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December 14, 2022

# Preparing for Legislative Sessions

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# Agenda

1. Advocacy planning
  - a) Campaign mapping
  - b) Coordination with LWVUS
  - c) Communication and messaging
2. LWV Digital Tools
  - a) Organizing tools
  - b) Legislative tools
3. Mid-term update



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# Presenters



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# Outlining Advocacy Plan

## Goal Planning

What is my goal?

- What are your organizational priorities?
- What is getting in the way of achieving them?
- Who can help me overcome those challenges?
- What does success look like?

## Action Planning

How do I get [party] to take [specific action] by [timeline]?

- What audiences am I talking to? Who is listening?

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# Identify Allies

- Coalition Partners
- Community Leaders
- Legislative Champions
- Other Leagues



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# Meeting with Legislators



## Hill days/ lobby days

Having a presence in the legislative process



## Relationship building

Gathering information on what is moving



## Talking points

3 to 5 short points that summarize the issue and your call to action

Help League leaders speak with one voice

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# Coordination with LWVUS

- Actions that can be taken at the federal level
  - Letters, op-ed, meetings with Congress, joining a coalition, taking part in a national press conference or rally, signing legal actions as a party
- Each state League is the expert on their state
  - Leagues do not communicate with Congress members from other states

# Federal Action Requests

## Coalition Letters

- Letter to Members of Congress, Executive branch, Federal Agencies, etc.
- May only be sent to officials who represent your jurisdiction

## Op-ed/ Letter to the Editor

- 500 to 800 words
- Include a story

## Meetings with Federal Officials

- Advocate for legislative priorities
- Bring talking points
- Share intel



# FEDERAL ACTION REQUEST FORM

State and local Leagues wishing to work on a federal issue or at the national level on an issue that has not been the subject of an LWVUS Action Alert can use this form to contact the national office to consult on the intended action.

Please use this form to make requests

1. The proposed action and the message to be conveyed;
  - a) If you are requesting to send or co-sign a letter, please attach that letter in the appropriate section of this form.
2. The LWVUS position on which the action is based;
3. The timeline for action (e.g., sending the message or deadline for signing the letter); and
4. Details about other groups that are involved in this effort;
  - a) If the request pertains to a regional issue, or the issue affects multiple Leagues, please coordinate with those affected Leagues before completing this form (for example, if multiple Leagues would like to sign a letter addressed to a Federal official, please acquire confirmation from each affected League that they will participate and then one League may submit this form on behalf of all affected Leagues).
5. Evidence that the issue is a priority for that state or local League. Evidence of an existing policy position is required. *If a local League is requesting permission to contact its U.S. Senator(s) on an issue that has not been the subject of an LWVUS Action Alert, it should provide evidence that the action has been authorized by its state League. Additionally, if a local League is joining a coalition letter at the state level, you must also have sign-off from your state League.*

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# Formulating Your Action Message

- Resonate with legislators AND the public
- Who is impacted by the issue?
- Why is this action important?
- Who does the action target and why?



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# Prioritizing What to Message on

- Legislative action
  - Campaign for Making Democracy Work
  - Diversity, equity, and inclusion
  - Other priorities
- Ballot initiatives
  - Kayla can provide more messaging support ([kvix@lwv.org](mailto:kvix@lwv.org))



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# Talking Points

- 3 to 5 short points that summarize the issue and your call to action
- Help League leaders speak with one voice
- Prepare spokespersons for media interviews
- Resource for partners



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# Press Interviews

- Lean on talking points
- Prepare pivot statements
  - “What people/voters really need to know is...”
  - “What I’m really here to talk about is...”
- Mention your call to action – have somewhere to send people
- Nice to have some stats or numbers to sprinkle in
- <https://www.lwv.org/league-management/talking-points-templates/tips-media-interviews>



# Press Statements

- Respond to important developments
  - Bill introduction
  - Vote
- Block quote from League spokesperson
- Draft ahead if possible
- Send to press, add to website, share on social media



FOR IMMEDIATE RELEASE  
[www.lwv.org](http://www.lwv.org)  
September 1, 2021

Contact: Kayla Vix  
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## League of Women Voters Response to SCOTUS Failure to Block Texas Abortion Law

WASHINGTON & AUSTIN, TX — Last night, the US Supreme Court declined to rule on a Texas law that bans abortions after six weeks of pregnancy and allows private citizens to sue abortion providers and those who aid a person in obtaining an abortion. League of Women Voters of the United States Board President Dr. Deborah Ann Turner and League of Women Voters of Texas President Grace Chimene issued the following joint statement in response:

"By refusing to rule on Texas's near-ban on abortions, the Supreme Court allows a horrific, anti-woman law to take effect in the state. Not only does this law essentially ban abortion services, but it opens up service providers to unjust lawsuits by private citizens simply for doing their job.

