



Hello,

On behalf of the LWVUS Organizing Team, we want to thank you for joining OutreachCircle. 2020 marked 100 years that the League of Women Voters has empowered voters and defended democracy. Over the last century, we have fought for election protection, democratic reforms, and equal access to the ballot-all while maintaining our commitment to nonpartisanship and fostering an informed electorate. However, we are now living through a worldwide pandemic, all while ensuring everyone has a voice in our collective decision making and our future.

The League has already risen to that challenge as we figured out new and innovative ways to continue our power, especially with our existing technology, but we need something more. We need a digital platform that will allow us to grow a community online to educate and support one another while organizing and empowering voters. OutreachCircle will enable us to take an integrated approach to organize, strengthen relationships between LWV and its supporters and their networks of family and friends.

Your League's utilization of OutreachCircle is an illustration of that willingness to tackle challenges head-on while leveraging every single resource available. The League has already evolved once from a mighty political experiment designed to help 20 million newly enfranchised women vote in 1920 to what it is today: a unique, nonpartisan organization that is a recognized force in molding political leaders, shaping public policy, and promoting informed citizen participation at all levels of government. Thank you for leading the way to the next chapter in League history.

In League Power,

Alma Couverthie National Organizing Director





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 OutreachCircle Starter Kit

You do **not** need to be a technology expert or have an official League leadership role to manage an OutreachCircle for your state or local League.

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

- Support OutreachCircle administrators
- 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. Create an OutreachCircle Admin Account

First, let's make sure you have your League's information on hand.

- The name of your state or local League
 e.g. League of Women Voters US
- The city, state, and zip code of your League's headquarters
 e.g. Washington, DC 20036
- The official logo of your state or local League
 e.g.



- A phone number for your League (you can use a personal number; only the support team sees this information)
- A default reply-to email address (the email address at which Supporters would reach your League)



Step 1. Create an OutreachCircle Admin Account (continued)

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

- Admin: an account that a League will use to edit info and publish content.
 - You can have more than one Admin per OutreachCircle.
- **Supporter:** an account that League members will use to interact with your Circle.
 - Supporters can follow more than one OutreachCircle

To create your OutreachCircle, you'll first need to create an admin account. On your computer, click on the button below or enter the web address into your web browser.

client.outreachcircle.com/product/pricing



Step 1. Create an OutreachCircle Admin Account (continued)

On this page, click the **"FREE"** plan **"Get Started"** button.

Your account will automatically be upgraded to the Platinum level as part of the LWV plan.

FREE
For campaigns and organizations with no budget
\$0 /mo
Getiarted



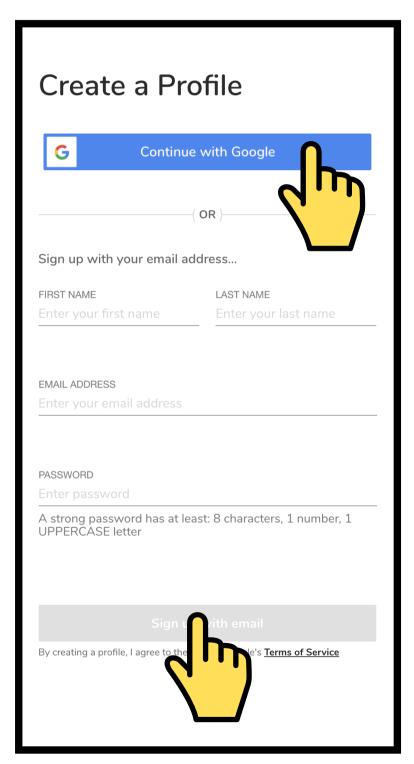
Step 1. Create an OutreachCircle Admin Account (continued)

The next page will direct you to create a profile. You can create a profile one of two ways.

• Your Google/Gmail account;

...or...

- Sign up with your email address by filling out the form.
 - This will be your own information, not your League's information.





Step 2. Create your OutreachCircle

Once you've created your admin account, you'll be redirected to your home page. From here, you're ready to create an OutreachCircle for your League.

OutreachCircle provides guides, tutorials, and resources to its users. You can access their YouTube channel by clicking on the video button on your home page or by <u>clicking here</u>.



Create an OutreachCircle

OutreachCircle is a powerful and easy to use digital organizing platform that enables supporters of any campaign, cause or organization to advocate for change.

Create OutreachCircle



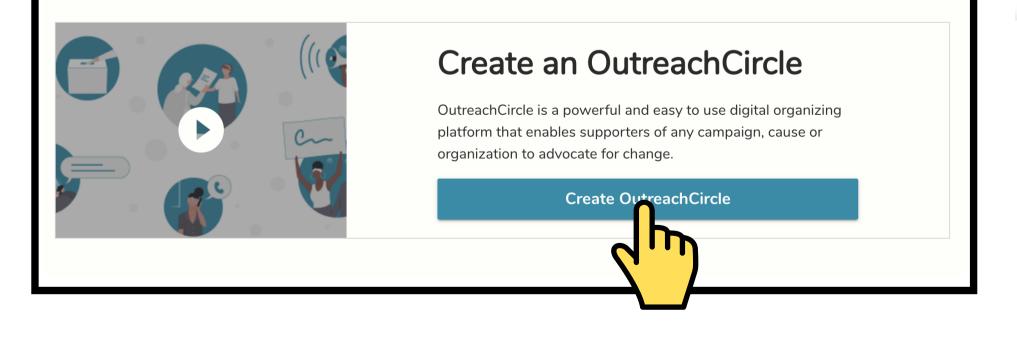
Now onto creating your OutreachCircle! Since the next few steps are simple, let's jump right in.

Keep an eye out for the process.

From your home page, click the "Create OutreachCircle" button.

All OutreachCircles

You don't have any OutreachCircles yet. Start by creating your first OutreachCircle.

