

July 2025

LWV MEMBER PORTAL TRAINING FOR LEAGUE LEADERS

EMAILER FEATURE

New System Basics

Community Norms, Training Goals

- Call will be recorded
- Assume positive intent
- Please put questions/feedback in the chat
- Recording will be on the ChapterSpot Resources page
- Details are in the Portal Admin Guide

POP

- **Purpose:** Provide League leaders with the information they need on the emailer tool in the LWV Member Portal
- **Outcome:** Attendees will understand when and how to email members using it
- **Process:** Presentation/demo followed by Q&A

Inside ChapterSpot



Sign in to continue

Email

name@workemail.com

Continue with email

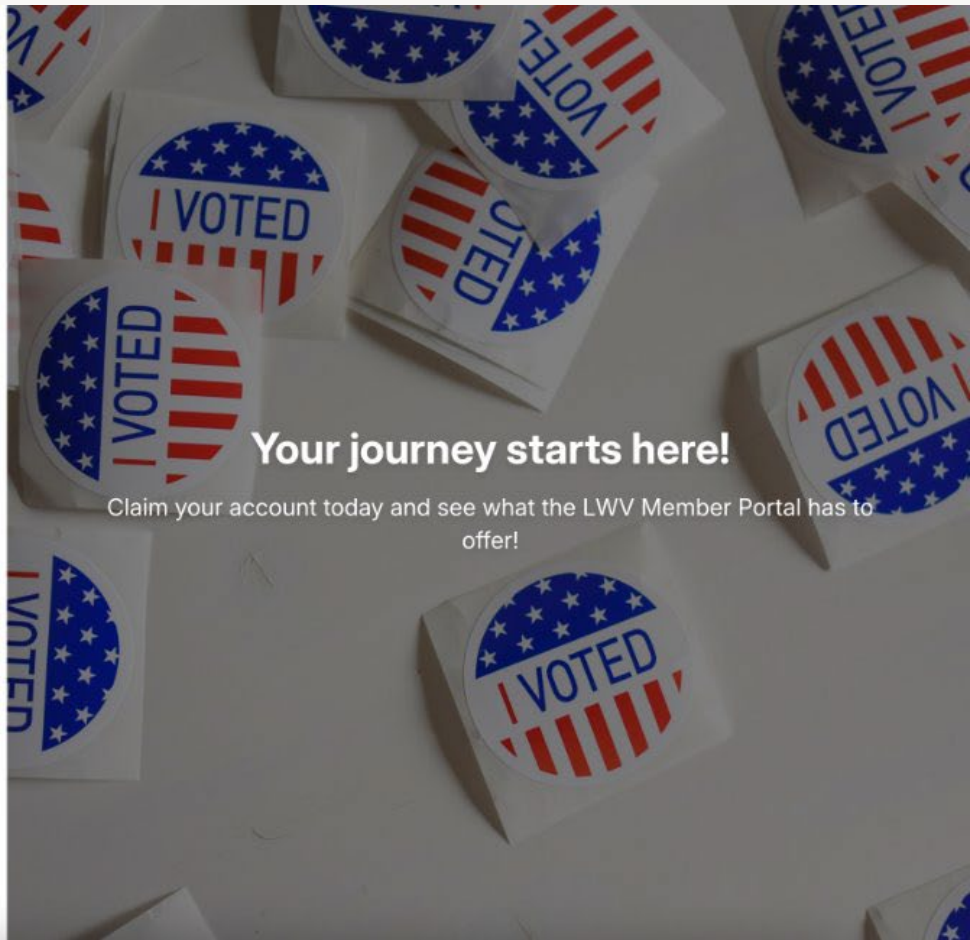


We'll email you a code for a seamless sign in.

Having trouble signing in? Click [here for assistance](#).

Your journey starts here!

Claim your account today and see what the LWV Member Portal has to offer!





Almost there...