"The League of Women Voters of Texas advocated strongly against this law and other attempts by the Texas legislature to roll back reproductive rights."

"Reproductive choice is not only a dire issue concerning the rights of women and all people who may become pregnant, but one of racial and economic justice. Limits on reproductive health services disproportionately impact Black, brown, and low-income communities, therefore upholding and perpetuating income inequality and white supremacy.

"Bodily autonomy is a personal right. The League of Women Voters believes every person deserves the access and the privacy to make their own reproductive choices, and we will continue the fight for reproductive justice in Texas and across the nation."

[Read this press release online here.](#)

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Find us online: [Facebook](#) | [Twitter](#) | [Instagram](#)

[The League of Women Voters](#) envisions a democracy where every person has the desire, the right, the knowledge and the confidence to participate. We believe in the power of women to create a more perfect democracy.

# Op-eds and Letters to the Editor

## Op-ed basics

- Find a unique angle
- 500 to 800 words
- Include a story
- Make your action ask clear

## LTE basics

- Response/reaction
- 250 words or less
- Can be used if op-ed pitch unsuccessful



## How H.R. 1 could help more women make history

BY VIRGINIA KASE, OPINION CONTRIBUTOR — 03/05/19 04:30 PM EST  
THE VIEWS EXPRESSED BY CONTRIBUTORS ARE THEIR OWN AND NOT THE VIEW OF THE HILL

18 COMMENTS

814 SHARES



### Just In...

**Senators clash on the floor over wearing masks: 'I don't need your instruction'**

SENATE — 27M 32S AGO

**\$73 million settlement reached in University of California sex abuse lawsuit**

COURT BATTLES — 31M 57S AGO

**Stanford seeks distance from Trump adviser over coronavirus comments**

HEALTHCARE — 45M 52S AGO

**Biden campaign manager to serve as deputy chief of staff: reports**

ADMINISTRATION — 1H 1M AGO

**Schumer: Lack of coordination on transition 'endangers lives'**

SENATE — 1H 2M AGO



© iStock

In the 2018 midterm elections we saw more women and people of diverse backgrounds run for office and win elections than ever before. As a result, we are starting to see a government that looks more like the people it represents. To continue building a democracy that better reflects our country, more everyday Americans should have the opportunity to run for office. But time and time again we see the candidates with the deepest pockets win elections.

Right now, there is sweeping legislation moving through the House of Representatives that stands to change that. The *For the People Act*, also known as H.R. 1, includes a public financing system for elections that will level the playing field for all candidates.

### Most Popular

- 1 Georgia secretary of state says...**  
→ 2,902 SHARES
- 2 Third GOP senator comes out...**  
→ 1,586 SHARES
- 3 McConnell warns Trump against...**  
→ 980 SHARES
- 4 State GOP lawmakers say they'll...**  
→ 794 SHARES
- 5 Three attorneys withdraw from...**  
→ 753 SHARES
- 6 NYT's Bruni suggests Ivanka Trump...**  
→ 742 SHARES

<https://www.lwv.org/league-management/guides/tips-op-eds-and-letters-editor>

# Social Media

## Toolkits

- Best with partners or coordinated across Leagues
- Provide draft posts & graphics

## Call to Action + Getting Attention

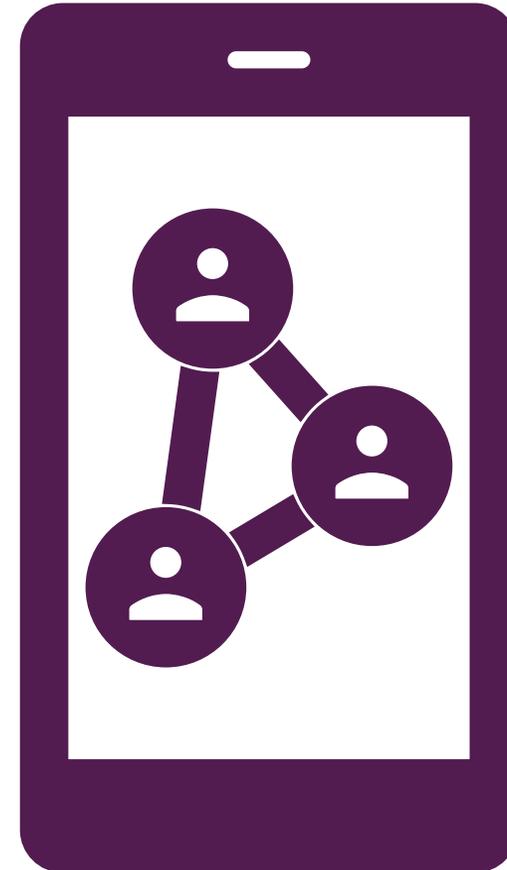
- Link to action page
- Include graphic or picture
- Use hashtags (#OHleg, #FlaPol)