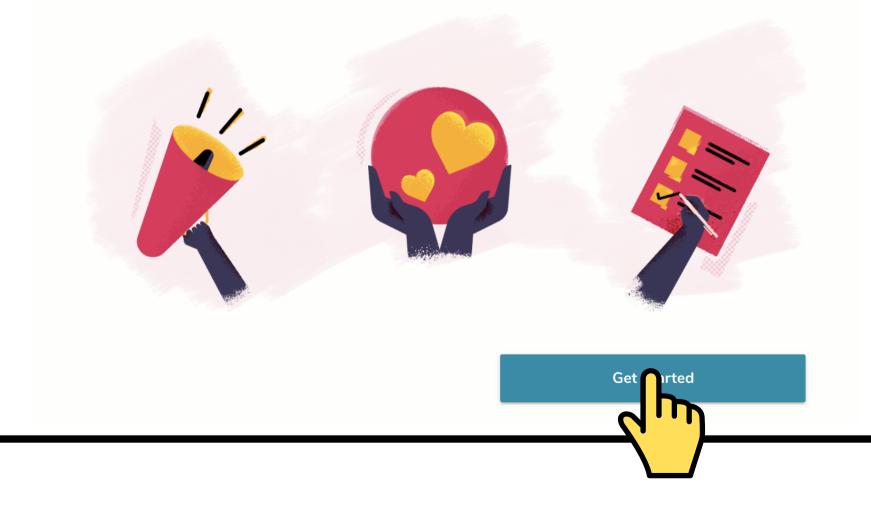




Once you've clicked, you'll recieve a popup window. Click **"Get Started"** to continue.

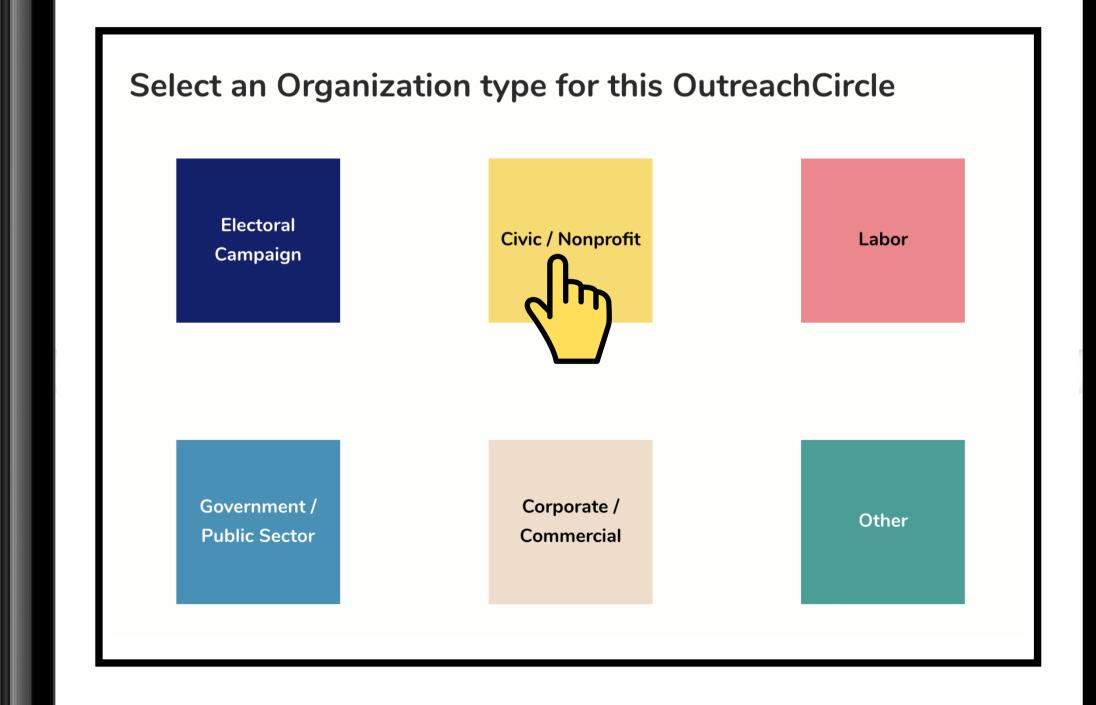
Create an OutreachCircle

Create an OutreachCircle to recruit supporters to support your campaign, cause or organization for all of your outreach efforts - from fundraising to field.





Then select "Civic / Nonprofit" to confirm your organization type.



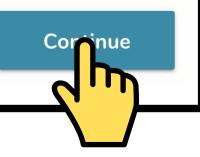


Next, you get to name your OutreachCircle! This name will be what your Supporters will search to find your League on OutreachCircle. For this reason, it's best to stick with your full, official League name. Once your League name has been entered, click the **"Continue"** button to move on to the next step.

What would you like to name your OutreachCircle?

League of Women Voters US

Hint: Enter a name between 3 and 50 characters



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Now for some additional information. Enter the city/state and zip code for your League's headquarters.

Like we mentioned, it's okay to use a personal phone number; this information is not public and is only used if you need support.

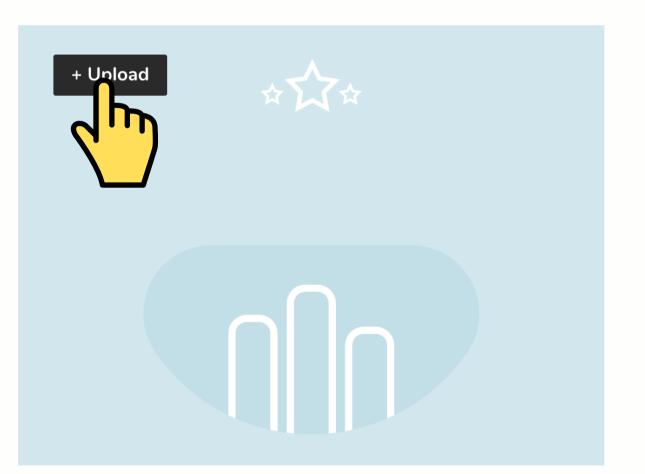
Location and contact information for your Campaign/Organization

HEADQUARTER COUNTRY United States of America	HEADQUARTER CITY AND STATE Washington, DC	8	
ZIP CODE 20036		\otimes	
MOBILE NUMBER 202-429-1965		\otimes	
Hint: Enter 10 digit phone number	only, without country code.		Coninue



Now for your logo! Click "Upload" and select your logo file.

