

February 9, 2024

Building LWV Grassroots Power

Young Voter Engagement & Mobilization

2024 Pilot Program



Organizing Department
League of Women Voters US

Housekeeping

- This call will be recorded and shared with all registered attendees after the call.
- Drop any questions, thoughts, or comments in the chat.
- Please stay muted unless you are speaking



Honoring the Legacy of the
late Dr. Deborah Ann Turner

“Keep on keeping on”

Our League

“Our work is more important than ever, and we must stand in our power. Our network is vast because it is rooted in our communities. Our passion runs deep, and our voices together form a resounding chorus. We are one League, and we fight on behalf of every voter in every corner of this country.”

-Dr. Deborah Ann Turner

LWVUS Organizing Department

We build and harness the League's grassroots **power** to expand voting rights, transform policies, and build toward a democracy where everyone can thrive.

The department has a movement and power building framework by **training, strategizing, and executing online and offline strategies** nationally and with State and Local Leagues and **building intersectional partnerships** with pro-democracy and voting rights groups.



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Nat'l Organizing Director



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Nat'l Relational Organizing
Mgr



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Nat'l Community Organizer



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SE Regional Organizer



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Agenda

- Grant Basics
- Pilot Structure & Deliverables
- Resources
- Q/A
- Announcements



2024 Young Voter Registration Project

- Active since 2012
- Last year: 84 Leagues hosted 991 events, registering 19,393 young voters
- This year: 88 Leagues across the country.
- Goal: Reaching 100,000 young voters



Traditional Grant Process



Traditional Grant Process

*Supporting & equipping
Trusted Messengers among
student populations*



*Ensuring the VR
materials/presentations
used are updated and
tailored*

*Creating a sustainable
infrastructure to do GOTV
follow-up*



Youth Voter Engagement & Mobilization

The pilot aims to directly support, equip, and train local Leagues to strengthen and diversify their voter registration and GOTV efforts with young voters by [incorporating a data-informed, relational organizing strategy, digital outreach technology, and leadership development framework.](#)

- Create a League In Action account for your League
- Attend pilot program orientation
- At least 1 admin must attend League In Action admin orientation
- Attend at least 1 training offered by the LWVUS Organizing Team
- Meet with your assigned organizer at least 2 times
- Attend the pilot program debrief meeting

Youth Voter Engagement & Mobilization Program Outline



YVEM Pilot Pillars



Creating connections among voters

- VR Infrastructure for volunteers
- League branded platform available to all voters (LIA)

Trusted Messengers

- Automated Outreach Reports
- Prewritten relational messages with VOTE411

GOTV Follow-Up

- Automated Reminders
- P2P Textbanks

League In Action



- LWV's official digital organizing tool that allows us to build our digital muscle to create relationships with supporters
- Anyone who believes in LWV's values and mission can follow any state or local League via an app on their smartphone/tablet or desktop browser
- LIA equips supporters to become the trusted messenger in your communities
- Voter Registration & GOTV Syndicated Content Available
- Automated Election Reminders via Push Notification or texts available

Data Collection

Data Collection

Final form due June 28th, there are qualitative pieces but for this pilot we will focus on the metrics:

- Total number of in-person, virtual, and hybrid events.
- Total number of high school, community college, technical students, and/or other young voters that received voter information.
- Total number of individuals completing voter registration applications (both in-person and online).
- Total number of volunteers, NEW volunteers or members recruited as part of this project, and volunteer hours spent on project-specific activities.
- Total number of voter registration applications and League materials distributed.
- Total number of individuals' contact information retained for follow-up.
- Total number of individuals that received follow-up (GOTV) information.
- Other relevant project information

Grant Youth Tracker

	A	B	C	D	E	F	G	H	I	J	K	L
1	Event #	Number of registration/engagement events held during the month	Number of youth you encountered/reached	Number of in-person voter registration applications completed (excluding online)	Number of online voter registration applications completed by voters at your tables/events (virtual or in-person)	Number of voters' contact info you collected for in-person follow-up	Number of blank voter registration applications taken home by individuals	Number of other League educational materials distributed	Number of participating League volunteers	Number of new members and/or volunteers recruited as a result of this project	Number of volunteer hours spent	Please share anything else you'd like to share about your program supported by this grant that didn't get covered in the form items above (e.g. systemic issues, supportive processes or resources)
2	Event #1											
3	Event #2											
4	Event #3											
5	Event #4											
6	Event #5											
7	Event #6											
8	Event #7											
9	Event #8											
10	Event #9											
11	Event #10											
12	TOTAL	0	0	0	0	0	0	0	0	0	0	
13	This Month...	Registration/Engagement Events	Youth You Encountered/Reached	in-person voter registration applications	applications completed by voters at your tables/events	voters' contact info you collected	blank voter registration applications	other League educational materials distributed	participating League volunteers	new members and/or volunteers recruited	volunteer hours spent	
14												

