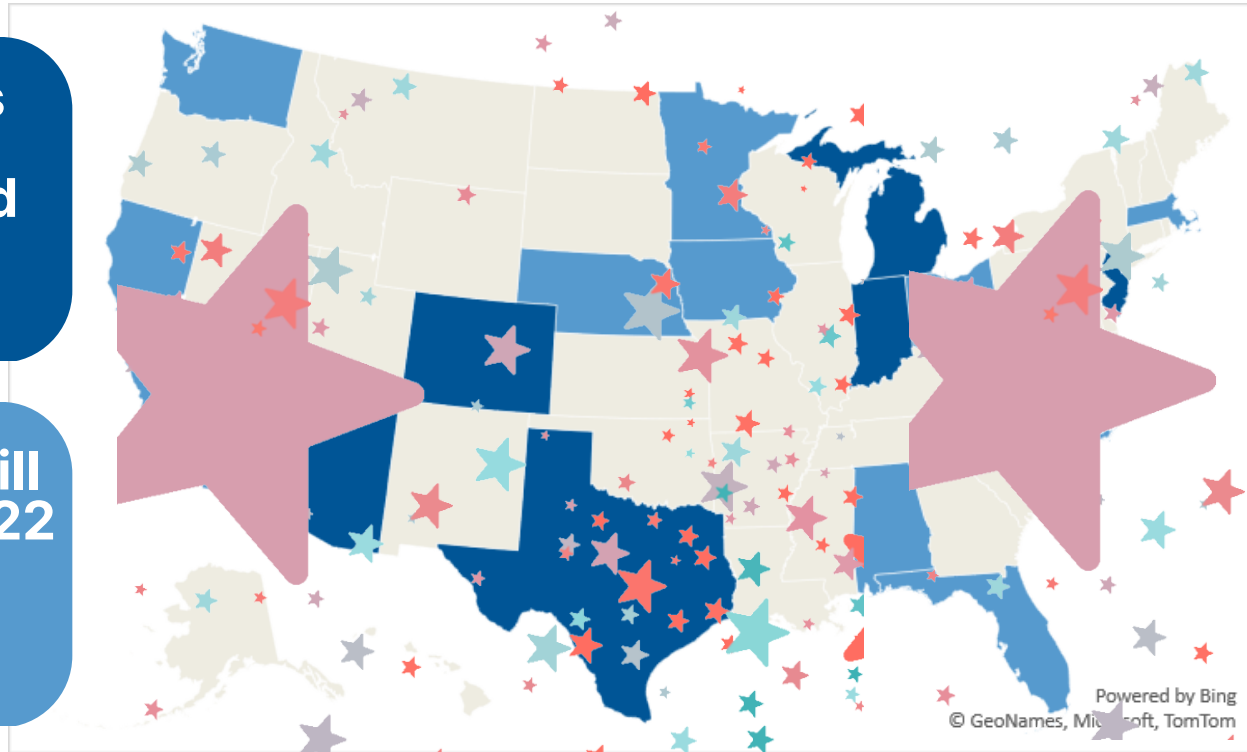


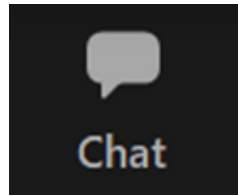
# Welcome! Please introduce yourself in the chat: name, League, & what you hope to learn

Members who registered for this webinar

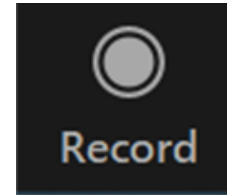
+ helped fill out the 2022 Annual League Survey



THANK YOU



Please keep yourself muted. We'd still love to see your faces!



Shows where you can click to open link

Submit your questions



We'll send you a link to these slides + recording



We're waiting for more people to join us!

---

SHARING RESULTS

# 2022 ANNUAL LEAGUE SURVEY

March 30, 2023

# EVALUATION TEAM



Mariana Schmalstig Diaz  
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Immanuel Nelson  
Evaluation Fellow  
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# AGENDA