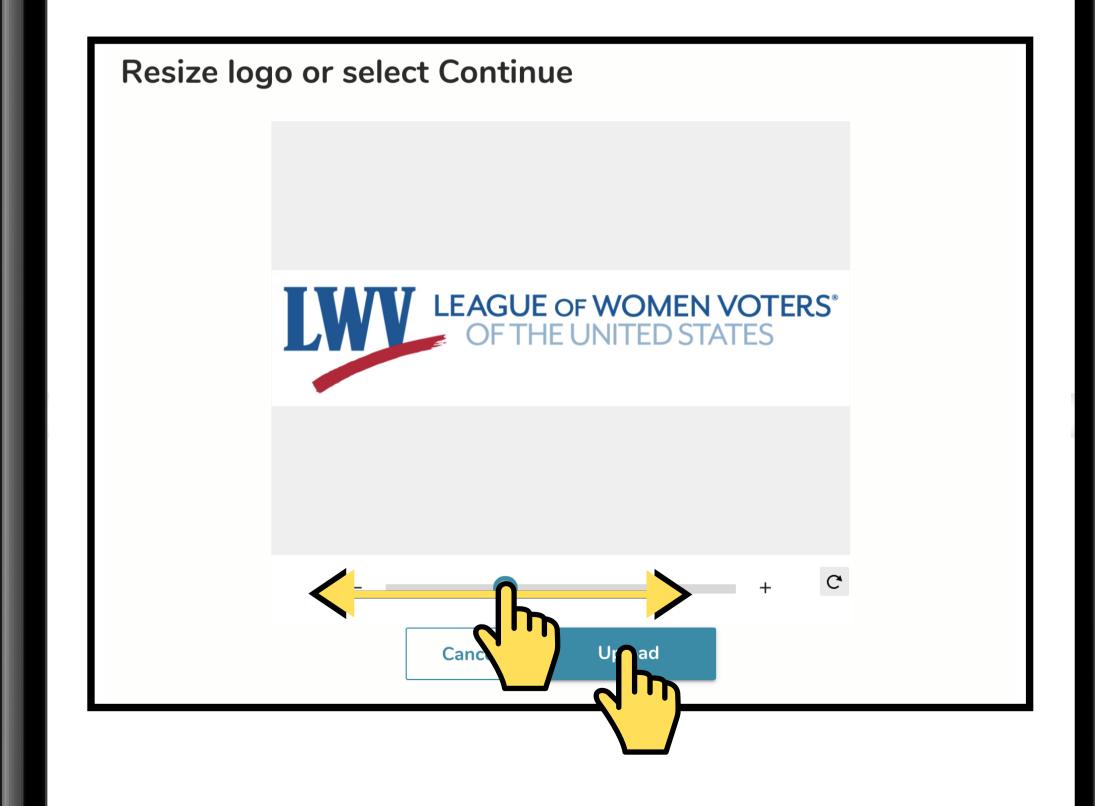
Upload a logo



Logos should be clear images that are a minimum 400 pixels wide.



Once it's uploaded, you can resize it before continuing.





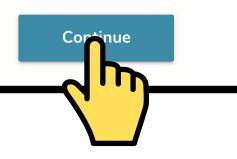
OutreachCircle will walk you through the last few steps, including entering key dates (maybe Women's Equality Day on August 26th?) and information about your position within the League. These are optional; if you would like to skip them, click onward.

Key Dates

Flag elections and other important dates.

EVENT Select or add the event name EVENT DATE Select the date

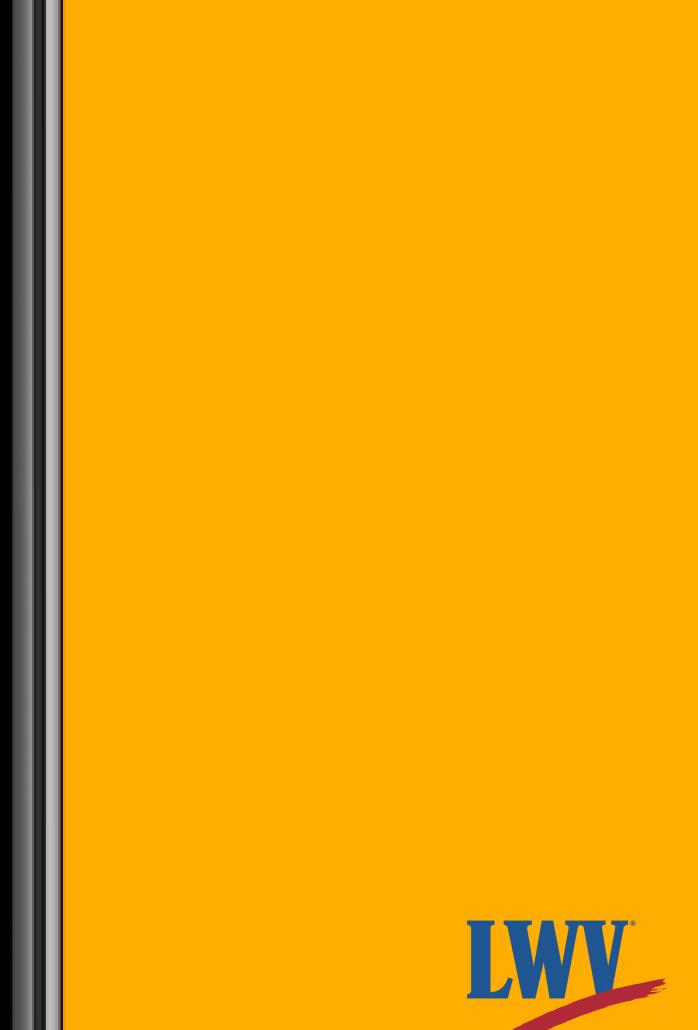
Add another event





Congratulations! You've successfully created your OutreachCircle!



