



League of Women Voters

TAKING ACTION IN YOUR COMMUNITY

Celebrating Our Past, Embracing the Future

TAKING ACTION IN YOUR COMMUNITY

Chris Carson

LWVUS

Helen Hutchison

LWV California

JoAnne Day

LWV South Carolina

Housekeeping Items

- **Lines will be muted.**
- **During the presentation please use the “chat” function for questions and feedback. Someone will try to answer questions as we go along.**
- **Identify yourself (name and state).**
- **There will be time for Q&A at the end of the presentation. Please “raise hand” with question or when you want to speak.**

Goals for This Presentation

- Building a strategy**
- Obtaining needed resources**
- Implementing your
action project**

Essential Resources

- **LWVUS – Impact on Issues**

<http://lwv.org/content/impact-issues-online-edition>

- **LWVUS – League Basics**

- <http://forum.lwv.org/member-resources/book/league-advocacy>

Essential Resources

- **State/Local Positions**
- **LWVUS Webinar: Succeeding in the Spotlight**

https://lww.adobeconnect.com/_a831402129/p9b0g6qvdc/?launcher=false&fcsContent=true&pbMode=normal

Ask a Human Being!!

**The League – at all levels – has
many knowledgeable people
ready, willing and able to help
you to**

Take Action!

Define Your Goal

Find Bases for Action

No Positions?

Building Your Team

- Can you build a coalition?**
- How do you reach out to partners?**
- Are there times when you need to act alone?**

Define Your Message

- **Deliver it in three or four short sentences**
- **Create brief, crisp talking points—the “elevator speech”**

What is Your Opponent's Message?

- Create a short summary of their message to sharpen your focus**
- Define clear, succinct responses to their message**

Define Your Audience(s)

- **Not the “general public”**
- **What groups share your goal?**
- **What groups oppose your goal?**

Delivering the Message

- **Different audiences,
different messages**
- **Deliver your messages
to each identified audience**
- **Types of media for each audience**

Case Study: California Redistricting

- **Defined Goal**
- **Position Used**
- **Coalition Built**
- **Our Message**

Case Study: California Redistricting

- **Opponents' Message**
 - **Audience(s)**
- **Delivery of Message**

Case Study: South Carolina Ethics in Gov't Reform

- **Defined Goal**
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Case Study: South Carolina Ethics in Gov't Reform

- **Opponents' Message**
 - **Audience(s)**
- **Delivery of Message**

Membership !!!

- **Action mobilizes current membership**
 - **Action attracts new members**
 - **Action builds the League brand**
- **Always, everywhere—membership is key**

Conclusion and Review

- Build a strategy**
- Obtain needed resources**
- Implement your action project**

Q & A

**Please Raise your hand and someone
will call on you and unmute your line
so you may ask your question**