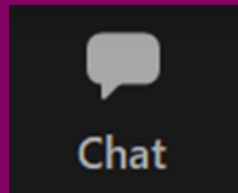
Data Collection + Polls

Evaluation Culture + National Results

Reporting Suggestions

Feedback Survey

Data Tracker + Surveys Timeline

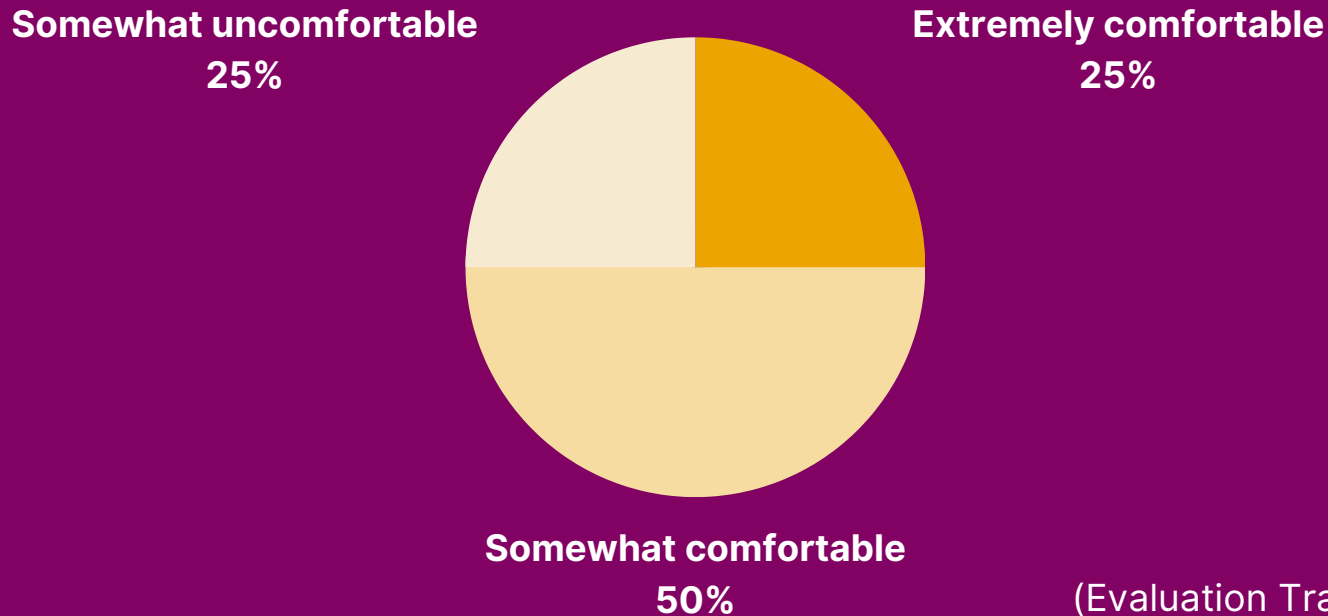


# POLL

**How comfortable are you  
collecting League data?**

# DATA COLLECTION COMFORTABILITY

**75%** of *League members* report being comfortable collecting *League data*



(Evaluation Training Session, 2022)

**57%** of *Leagues* are comfortable collecting *demographic data* about their membership

primary concern or barrier = **data privacy**

(Annual League Survey, 2022)

# POLL

**How comfortable are you  
interpreting League data?**

# POLL

**How comfortable are you using  
League data for decision making?**



# RESOURCES FOR DATA COLLECTION

Webinars / April 15, 2022

[Click here to access](#)

## EVALUATION TRAINING SERIES

Resources shared during the evaluation training sessions.

### ***Session 1***

#### **What Data Could My League Collect?**

4/14/22 at 7pm EST

[Slide Deck](#) (more resources linked inside!)

[Zoom Recording](#)

[LWVUS Post Event Feedback Form Summary of Results](#)

[Q&A Summary Document](#)

[LWVUS Data Collection Excel Tracker Template](#)

### ***Session 2***

#### **What Can My League Do with Data?**

5/12/22 at 7pm EST

[Slide Deck](#) (more resources linked inside!)

[Zoom Recording](#) (Passcode: v3gp0b^K)

[LWVUS Post Event Feedback Form Summary of Results](#)

[LWVWI 2019 DEI Survey Questions](#)