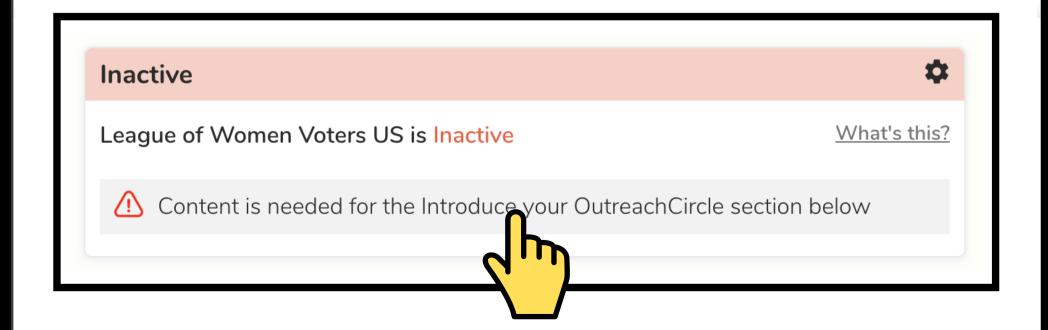


But you're not quite done yet...

You'll notice that the About page says that your OutreachCircle is inactive. If your OutreachCircle is inactive, your Supporters won't be able to find you on OutreachCircle and you won't be able to set up Actions.

Let's fix that!

First, click on the alert box.





Now let's introduce your OutreachCircle!

The information you enter here will appear on your League's OutreachCircle page. Provide a some brief information about your League and the LWV mission. Or feel free to copy ours!

League of Women Voters US

Washington, DC, 20036





The League is proud to be nonpartisan, neither supporting nor opposing candidates or political parties at any level of government, but always working on vital issues of concern to members and the public. Join us while we defend voters and protect democracy!



Save your content...

OutreachCircle is Active
Congratulations!
League of Women Voters US is active.
Supporters can now join your OutreachCircle
Chay Chay

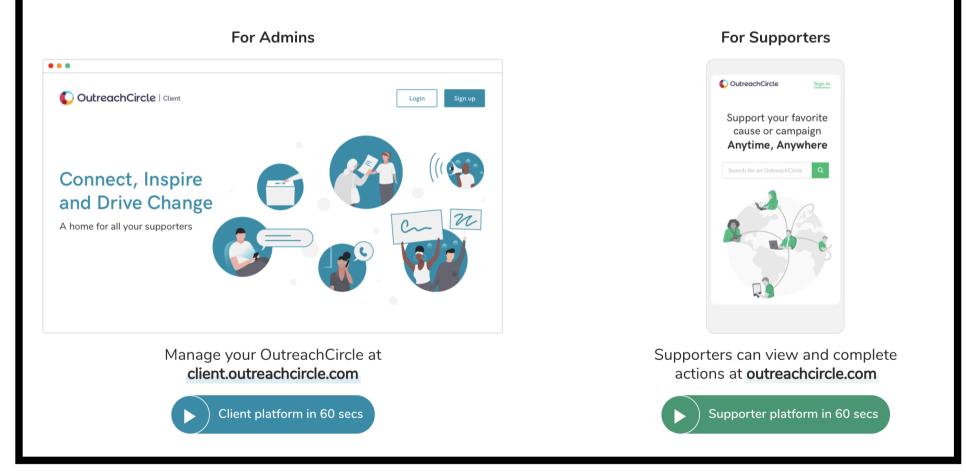
And you're set! Your Supporters will now be able to search for and join your OutreachCircle.

Congratulations! Your League just took a huge step forward!



Just a few quick things before we move on...

OutreachCircle has tools for supporters and also tools to manage those supporters



Once your OutreachCircle is active, OutreachCircle will offer both <u>Admin</u> and <u>Supporter</u> tutorial videos. If you don't have time during setup, you can click the links above to access the videos.



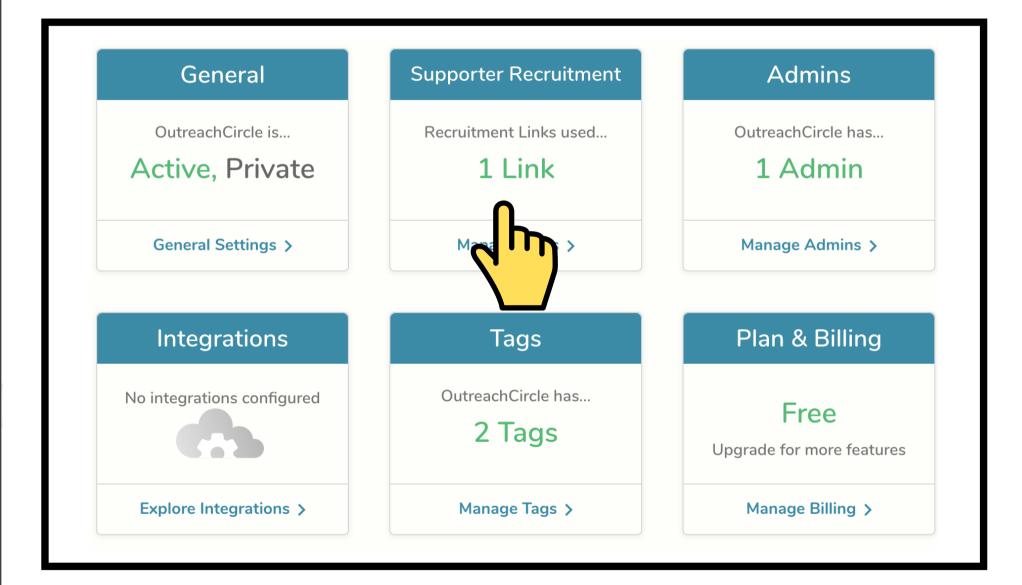
Lastly, let's make sure your League members know about your League's new OutreachCircle!

Click on **"Settings"** in the left-hand menu.





On the Settings page, click "Supporter Recruitment" button.