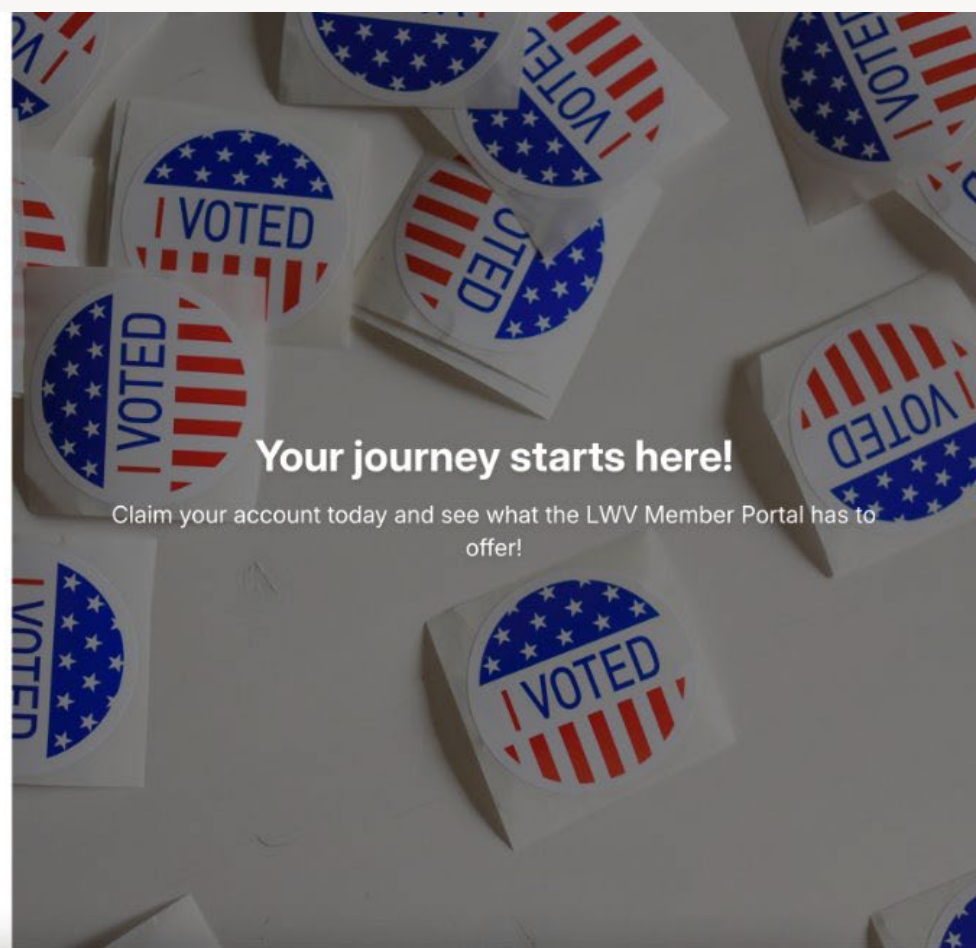
Code

Verify



Please enter the code or click the link that we sent to your@email.com to continue.

Having trouble signing in? Click [here for assistance](#).



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LWVUS Staff ▼



My LWV Membership

[Renew](#)

PULLEN, NORA

League

LWV Of District Of Columbia

State

DC

Status

Active

Expiration

Apr 25, 2026



Invite New Members

Copy the link below and share it with the person/member that wants to join or renew.

<https://portal.lwv.org/membe...> 📄



Profile



Payments



VOTE411



Roster



Add/Renew
Members



Leadership



Manage
Registration
Questions



League
Resources



Emailer



Website
Editor



League
Profile



Stripe
Management



Contributions

DemoLocal | Emler

Suppressions

New Email Campaign

Campaigns

Subject

= Equal to

Enter search term...

Search

Filter by

Drafts

Completed

Failed

Draft

Queued

Processing

Dispatching

Completed

Failed

6 Records

Subject	Recipient Count	Last Update	
(no subject)		10/24/2024 at 11:12 AM Edited by Nora Pullen	
(no subject)		07/15/2024 at 02:15 PM Edited by Kevin Ringkamp	

Editing Draft: Test - Red

Draft updated 7/10/2025 at 3:56 PM by You



From *

LWV Of Darke County - League of Women Voters <noreply@notifications.chapterspot.com>

This is the address that the email will be sent from

Letterhead *

Red

To *

Please select a value

30-0 Days Until Expiration

Reply-To

npullen@lwv.org

Replies will be sent to this address

Subject *

Test - Red

Subject *

Test - Red

Email Content *

File Edit View Insert Format Tools Table Help

Variables ▾ Paragraph ▾ System Font ▾ 12pt ▾

B *I* ~~S~~ A ▾  ▾

      ▾  ▾  ▾     

Test

P

1 WORDS POWERED BY TINY 

Draft updated 7/10/2025 at 3:56 PM by You

Save & Close

Preview →

Editing Draft: Test - Red

Draft updated 7/10/2025 at 3:56 PM by You

Recipients

To: 30-0 Days Until Expiration

0 total recipients.

Subject Line

"Test - Red"

From: LWV Of Darke County - League of Women Voters

<noreply@notifications.chapterspot.com>

Reply-To: npullen@lww.org

This preview uses your profile information for any variables. Your recipients will see their own information.