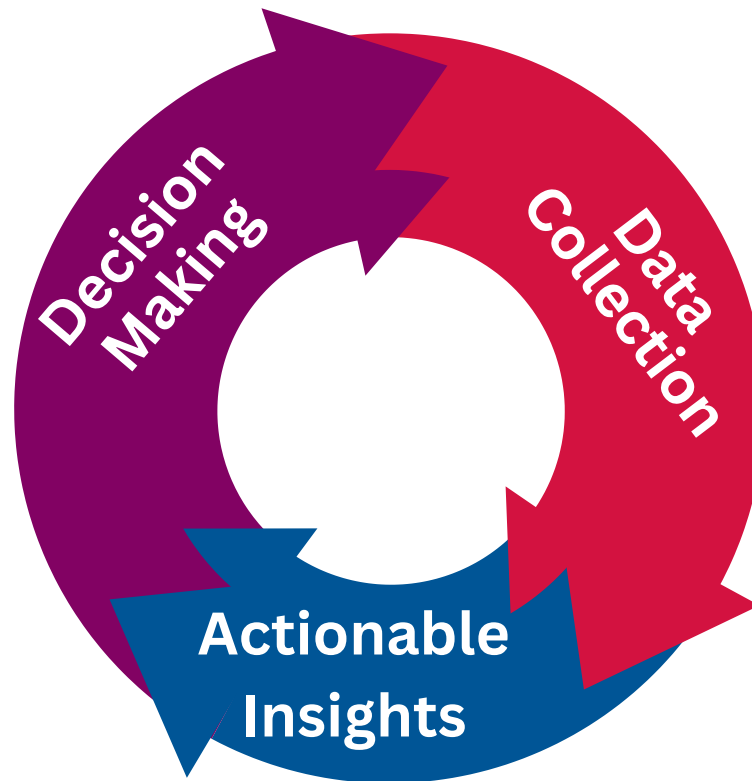
[LWVWI 2019 DEI Survey Assessment of Findings 2020-03](#)

# EVALUATION CULTURE

## Data to action cycle

Transformation  
Roadmap (2018)

- value in **data collection**
- demonstrate **collective impact**



**Factual, timely and actionable** info:

- Surveys
  - Focus Groups
  - Interviews
  - Datasets
  - Internal planning and reporting
- identify **specific initiatives**
  - inform how to appropriately **allocate resources**
  - understand which **communities** are being reached vs. have unmet needs

# EVALUATION CULTURE

Helps tell our story

Measures our **IMPACT**

Demonstrates the **RELEVANCE**

Builds our **BRAND**

**ENERGIZES** and **INSPIRES** volunteers

Shapes the **CULTURE**

Informs **STRATEGIC** decision-making

Helps to raise **MONEY**



# 2022 ANNUAL LEAGUE SURVEY

## Purpose

- Increase understanding of Leagues'
  - **Activities** from Jan 1 through election
  - Plans for upcoming **legislative cycles**
  - Internal processes and **priorities**
- Document **changes** over time
- Highlighting **successes** to showcase your work
- Indicating **challenges** and identifying gaps

**Semi-Annual Survey**



**Annual Survey**

# 2022 ANNUAL LEAGUE SURVEY

## Methodology

What activities are Leagues engaging in?

How are Leagues working in their communities?

What resources are used or needed to support the work?

