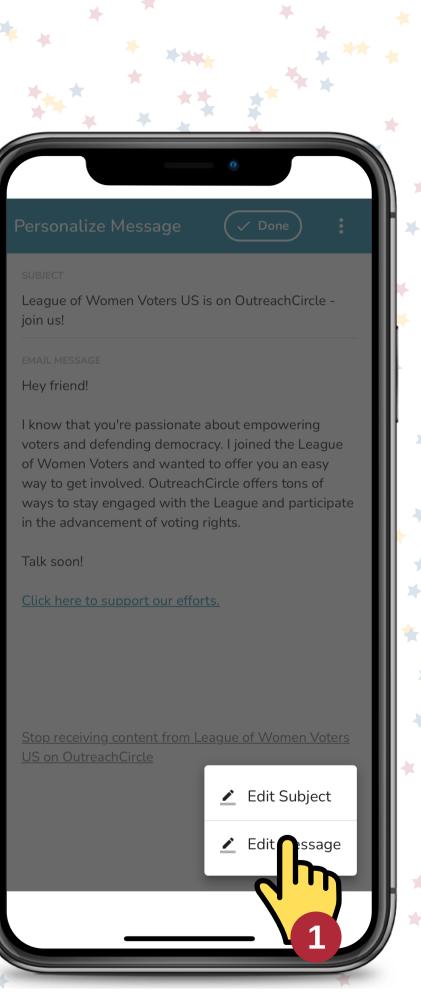
Click here to support our efforts.

Stop receiving content from League of Women Voters US on OutreachCircle



From here, we can edit both the subject and message of our email. We'll tap the "Edit Message" button, tweak our email, then tap the "Save" and "Done" buttons.







Next, we need to add contacts.

We'll tap **"Add Contacts"** to enter the contacts menu.

Email your friends League of Women Voters US Share our OutreachCircle with friends! Quickly email your friends in 3 simple steps Step 1: Personalize Message League of Women Voters US is on OutreachCircle - join us! Add Contacts Quickly add your contact Step 3: **Build Email Recipients** Pick email recipients from your list of contacts who can receive the email.



We haven't added any contacts to our OutreachCircle account, so this looks pretty empty right now.

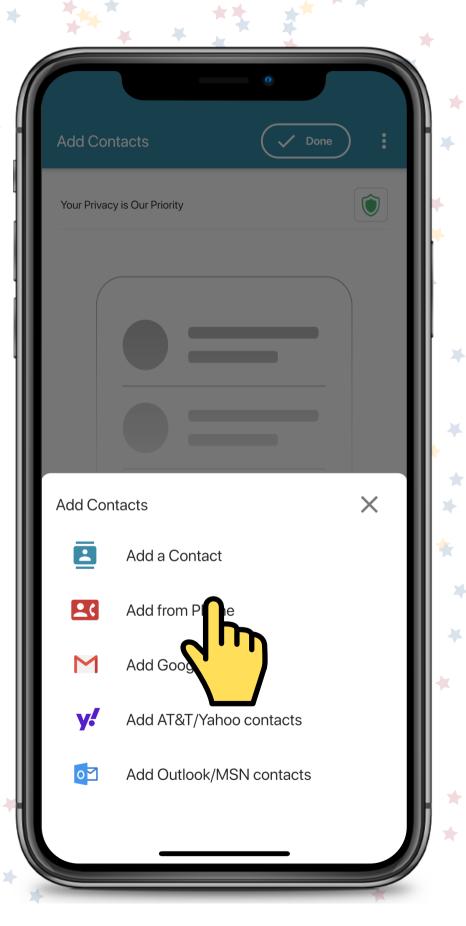
We'll tap the "Add Contacts" button to add some.

Add Contacts	O Done	
Add Contacts		17
Your Privacy is Our Priority		
No Conta	cts Added	*
	+ Adc Intacts	
	(''')	,



You can add contacts by typing them in or by importing them from your phone or email account. Importing your contacts is a fast, easy, and safe way to connect with tens, hundreds, even *thousands* of your contacts.

