

Little Things to Engage Your League Board

As a way to engage your local League Board and to start to promote membership and leadership growth best practices in your League, we have compiled this list of *little things* that you can model yourself and encourage your Board members to do, too. With an engaged Board, incorporating best practices into every event or opportunity becomes much easier and more effective.

These simple ideas will help to recruit new members, retain current members, develop new leaders, and engage your Board in this organizational growth effort.

Encourage your local League Board members to:

- ★ Include a membership message in their e-mail electronic signature. It's easy to add and reaches everyone they e-mail without any effort. Add a link to the "Join Us" information on your League's website.
- ★ Add a membership message to the bottom of the official League letterhead and stationary.
- ★ Always have a membership brochure– and be prepared to ASK someone to join.
- ★ Input their “League story” into the LWV Storybank. This will help your Board members have their most powerful marketing tool – the reason why League is important to them – at the ready to use when talking with potential members.
- ★ Mingle at the next community event that they attend; don't just sit with League members. Make a conscious effort to meet new people and share the value of being a member/leader in the League, as well as find out what brings them to the event.
- ★ Designate members to be membership ambassadors or greeters at the next League event. Their role will be to make people (new or potential members) feel welcome.
- ★ Have a sign-in sheet at all events and activities for interested attendees and be sure to follow up with them after the event.
- ★ Include a membership message on all visibility tools - podium signs, banners, flyers, brochures, invitations, etc.





Chapter 2: Engaging Your League Board

- ★ Identify small opportunities for members to get involved in without being overwhelmed. Ask members or potential new members to be involved with a “bite-sized”, one-time project. For instance, bring snacks to a League event rather than planning the whole thing.
- ★ Engage members or potential new members with an “action” item. Give them a way to influence what is happening in your community now.
- ★ Have every member invite 3 non-members to your next League activity.
- ★ Provide "leave behind" informational brochures or post cards at locations with high target demographic or League appeal -- e.g., city or county government offices, neighborhood doctors' office, real estate offices (for new neighbors), faculty lounges at the local elementary, middle and high schools.
- ★ Wear League buttons to all events so Leaguers are easily identified and can be approached by those who are interested in LWV.
- ★ Think about the personal gatherings or other groups the Board belongs to (e.g., book clubs, investment groups, issue groups, friends over for dinner) and share stories about the LWV and its value the community and personal growth.
- ★ Mentor someone on some aspect of their role on the Board. Or, mentor a new member on how to become engaged in League.
- ★ Watch for potential League leaders at the next League event. Communicate any observations to the Membership/Leadership team.