# 2022 ANNUAL LEAGUE SURVEY

## Development and Launch

User experience  
& survey items



Email and  
staff/leaders'  
reminders

Email campaign  
with  
individualized links



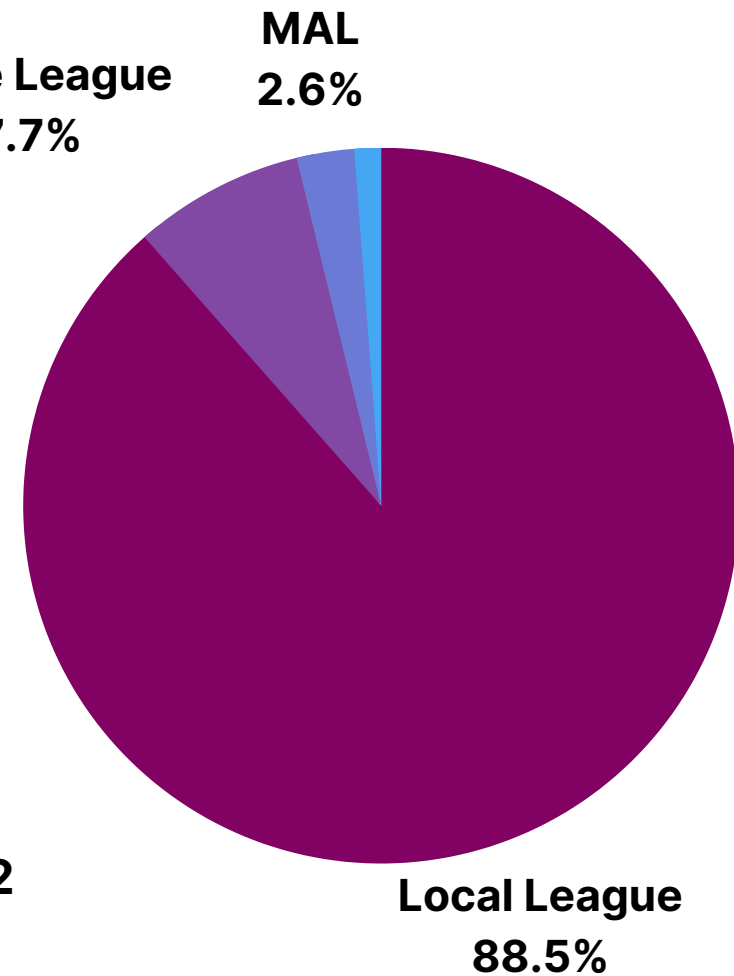
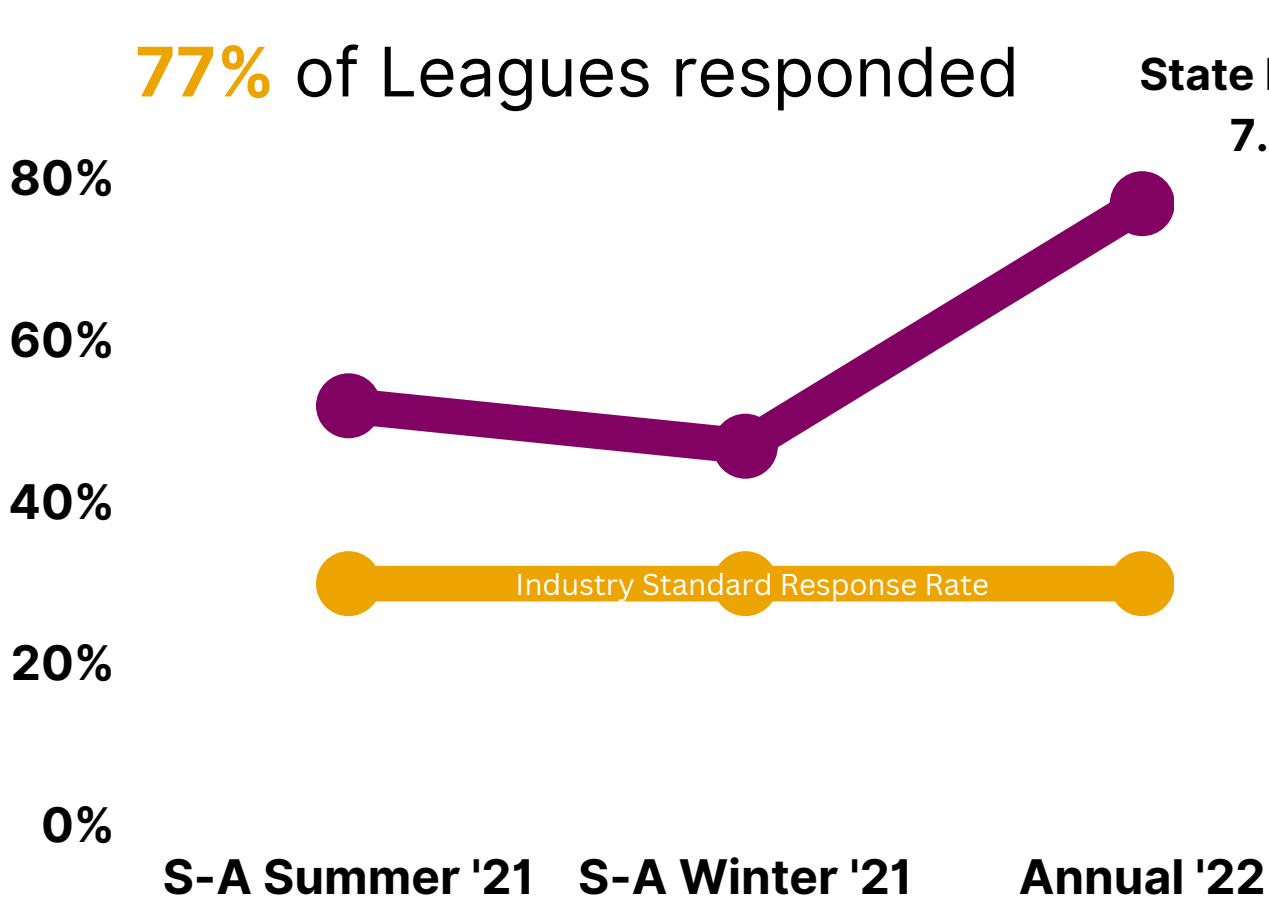
### Resources:

- PDF of survey
- Glossary of terms
- FAQs
- Technical support

# 2022 ANNUAL LEAGUE SURVEY

## Participation

77% of Leagues responded



Majority from **local Leagues**

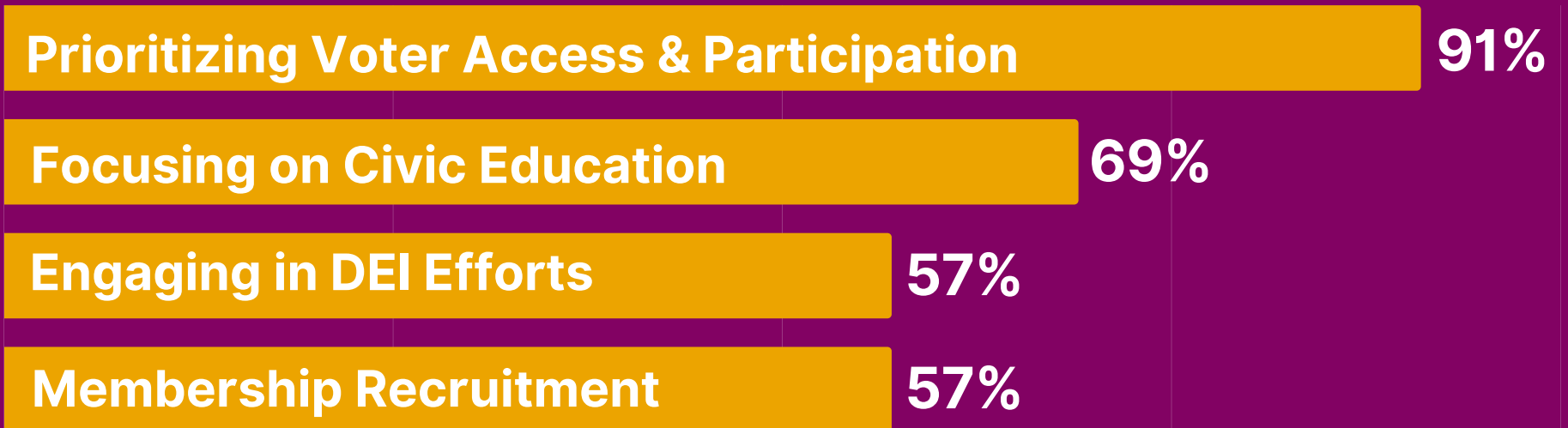
# 2022 ANNUAL LEAGUE SURVEY

## Key Takeaways

**38,000+**  
activities



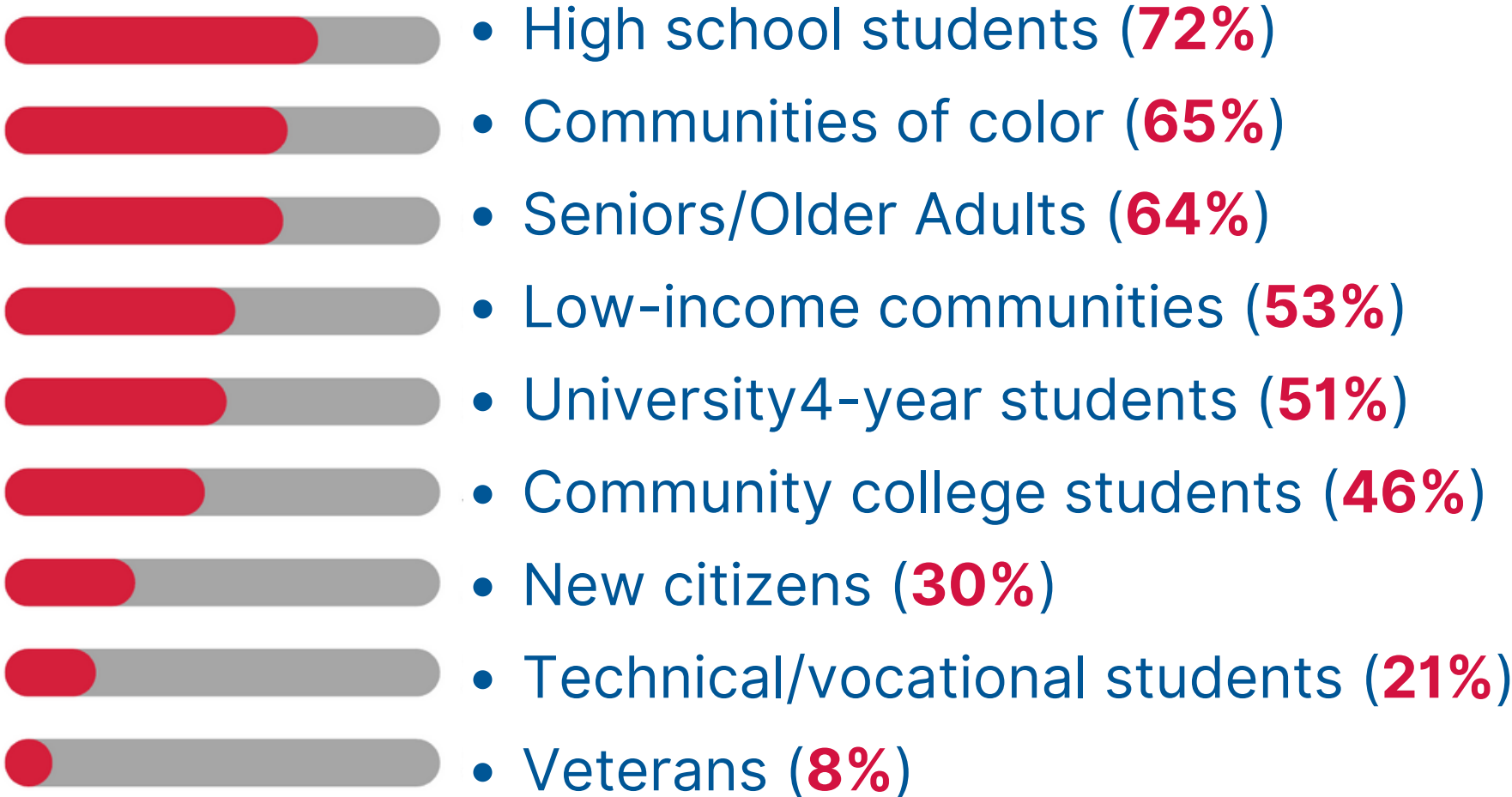
**56,000+**  
volunteers





# 2022 ANNUAL LEAGUE SURVEY

## Communities Reached



# 2022 ANNUAL LEAGUE SURVEY

## Dialogues and Discussions

- **68%** of Leagues hosted a structured dialogue or discussion in 2022 (**401**).
- The most common topics shared among Leagues included:



Climate  
Change  
(**44%**)



Voting  
Rights  
(**42%**)



Racial  
Justice  
(**28%**)

"Other" responses included:  
affordable **housing**, gun safety, and **redistricting**.

# 2022 ANNUAL LEAGUE SURVEY

## Partners



37%



30%



21%

Local  
Chambers of  
Commerce

21%



18%



15%



Value	Percent	Responses
<a href="#">Other - Please specify other local, state or national groups that you partner with frequently. (click to view)</a>	51.8%	276
National Association for the Advancement of Colored People (NAACP)	36.6%	195
American Association of University Women (AAUW)	30.2%	161
American Civil Liberties Union (ACLU)	20.8%	111
Local Chamber of Commerce	20.8%	111
Common Cause	18.2%	97
Planned Parenthood affiliate	15.4%	82
Local food bank	13.1%	70
Local homeless shelters	9.4%	50
Black Voters Matter	7.5%	40
All Voting is Local	7.5%	40
State Voices/Civic Engagement Table	6.6%	35
AARP	5.6%	30
Hospital/health clinic	4.5%	24
Southern Poverty Law Center	3.4%	18
League of United Latin American Citizens (LULAC)	3.2%	17
Protection and Advocacy Systems (P&As with the disability community)	3.2%	17