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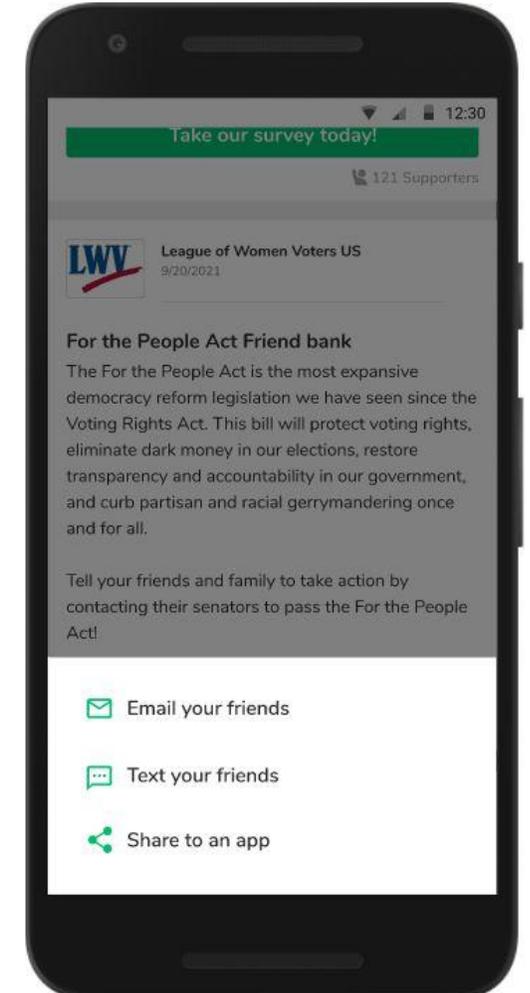
# Digital Organizing

- Utilizing the League's biggest resource- **people power!**
- Digital organizing is about establishing, maintaining, and amplifying your online presence to organize people to take action.
- Allows you to reinforce offline power-building and advocacy strategy
- Digital relational organizing strategy will allow your League to leverage and maximize the relationships in your League



# OutreachCircle

- To build out a customized ladder of engagement for supporters to deepen their engagement with LWV
- To build relationships with supporters while gathering useful data to deepen engagement
- To build out a rapid response pipeline of volunteers and members
- To increase volunteer and members action opportunities



# Legislative Outreach Circle Actions

- Livestream to important hearings
- Push notifications of changes in legislation
- Prewritten templates (email, text, socials) for supporters to share important action alerts
- Forms and groups to manage volunteers and members
- Statewide digital engagement with LWV members



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# Support Available



## **OutreachCircle Demo (every Friday at 4 pm ET)**

The OutreachCircle demo is a weekly structured demo that provides an overview of the platform, the type of functions (actions) available, and how other state/local Leagues are using the platform.

[Register Here](#)



## **OutreachCircle Supporter Training**

An OutreachCircle supporter training covers how a supporter will create an account and begin taking action.

The demo will address the most commonly asked questions by supporters. A supporter demo is recommended if a League is training a large group of League members or volunteers for a specific event or program.



## **OutreachCircle Legislative Strategy**

Direct support and training on incorporating OutreachCircle into your advocacy plan



## **Organizing Capacity-Content Creation**

The LWVUS Organizing team has the ability to create and syndicate prewritten LWV program content to all Leagues using OutreachCircle.