< > ☰ January February March April May June 📅 TOTAL +

Using LIA for Data Collection

- During your 1 on 1 meeting with your organizer, you will:
 - Strategize which LIA “actions” will help you gather the necessary data for the tracker based on your partnership with schools, event setups, and volunteer capacity
 - Share LIA resources & organizing support opportunities
- Example: # League Educational Materials Shared
 - How do you answer this question right now?
 - LIA Approach



Trusted Messengers

Relational Organizing



Relational Organizing

- Relational Organizing is a tool and practice to activate one's personal network of friends, family, neighbors, coworkers, and other acquaintances to develop a shared sense of purpose, strengthen shared values, and become active in collective action to make positive change.
- It's activating and empowering your network
- *The League will not always be the best messenger for all voters*

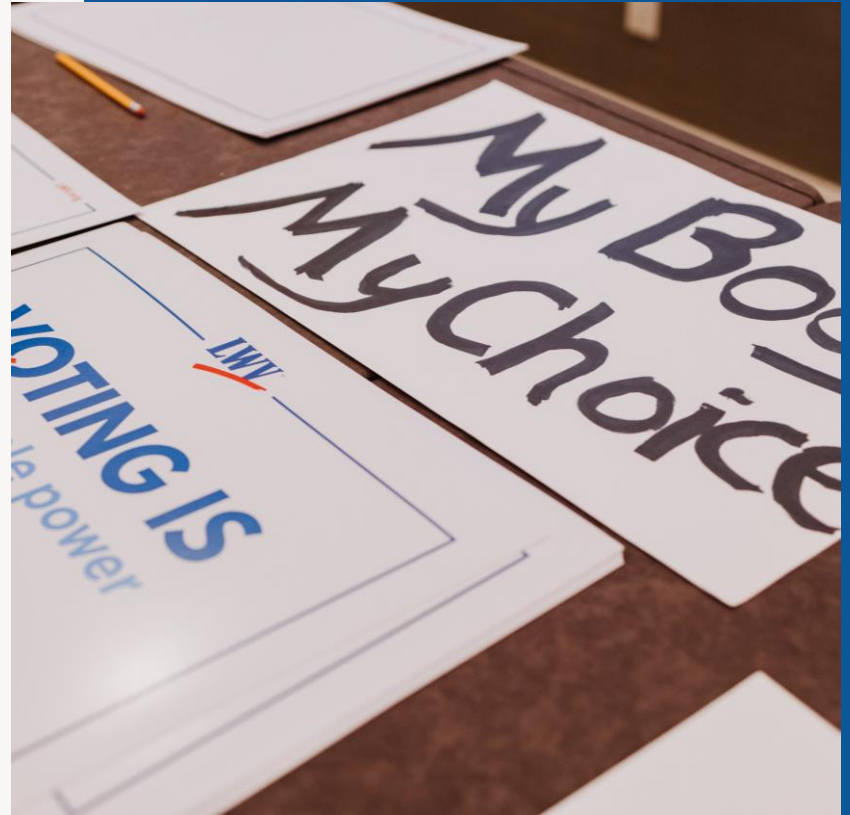
RO Moves Hearts

People aren't just moved by facts but by 1) trust and 2) confident, passionate, and authentic storytellers.

Your personal networks already know you and trust you!

How do we create a shared story?

- By learning to tell stories of our own values (**story of self**), we enable people to “get us”,
- By telling stories of values we share (**story of us**), we enable people to “get each other”, and
- By recognizing the current moment as one of urgent choice and proposing a hopeful way forward (**story of now**), we motivate action.



Trusted Messenger Ecosystem

As a person moves from awareness to understanding to action, they continually turn to (and trust) those closer to them.



Resources

Resources

Upcoming Trainings

- [Biweekly League In Action Training](#)
(counts as your admin orientation)
- [Organizing Office Hours](#) (Every Friday at 1 pm ET)
- [League In Action Demo](#) (Every Friday at 4 pm ET)

Resources

- [OutreachCircle PDI Resources](#)
- [OutreachCircle Supporter Kit](#)
- [League In Action LMS Page-Overview](#)
- [Organizing to Build the League's Grassroots Power](#)

Questions?

Feedback