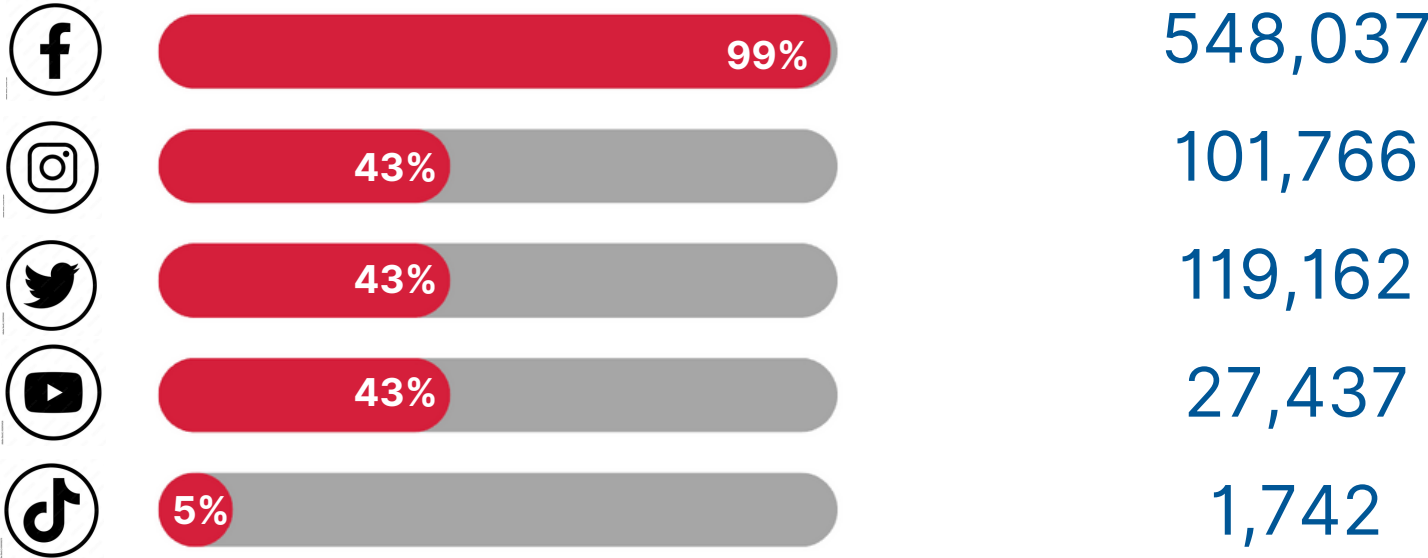
# 2022 ANNUAL LEAGUE SURVEY

## Social Media

- **479** Leagues indicated they have at least one Social Media channel (82%)

### # of followers

\*as of election day 2022



# POLL

## Which statistic surprised you most?

*"Of the Leagues who responded to the annual survey in 2022,*

99% have a League Facebook account

44% hosted structured dialogues on climate change

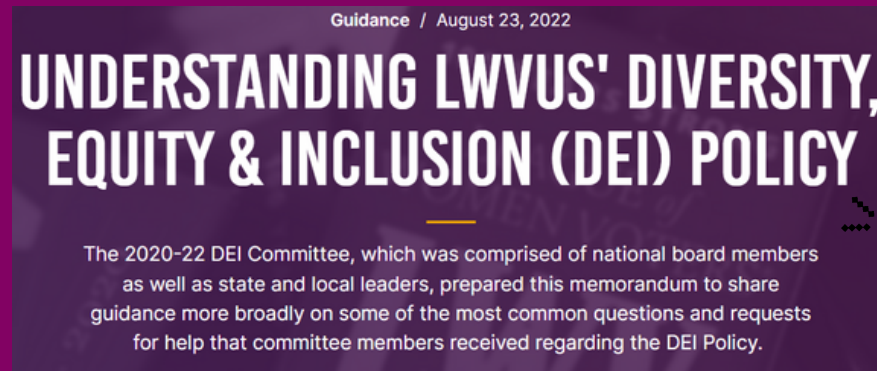
8% engage with veterans

Or share a surprising stat in the chat

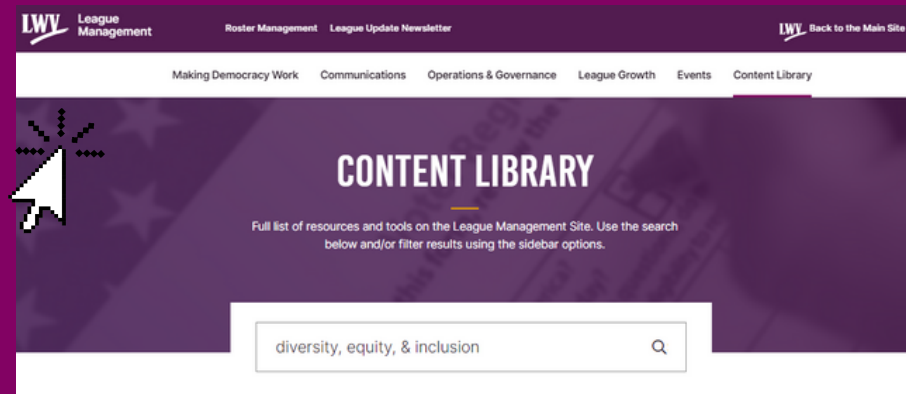
# 2022 ANNUAL LEAGUE SURVEY

## Diversity, Equity, and Inclusion

- **85%** of Leagues have adopted the national DEI policy.



- **77%** of Leagues say they know where to find LWVUS-provided guidance and training on DEI.