# Advocacy Staff Support



Legislative  
Office Hours



Legislative  
Tracking



Policy Analysis



*Impact on Issues-*  
policy interpretation



LWV Nebraska Legislative Tracking DEMO

Show Stats Visualize Settings Download + New Column

| Bill  | Type                              | Status Text            |
|---|-----------------------------------|------------------------|
| 1 L.B.1157: Provide for counting Nebraska residents in Nebraska prisons for redistricting purposes            | Senate bill                       | Out of Committee       |
| 2 L.B.1207: Adopt the Redistricting Act   | Senate bill                       | Out of Committee       |
| 3 L.R.199: Interim study to examine Nebraska's redistricting process  | Senate simple resolution (S.Res.) | Introduced or Prefiled |
| 4 L.B.246: Change provisions relating to elections  | Senate bill                       | Out of Committee       |
| 5 L.R.9: Resolution to Congress for convention of the states to propose an amendment to the U.S. Constitution | Senate simple resolution (S.Res.) | Introduced or Prefiled |
| 6 L.B.578: Provide for venue of legal proceedings challenging laws regarding redistricting                    | Senate bill                       | Introduced or Prefiled |
| 7 L.B.253: Adopt the Redistricting Act  | Senate bill                       | Introduced or Prefiled |
| 8 L.B.261: Require use of redistricting maps drawn using state  | Senate bill                       | Introduced or Prefiled |
| 9 L.B.466: Adopt the Redistricting Act  | Senate bill                       | Introduced or Prefiled |



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[litigation@lww.org](mailto:litigation@lww.org)

Voter Services

Advocacy

# ADVOCACY

## Web Resources for Leagues

- League Management Site
  - Calendar of events
  - Advocacy Page
    - Legislative Trends 2023
    - LWVUS Policy, Advocacy, and Litigation Briefings
      - Webinars, recordings, and schedule
    - Talking Points
    - Additional Resources
- League Update Newsletter



Photo: Username Fibonacci Blue via flickr



Photo: Anadolu Agency-Yasin Ozturk via Getty Images



Photo: Wikimedia

# Advocacy on Emerging Issues

## Issues:

- Climate change
- Criminal justice (e.g. gun safety)
- The *Equal Rights Amendment* (ERA)
- Healthcare (e.g. reproductive choices)
- Immigration

## Advocacy Support:

- Legislative tracking
- *Impact on Issues* interpretation
- Legislative and policy analysis
- Legislative testimony writing
- Advocacy strategy development

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# LMS: Reproductive Choices and the ERA

## Reproductive Choices: [State Advocacy Strategy](#)

- Mitigating Harm
  - Counter harmful bills, ballot measures, constitutional amendments
  - Write to attorneys general
- Increasing Protection
  - Support protective bills, ballot measures, constitutional amendments
  - Advocate for protective executive orders



## The *Equal Rights Amendment* (ERA): [Toolkit](#)

- Talking points, League history, FAQs, Action Alert



# Midterm Update: Ballot Measures

## **Kansas and Kentucky**

- Rejected*: Amendment saying Constitution doesn't protect right to, or require funding for, abortion

## **Montana**

- Rejected*: Statute granting fetal personhood and establishing criminal penalties for providers

## **California**

- Passed*: Amendment protecting reproductive freedom e.g. abortion and contraceptives

## **Vermont**

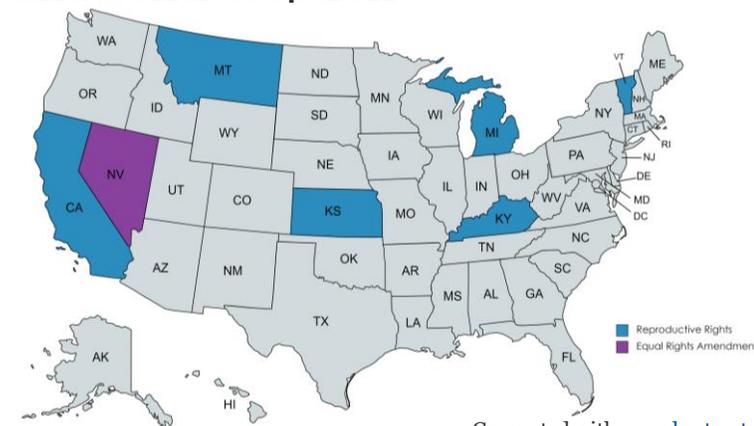
- Passed*: Amendment protecting reproductive autonomy

## **Michigan**

- Passed*: Amendment establishing right to reproductive freedom e.g. abortion and contraception

## **Nevada**

- Passed*: Equal rights amendment



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# Forthcoming: Ballot Measures

## **New York**

- Equal rights amendment e.g. reproductive health care and autonomy

## **Pennsylvania**

- Amendment saying Constitution doesn't protect right to, or require funding for, abortion

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# Midterm Update: Ballot Measures continued

- Arizona win  
voters rejected a measure to increase voter ID requirements
- Connecticut win  
voters adopted an amendment to adopt in-person early voting
- Michigan win  
voters adopted a measure to expand early voting, authorizing drop boxes, and allowing voters without ID



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# Midterm Update: Congress

## Senate

- 51 Democratic caucus
- 49 Republicans

## House

- 222 Republicans
- 213 Democrats

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# Questions?



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