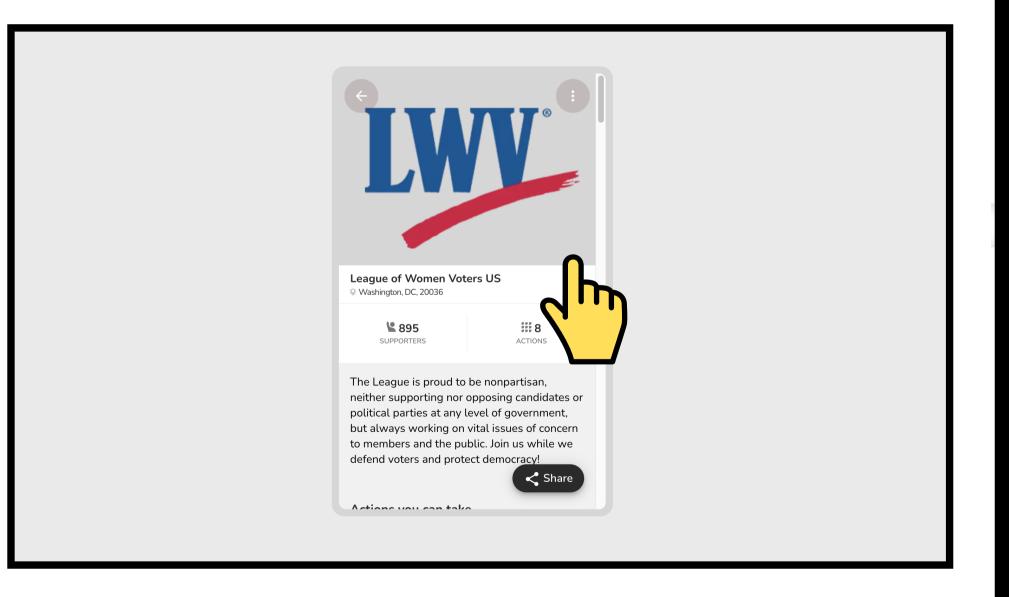
Copy Long URL

https://outreachcircle.com/TQF340



Copy and paste your recruitment link into your web browser to open the Supporter-side of your OutreachCircle. This is your Supporters' view of your OutreachCircle. You're up and running!

Pretty neat! But not much in the way of content. So let's add some!

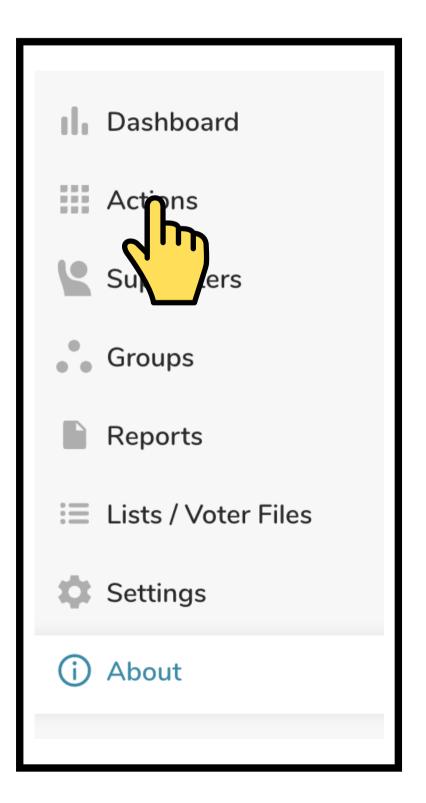




Step 3. Creating Actions

Actions are to OutreachCircle as posts are to social media. They're the content your Supporters will see and the way they'll interact with your League.

Let's dive in and explore some of the Actions available to your League. Click on "Actions" in the left-hand menu.





Throughout your experience on OutreachCircle, the website will offer you occasional guidance in the form of tutorials, tips, and suggestions on how to maximize OutreachCircle efficacy.

You'll see one of these when you first visit the Action hub.

Supporter A	ction Hub		Learn r	nore	Creat
	•••				
	C OutreachCircle				
	Email or Text Friends				
	Facebook Social Share				
	RSVP to an Event				
	Assign a Task				
	Donate				
		• • •			
	Recruit, Engage and A	ctivate your S	Supporters in	one place	



Your Action hub will let you select the Action you'd like to create. Each button will provide a brief description of the Action and what it's intended to do.

Since our League's OutreachCircle is brand new, why not start out with something simple: a greeting!

Update Supporters	Supporter Forms BETA	Survey Friends ALL NEW
Stay connected with your supporters by posting simple messages, news updates, reminders, or even a thank you note.	Gather more info from your supporters: how they'd like to volunteer, where to place a yard sign, ask for endorsements/quotes, or any other question.	Enable supporters to gather information from their friends via email, text.
Email, Text or Share with Friends	Link to Webpage	Share Facebook Post
Ask your supporter to reach out to their friends via email, for any app. Limit sharing to a target for a supporters reach address boo	Share a link to a webpage with your supporters. Direct traffic to your website, an event, parking directions, a google map, or even a virtual phone bank.	An easy way to inform and engage your supporters while increasing your faceboo traffic.
Affinity Te	Watch a Video	Sign a Petition
Enable supporters to text a list of assigned contacts from their personal phone number.	Share a video with your supporters.	Share a petition with your supporters so that they can sign (and share with their friends).



First, OutreachCircle will have you name your Action. This is **not** a name or headline that your Supporters will see.

Email, Text or Share with Friends Image: Email, Text or Share with Friends Ask your supporters to reach out to their friends via email, text or any app. Limit sharing to a target universe or let supporters reach out to anyone in their address book.	Start by selecting	an Action type	
Ask your supporters to reach out to their friends via email, text or any app. Limit sharing to a target universe or let supporters reach out to anyone in their address book.	Email, Text or Share with Friends		~
Ask your supporters to reach out to their friends via email, text or any app. Limit sharing to a target universe or let supporters reach out to anyone in their address book.			
Ask your supporters to reach out to their friends via email, text or any app. Limit sharing to a target universe or let supporters reach out to anyone in their address book.			
Ask your supporters to reach out to their friends via email, text or any app. Limit sharing to a target universe or let supporters reach out to anyone in their address book.			
Ask your supporters to reach out to their friends via email, text or any app. Limit sharing to a target universe or let supporters reach out to anyone in their address book.	Email Text or S	hare with Friends	
ACTION NAME	Ask your supporters to reach out to their friends vi	a email, text or any app. Lir	
	universe or let supporters reach out	t to anyone in their address	book.
		~	Puild - Action
			Build



From here, OutreachCircle will guide you through the process. You can add also photos and links! Click the **"Next"** button on the bottom right when you're done.