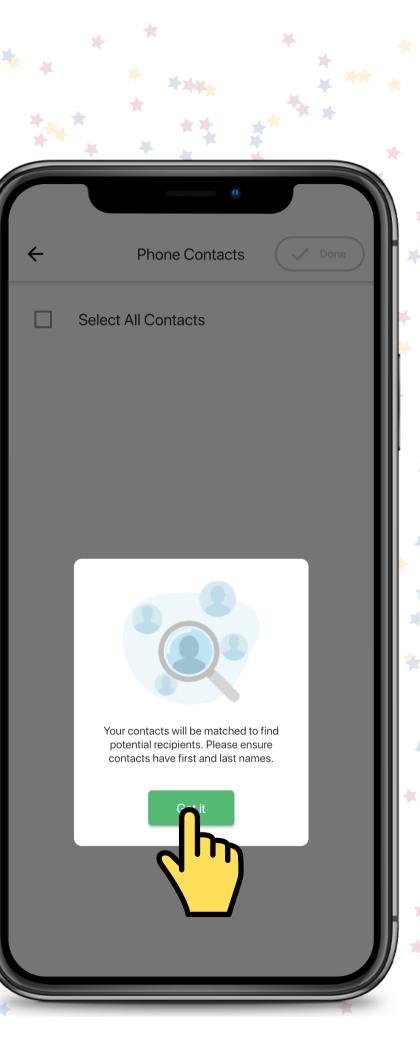
Remember: your privacy and security is OutreachCircle's priority. Importing your contacts does not "give" them to OutreachCircle. It simply allows the app to communicate with your phone or email when you want to share a post or send a message.





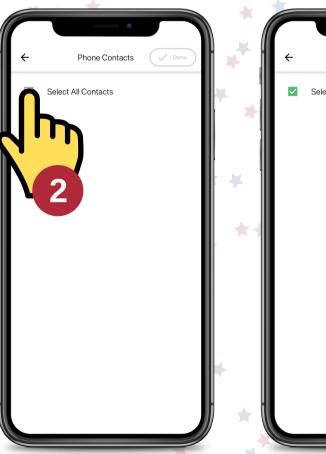
OutreachCircle is a pretty intelligent tool and can tell the difference between first and last names as long as you've entered them correctly in your contacts.

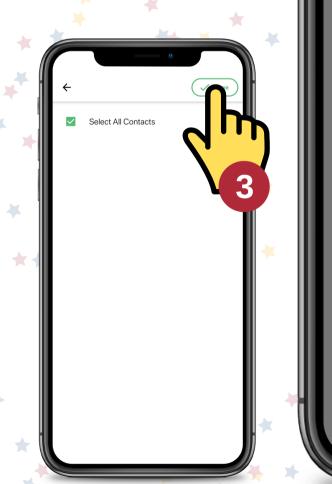
Tap the **"Got it"** button to proceed.





You can select contacts one at a time, or, to speed things up, tap "Select All Contacts" (we recommend this option). After that, we'll tap "Done" to continue.







Phone Contacts

Select All Contacts

Your contacts will be matched to finc potential recipients. Please ensure contacts have first and last names.



We've imported all our contacts, but now we get to select which ones we want to email.

We can tap the tick boxes on the right-hand side to add them to the email. The green icon will show us which contacts have been selected.

Once we've selected all the contacts we want to email, we'll tap **"Done"** to continue.

•	
Build Recipients	Q :
Betty Gilmore bettygilmore@hotmail.com	0
Carrie Chapman Catt carriecatt@nawsa.org	0
Elizabeth Stanton estanton@wlnl.org	0
Fanny Irvin fight4suffrage@gmail.com	0
Florence Fifer Bohrer fbohrer@lwvil.org	0
Frances St John Chappelle francessjc@lwvnv.org	S
Juanita Jones Abernathy jjabernathy@lwv.org	0
Mary Jane Spurlin mary.j.spurlin@multco.us	I
Susan B. Anthony sbanthony@wlnl.org	I
Zelia Peet Ruebhausen zelia.ruebhausen@uner	0



We're ready to send our email!

Ready?

3...

2**

Send!

Tapping "Send Email" in...

0	
← Email your friends :	H
League of Women Voters US	
Share our OutreachCircle with friends! Quickly email your friends in 3 simple steps	
Step 1: Personalize Message League of Women Voters US is on OutreachCircle - join us!	
Step 2: Add Contacts Contacts Imported: 10	
Step 3: Select Email Recipients Selected Email Recipients: 3 Potential Email Recipients:	
Support League of Women Voters US by sending your email to 3 friends.	
Send Email Preview hts (3)	



You might see a brief loading screen, but it's still faster than emailing one at a time, right? Enjoy your victory confetti! When you're ready, tap the exit button.

Sending your email

Bravo! High-five

Thanks for your support!



We did it! Only a few minutes on the app and you're already bringing in new Supporters.