[LOGIN](#)



Send a Preview?

Comma-separated email addresses...

Send

Preview Sent!

Confirm →

Campaign: Test - Red

Confirmation

NP

i

Are you sure you're ready to send?

You're almost there! This is the final step before emails will be sent on behalf of your league. Before clicking send below, please double-check the content of your message and verify that you're contacting the right recipients.

This will begin immediately, there is no undo.

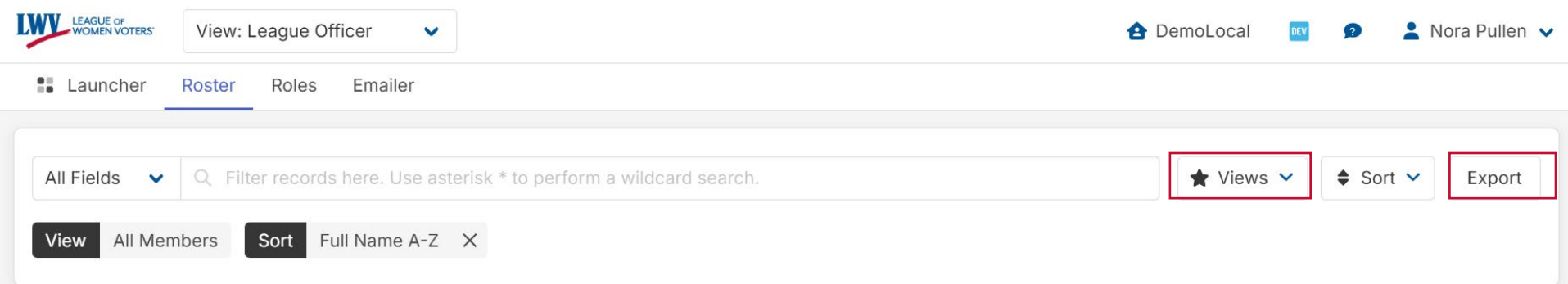
← Back

▶ Yes, I'm ready to send

Clicking this button will email 0 recipients. This action cannot be un-done.

Exporting Roster

- Choose view, click Export



The screenshot displays the LWV League of Women Voters Roster interface. At the top left is the LWV logo. To its right is a dropdown menu set to "View: League Officer". On the top right, there are links for "DemoLocal", a "DEV" tag, a help icon, and a user profile for "Nora Pullen". Below the top navigation bar is a secondary bar with "Launcher", "Roster" (which is underlined), "Roles", and "Emailer". The main content area features a search bar with the placeholder text "Filter records here. Use asterisk * to perform a wildcard search." To the right of the search bar are three buttons: "★ Views" (highlighted with a red box), "Sort" (with a dropdown arrow), and "Export" (highlighted with a red box). Below the search bar is a "View" button and a "Sort" button, both highlighted with dark backgrounds. The "View" button is followed by "All Members" and the "Sort" button is followed by "Full Name A-Z" and a close icon.

Email Best Practices

Lilly McGee, lmcgee@lwv.org

Sr. Digital Comms Manager, LWVUS

You're Invited to Our 102nd Birthday!



Alma Couverthie @ LWV <lww@lww.org>

To  Lilly McGee



League of Women Voters

April's **Democracy Newsletter** 4/25/2025

Yep, we sued the Trump Admini...

Inbox



Dianna Wynn

League Update: June 26, 2025

Thu 6/26

Important resources for League...

Inbox

The Basics

- Title: MAXIMUM 50 characters (around 7 words)
- Content: Maximum 125 words whenever possible
- Titles – what would you open?
- Always include Opt-out button (footer)
- Test: emojis, first names, times, and more!



Dear Lilly,

This year, the League celebrates its 102nd birthday! We're celebrating with a day of voter empowerment across the US, starting with a **virtual pep rally on February 14th at 11am ET.**

With midterm elections less than a month away, there's no better time to take pro-voter action.

[Find a birthday action near you!](#) We can't wait to celebrate together.

[JOIN OUR CELEBRATION!](#)

Inside the Email

People absorb information when it's easy to read.

- Create white space
- Break up text with images, pull quotes, bullets, and more
- Put important info up front, including your CTA (call to action)
- Use only ONE link/CTA when possible
- Be concise!

Going Forward

- Please reach out to membership@lww.org with any questions
- Sign up for the upcoming Framing the Future [office hours](#)
- Check out the [Member Portal Resources](#) page for additional information and tools
- Sign up for the [League Update](#) newsletter