•		
Headline & Description Lis	st Matching Share Update	Preview
DESCRIPTION B I 및 c League of Wom an incredible too	achCircle with friends!	 The Headline will appear on your supporters' list of available actions. Choose a headline that encourages them to complete the action. Provide any additional context related to this action that would be helpful to your supporters.
ACTION IMAGE	Characters left: 779	
hind the print of	outreach-circle-recruitment_orig.png	
		Sample preview



OutreachCircle allows you to import League member or voter rolls to target outreach. For our example, we want to reach as many of our League members' friends as we can, so we'll turn this off.

What is the source of you	g required for this Action? ur list/voter file?		tacts that can be our list/voter file.
OutreachCircle: Other	lists	C)	
VAN: My Voters lists			
VAN: My Campaign/Me	embers/EveryAction lists		



Alright, that's done.

Next, we'll click "Next" to continue on to the next step: sharing!

Is List/Voter File Matching required for this Action?	When enabled, outreach will limited to contacts that can b matched to your list/voter file	e



OutreachCircle allows Supporters to share via email, text message, and through apps like Whatsapp, Twitter, and Facebook. You can turn on or off one or all share options.

Share by email	Share by text message	Share to any app 9	-
		ВЕТА	



The preview step allows you to preview your Action by clicking **"Desktop preview link"** or scanning the QR code using a smartphone or tablet.

•	•	•
Headline & Description	List Matching	Share Update Preview
Action Status INCOMPLETE		Scan to preview on mobile
 ▲ ▲		
 Setup Text Hessage Setup Share to any app 		
		If you are on iPhone, use the camera app to scan. If you are on Android, use Google Lens or download an app to scan QR Code. <u>Desktop preview link</u>
		Continue Editing



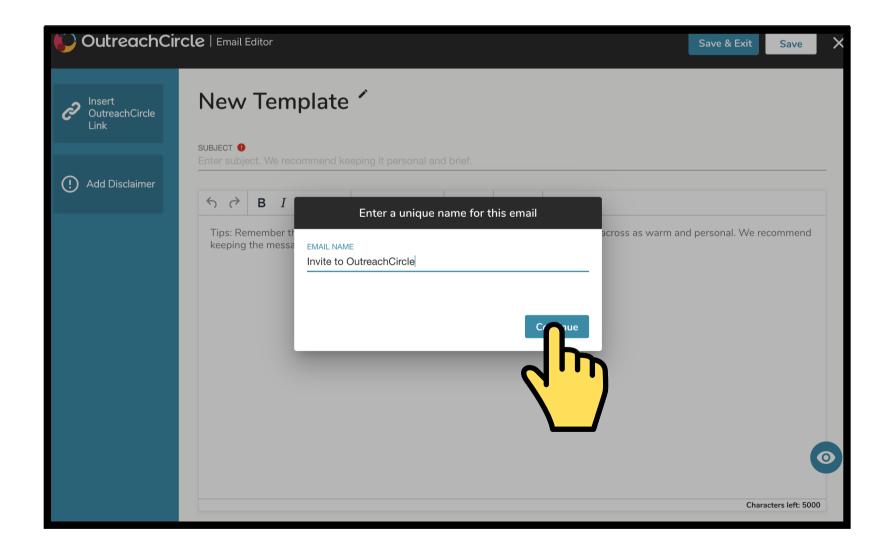
Our Action has been created! But we're not quite done. The Action Status menu on the right-hand side helps us see what's left to do. Let's start by clicking the **"Setup Email Message"** button.

All Actions > Invitation to OutreachCircle		
Headline and Description	Edit Action Type	
HEADLINE Share our OutreachCircle with friends!	Email, Text or Sha Friends	are v
DESCRIPTION	Action Status INCOM	MPLE
League of Women Voters US is on OutreachCircle! OutreachCircle is an incredi designed to maintain communication, increase engagement, and maximize org potential. Invite your friends - our League is growing!		10
ACTION IMAGE	Tags: Unavailable	
outreach-circle-recruitment_orig.png	Setup Email Message PENDIN	2:
List / Voter File Matching	A Seture PEND	
Is List/Voter File matching required for this Action?	NO Setup Sha ai PENDING	pp:
	Action Start Date: Not spe	cifie
Select Share Option(s)	Action End Date: Not spec	ified
Λ By Email	U Deactivate Acti	ion
Select an existing email or create a new one.	Action History	<i>v</i>



As the OutreachCircle Admin, you get to write the message that your Supporters share. Supporters can always personalize it while sharing, but you can help guide their message.

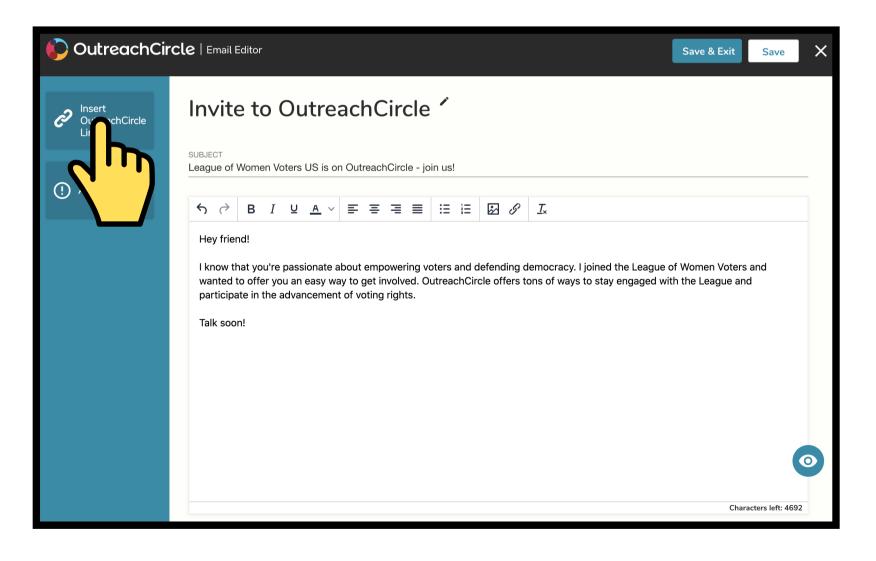
First things first, let's name the email. Not too complicated.





