

December 14th, 2023

LWVUS Advocacy Presents:

Preparing for State Legislative Sessions 2024



Agenda

Housekeeping

Advocacy Planning

Communications & Messaging

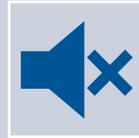
LIA During the Legislative Session

Questions & Feedback

Housekeeping



All trainings will be recorded to keep accurate notes to share with attendees and others after the call.



If you are not speaking, please mute yourself to minimize sound issues.



Make sure you identify yourself (name, League, State & pronouns) when asking questions



Staff will be monitoring the chat box. If you have any questions or thoughts throughout the call, please feel free to drop them in the chat box.

Community Norms



Bring your full self and limit distractions



What is learned here, leaves here



No one knows everything, together we know a lot



Don't yuck my yum



Oops, ouch, and educate



Assume best intentions

Presenters



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POLL!

Advocacy Planning

Advocacy Planning

- Outlining a Plan
- State Advocacy During a Presidential Election Year
- DEI & Other Advocacy Considerations
- LWVUS Advocacy + Litigation Resources



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?
- Where + how am I relaying our message?
- Who am I mobilizing and how?

State Advocacy During a Presidential Election Year



- Competing priorities: advocacy and voter services
 - Not mutually exclusive: education can be advocacy when it's not direct lobbying
 - Balancing member and volunteer capacity between advocacy and voter services work
- Lean on LWVUS for any capacity needs

DEI & Other Advocacy Considerations

- Harm to Specific Groups of Voters
 - Did you consider the impact on X group?
 - Did you know the law in X state had X impact on X voters?
 - How do you plan to lessen the harm on X voters caused by this bill?
- Legislators' Justification for the Bill
 - What specific problem is the bill trying to solve? Examples of this problem?
 - How will this law fix the problem?
- Take lead from partners and affected community members
- Rally and lean on your allies



LWVUS Advocacy + Litigation Resources

Advocacy

- Trends from 2023 State Legislative Sessions
- Bill Tracking Support
- Impact on Issues position interpretation
- LWVUS Advocacy + Litigation Webinars
- Legislative Office Hours
- Forthcoming Advocacy Modules
 - [Register here for introductory webinar!](#) (Jan.18.2024)

Litigation

- Legal Center
- Litigation Office Hours
(Dec. 21. 2023)

Webinars / April 20, 2023

LEGISLATIVE OFFICE HOURS

The League is proud to open our virtual offices and listen to/support states legislative work. These office hours will be hosted every second and fourth Thursday of every month, from 3-4pm EST.

The League of Women Voters

LEGAL CENTER

Litigation empowers our fight for the issues that matter most to communities: protecting the right to vote, promoting fair and accessible elections, ending big-money corruption, and reinforcing the dignity that people across the country deserve.

Contact our Advocacy & Litigation teams!

- advocacy@lww.org
- litigation@lww.org

Communications & Messaging

Prioritizing Your Messaging

- Campaign for Making Democracy Work®
 - Voting rights
 - Elections
 - Campaign finance/money in politics
 - Redistricting
- Diversity, equity, and inclusion
- Other priorities



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?

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



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>



Empowering Voters.
Defending Democracy.

FOR IMMEDIATE RELEASE

www.lwv.org

September 1, 2021

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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.](#)

###

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.

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

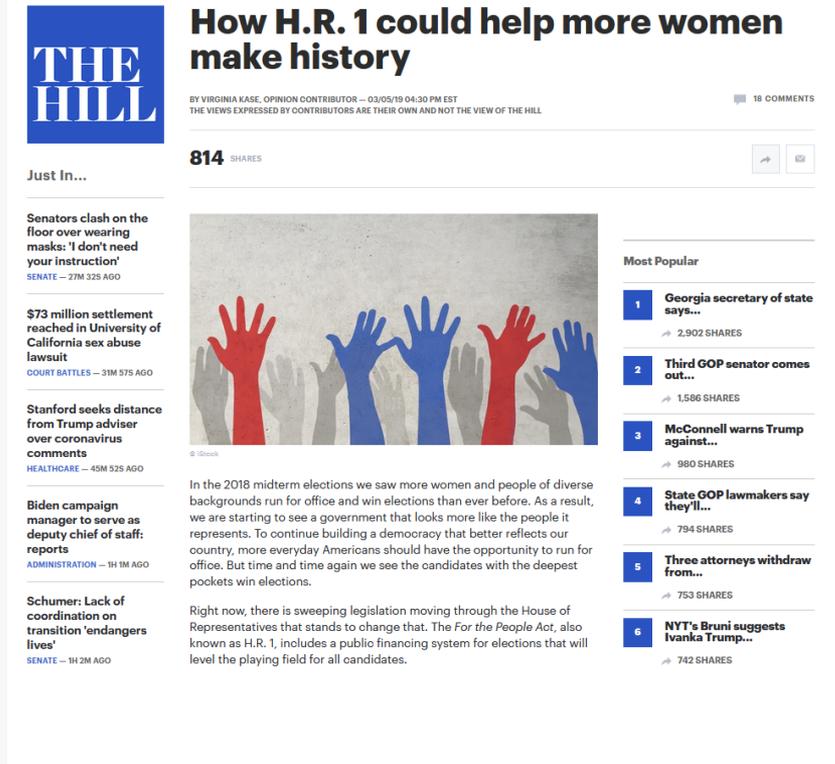
Op-eds and Letters to the Editor

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



THE HILL

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



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



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)

League In Action During the Legislative Session

League In Action

The official LWV digital organizing platform that enables Leagues to build a digital community regardless of LWV membership.

LIA supporters can not only take action to empower voters and defend democracy but also share and invite their network into LWV's mission.



LWV Highlight: LWV Montana



Goal: To increase their impact during Montana's short and fast-paced Legislative session

Used OutreachCircle to:

- Provide updates to LWV membership
- Legislative updates with a set of actions for each supporter
- Build a Rapid Response LWV Muscle by being able to provide real-time updates on important legislation
- Added an OutreachCircle action at the end of their monthly League meeting to increase advocacy actions

LWV Highlight: LWV Kentucky

Goal: To Increase Lobby Day participation to leverage the League's people power

Used LIA for in-person attendees by:

- Provided logistical information (parking, directions, meeting room/location, schedule, etc.)
- Attendance check-in
- Push notifications for the start of events (press conference, etc.) conferences
- Lobby Day attendees were able to submit debrief/meeting notes after they met with legislators and staff
- Provide direct feedback on Lobby Day

Used LIA for virtual attendees by:

- Directly linked to education resources that the League has already created on the legislation they were following
- Click to call action allowing virtual attendees to call their legislators (same with email)
- Directly linked to key committee's live streams that members should tune into
- Ready to share messages to friends and family on why LWV was at the capitol

Hello
Luana



Actions you can take ...



League of Women Voters US (TEST)

8/2/2023

Volunteer Check-In ✓

Thank you for joining us to register voters.

Check-In Below to Get Started

Don't forget to pick up your name badge on the 2nd floor.



I am here



Explore



Contacts



Actions



Impact



Account

League In Action Resources/Support

- Weekly Office Hours with LWVUS Organizing Team *(every Friday at 1 pm ET)*
- Weekly Outreach Circle Demos *(new dates starting in 2024)*
- Organizing Skill Training *(By Request)*
- LIA toolkits and graphics

Email organizing@lwg.org with any questions or for more information

Questions & Feedback