# 2022 ANNUAL LEAGUE SURVEY

## Analysis

**Online** presence



**virtual** and  
in-person  
debates



High school  
**students**

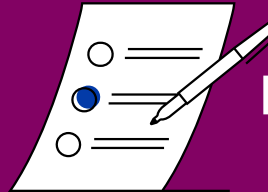
# 2022 ANNUAL LEAGUE SURVEY

## Legislative Priorities

In 2023, Leagues intend to focus on:



Voter  
Access  
(77%)



Civic  
Education  
(55%)



Climate  
Change  
(55%)





# 2022 ANNUAL LEAGUE SURVEY

## Survey Feedback



# POLL

**What is your biggest take away  
from today's webinar?**

# STATE DASHBOARD REPORTS



## 2022 Annual League Survey

ALABAMA

State-Level Report

9 Leagues Represented in Report

10 Active Leagues in State

### Voters

**11K**

Contacted

**438**

Registered

**483**

VOTE411 Registered

### Election-Related Activities



**4655**

Volunteer Hours



**196**

Volunteers



**149**

Election Workers



**102**

Activities Hosted

### Types of Activities\*

- Election monitoring
- GOTV
- Phone banking
- Poll observation
- Hotline staffing
- Texting
- Other activities

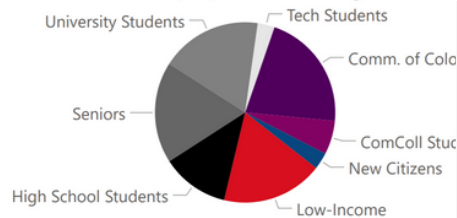
### Types of Voter Guides Produced\*

Local election	Local VOTE411
General election	Primary election
State election	State VOTE411

\*Reflective of Leagues across the US

### Community Engagement

Shows the proportion of Leagues in this state who are engaged with the following groups:



### League Partnerships



## ALABAMA

2022 IN REVIEW

**438**  
voters registered

**11K**  
voters contacted with election information

**196**  
volunteers participating in election-related activities

**102**  
election-related activities hosted

**4655**  
volunteers hours dedicated to election-related activities

**149**  
League members served as election workers

SOURCE: 2022 Annual League Survey

[Click here to view all State Dashboards \(Google Drive\)](#)



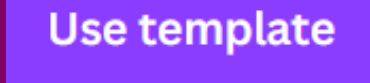
# HOW TO EDIT THESE REPORTS


## Using a Canva Template

1. Click either or both of these links:

[Facebook/Twitter template](#) 


 [Instagram template](#)

2. Click the  button to create a copy and customize.

3. Refer to our [Canva Template](#)  instructions for guidance on editing and downloading your designs.

# HOW TO EDIT THESE REPORTS

## Using the PDFs in Canva

1. Go to the **Canva homepage** (if you're in the template, click  in the top left corner)

2. Click  in the top right corner

3. Click  to select your saved file, then open and customize.

# HOW TO USE THIS REPORT

## Tell your story

Know your **audience** + take them on a **journey**

Be **specific** + **passionate** + **concise**

Share "why it matters" = **impact** with your **community**



# HOW TO USE THIS REPORT

## Fundraising Resources



**Community Foundation Locator**  
Find community foundations in your area.  
Council on Foundations | May 13, 2022

### Fundraising modules

#### **Module 3: Telling the League's Story of Impact | League of Women Voters**

Learn what a case for support is and how it is used to illustrate the League's story of impact. In this module, you will learn how to adapt the League's case for support and



#### **10 Steps to Establishing a Fundraising Program | League of Women Voters**

Start fundraising for your League with these ten steps.

[lww.org](http://lww.org)

# Feedback Survey

2. What event did you attend? \*

-- Please Select --

-- Please Select --

3/30/23: 2022 Annual League Survey Results Webinar


4. Please select your level of agreement with the following statements. \*

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I am more informed as a result of participating in this event.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The event was well organized and managed.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The event provided a meaningful forum for exchange.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The event was useful in achieving its objectives.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



**Thank you!**

# DATA TRACKERS

Total volunteers* that participated in your League's non-election-related** activities?	Overall volunteer hours* that were invested in your League's election-related** activities?	Total volunteers* that participated in your League's election-related** activities?	Total volunteers* that participated in your League's non-election-related** activities?	Overall volunteer hours* invested in your League's election-related** activities?
 <p><b><i>Work in Progress!</i></b></p>				

- Help track **metrics** on the next annual League survey
- Data **timeframe** since January 1, 2023
- Provide your **best estimate**

# FY2022-23 SURVEYS

## TIMELINE OF SURVEYS

This timeline gives you an idea of the surveys conducted in the 2022-23 fiscal year, as well as upcoming surveys. Please use the Data Tracker to keep track of this info!

[Click here for link!](#)