Our email can be as detailed or sparse as we decide to make it. Since we're just sharing OutreachCircle with our Supporters' friends, this email doesn't need to be too complicated.

Once you're done, click the "Insert OutreachCircle Link" button.





This feature will automatically insert a link that shares your League's OutreachCircle with your Supporters' friends.

You can edit the link text in the lower box. The link will still lead to your OutreachCircle, but you can customize the way it appears.

Any ideas? Hmm...

"Defend voting rights with LWV!"

Or maybe...

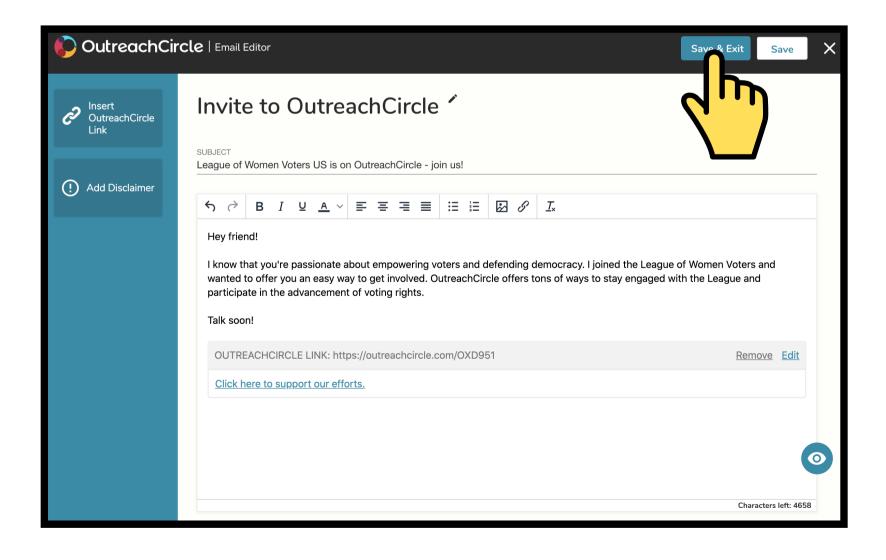
"LWV's 100-year legacy continues with you! Join our OutreachCircle!"

Insert OutreachCircle Link	×
Add a Recruitment Link to the Email	
SELECT A RECRUITMENT LINK	
Edit Link Text	
B I	
Click here to join DutreachCircle	
	Characters left: 117
	لي ال



And look at that! Your League's custom OutreachCircle recruiting link has been added. That was easy!

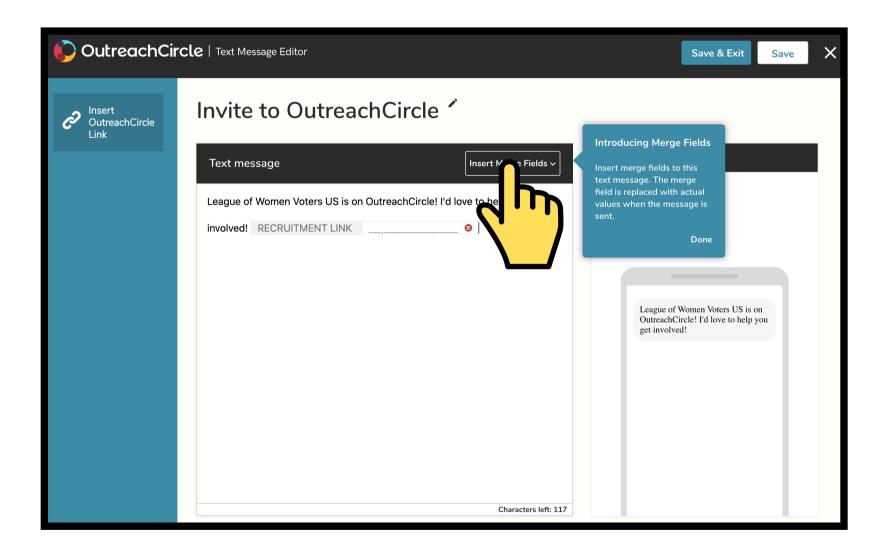
Our email is ready! Click "Save & Exit" to move on.





Now let's do text messages! For texting, remember that the message should be short. Don't forget to click the **"Insert OutreachCircle Link"** to add your link.

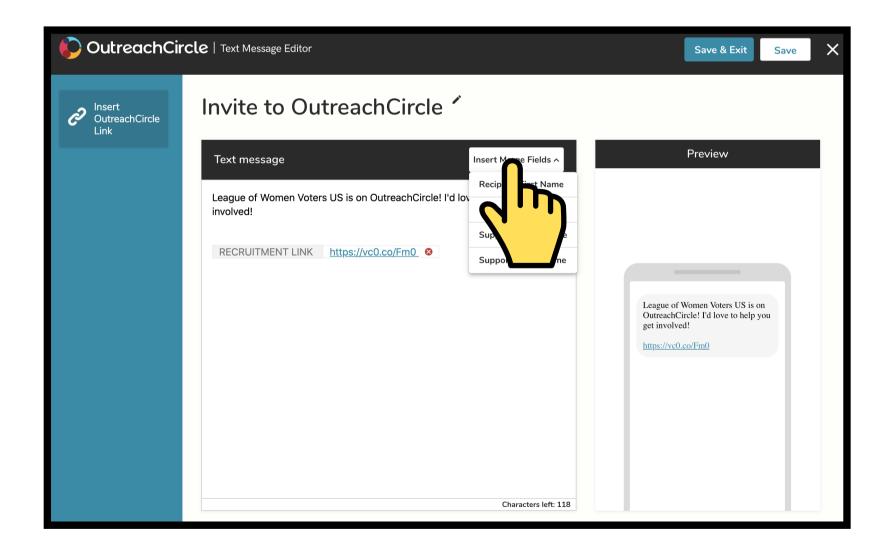
Now to personalize it! Click on the "Insert Merge Fields" button.