In taking Action through OutreachCircle, you:

- Extend the League's reach.
- Spread our message.
- Advance a 100+ year-old mission.
- Promote and protect participation in democracy.

Before we let you go, let's run through a few final things.



Contacts:

Your Contacts tab shows you the contacts you've imported into OutreachCircle. Here, you can search, view, and edit your contacts. You can tap the green plus button to add even more!

All Contacts (10)
Q Search Contact =
в
Betty Gilmore
с
Carrie Chapman Catt
E
Elizabeth Stanton
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Fanny Irvin
Florence Fifer Bohrer
Frances St John Chappelle
L
Juanita Jones Abernathy
м
Mary Jane Spill Spire Contacts Actions Impact Acco

Account

 2024291965 WORK carriecatt@nawsa.org OTHER 20th Street NW Suite 500, Washington, DC, United States of America ADDRESS 20036 ZIP CODE ADDED: SOURCE: 	×	e Carrie Chapman Catt 🧻 🖍
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Share our OutreachCircle with friends!

League of Women Voters US is on OutreachCircle! OutreachCircle is an incredible tool designed to maintain communication, increase engagement, and maximize organizing potential. Invite your friends our League is growing!

Share It With Your Friends

League of Women Voters US

The League of Women Voters is pleased to co-sponsor "From Bloody Sunday to Today: The Fight for the Pight to Vote," an in-depth

RSVP: From Bloody Sunday to Today

conversation among nationally

M Email: 7

LWV

Hey friend.

need help voting this

year?

d experts, presented by the

Impact

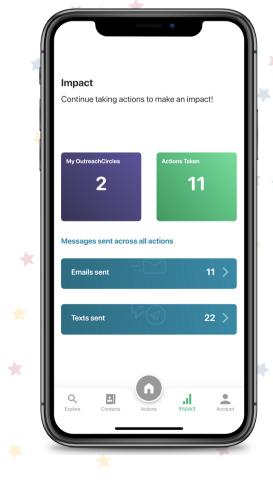
You

Account



Impact:

Your Impact tab shows you info on the Actions you've taken. You can tap the buttons to get a detailed breakdown of your OutreachCircles, Actions, and messages sent.





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	Share	e It With Your F	riends	
Email: 7				You
LWV	League	of Women Vo	ters US	
RSVP: Fro	om Bloody Su	nday to Toda	ау	
Sunday to T conversatio	e of Women Vote oday: The Fight n among nation	for the Pight to ally	•	epth nted by the
Q			6	
Explore	Contacts	Actions		Account



Account:

Your Account tab allows you to view and edit your profile (which is only viewable to you and your League's OutreachCircle Admins), contact OutreachCircle support, and adjust your app preferences.

*	•	
*	Account League of Women Voters	
	Y My OutreachCircles	1 >
	View Profile	>
*	Contact Support	>
*	S Language preference Your language is set to English	Español?
*	Terms and Privacy	>
-	Logout Contacts Actions Impact	Account

Share our OutreachCircle with friends!

League of Women Voters US is on OutreachCircle! OutreachCircle is an incredible tool designed to maintain communication, increase engagement, and maximize organizing potential. Invite your friends our League is growing!



Share It With Your Friends					
🗹 Email: 7				You You	
LWV	League	of Women Vot	ers US		
RSVP: From Bloody Sunday to Today The League of Women Voters is pleased to co-sponsor "From Bloody Sunday to Today: The Fight for the <u>Picht</u> to Vote," an in-depth					
conversatio	n among nation	ally de	Ground The ev	ted by the	
Q	•		. d	Â	
Explore	Contacts	Actions	Impact		



A 100 year mission continues with you.

Today, you created your OutreachCircle account, completed your first Action, and jumpstarted a new phase of League organizing.

Still have questions? Feeling like an overachiever? Check out OutreachCircle's Zendesk user guides by clicking the link below.

outreachcircle.zendesk.com/hc/en-us

We hope that you found this Supporter Kit helpful and that you're feeling comfortable with using OutreachCircle.

Since we know one guide can't cover everything, the LWVUS OutreachCircle team maintains an ever-growing library of OutreachCircle resources. Click the link below to learn more.

OutreachCircle Resources for Leagues





Standing together for over 100 years.

The LWVUS OutreachCircle team is here to provide you the resources you need to succeed. Just as our voices are more powerful together, so too is our knowledge.

We encourage all League members who have questions about OutreachCircle to reach out to us for assistance.

organizing@lwv.org