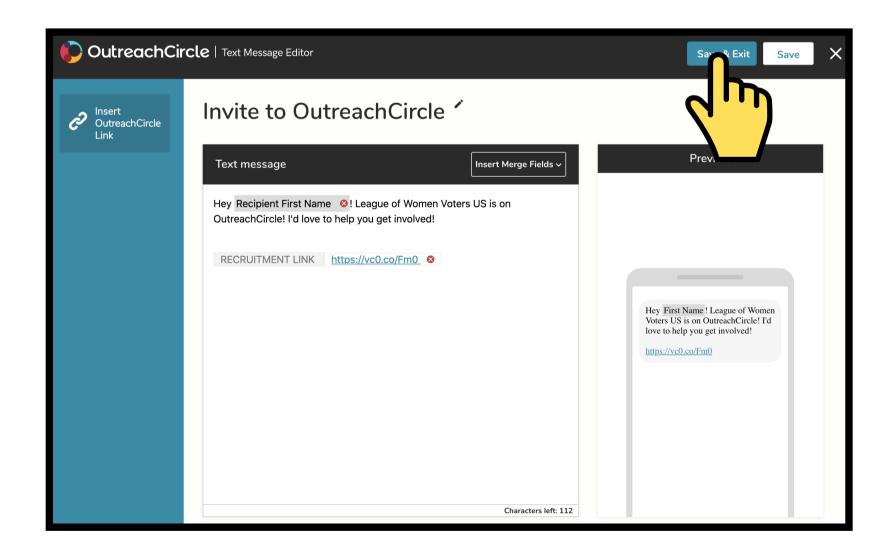
You'll see a list of merge fields. These will automatically sync with your Supporters' contacts to make outreach as easy and efficient as possible.

We're texting friends, so let's assume we're on a first-name basis.





Since OutreachCircle will automatically replace the merge field with the contact's first name, let's clean it up a little. We added a friendly "*Hey*" at the beginning and ended with a "!" after the name. If a Supporter decides to text their friend Susan, their message will start with "*Hey Susan!*" Pretty neat, right?





The share-to-app setup follows the same process as email and text message setup.

Remember that if your Supporters are sharing to apps like Twitter, the length of their posts are limited to 280 characters. Keep this in mind when you're drafting your share-to-app message.

Once that's done, your Action is ready! Now it's up to you to decide what to do with it. Don't worry! We can help with that, too.



Your Action is ready, but it won't be visible to your Supporters until you make it active. If you want your Action to go out now, you can activate your Action by clicking the **"Activate Action"** button.

Headline and Description	Edit Action Type
HEADLINE Share our OutreachCircle with friends!	Email, Text or Share w Friends
DESCRIPTION	Action Status (INACTIV
League of Women Voters US is on OutreachCircle! OutreachCircle is an incred designed to maintain communication, increase engagement, and maximize or potential. Invite your friends - our League is growing!	
ACTION IMAGE	Tags: Unavailable
outreach-circle-recruitment_orig.png	Setup Email Message: COMPLETED
List / Voter File Matching	Setup Text Message: COMPLETED
Is List/Voter File matching required for this Action?	NO Setup Share to any app: COMPLETED
Select Share Option(s)	Action Start Date: Not specified
📀 By Email	(U) Activate Action



However, if you'd like to schedule an Action in advance, you can schedule activation in the future. OutreachCircle will help you through the process.

Would you like to schedule the	nis Action?		Ed
These dates/times reflect when thi	is action will be v	visible to your supporters on Outrea	chCircle.
ACTION GO-LIVE DATE/TIME*	۵	CTION DEACTIVATION DATE/TIME	
Not available		lot available	ſ



You can set specific dates and times for your Action to activate and deactivate. This allows you to plan Actions around timesensitive events like legislative votes or poll hours.

Tag S	Scheduler									
	CTION GO-LIVE DATE/TIME		ACTION DEACTIVATION DATE/TIME							
5	Select a start date/time		Select an end date,	/time					_	
т	ime is displayed in Eastern Standard Time		2021	<	June					>
			Sun, 06	Su	Мо	Tu	We	Th	Fr	Sa
		_	Jun			1	2	3	4	5
			05:54	6	7	8	9	10	11	12
Advar	nced Settings			13	14	15	16	17	18	19
Woul	d you like to schedule this Action?			20	21	22	23	24	25	26
		oe visible t		27	28	29	30			- 1
										_
ACTION	a dates/times reflect when this action will b I GO-LIVE DATE/TIME [*]	be visible to ACTION D		27	28	29	30			

If you ever decide an Action needs to start or end sooner, you can always override the activation and deactivation schedule using the buttons in the Action Status menu.



So...let's see the result...

Woohoo!

Your Supporters can now share your League's OutreachCircle with their contacts.

You've just empowered your League members to introduce your League to hundreds, even thousands of their friends, family members, and colleagues. All with a few simple keystrokes.

Get ready to grow!

n incredible tool designed to maintain communication, increas engagement, and maximize organizing potential. Invite your friends our League is growing! Hey friend. need help voting this year? Share It With Your Friends League of Women Voters US LWV **Redistricting Watch: We Fight for Fair Maps** This year, every state and DC will begin redrawing their district lines-a process meant to ensure we have equal representation across the country. The redistricting proces vitical pillar to our democracy because it determines how vo neard. Q Explore Impact Account Contacts



You've taken a giant leap.

Today, you created an OutreachCircle, broadcast your first Action, and jumpstarted your onboarding process.

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 Starter Kit helpful and that you're feeling comfortable with the Admin side of 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



Thank you!

Our sincerest thanks to you and your League for taking this next step with us.

In League Power,

Luana Chaires

Ichaires@lwv.org

Dillon Long

djameslong.contractor@lwv.org

