Increasing and Diversifying LWVO Membership

2021 LWVO Convention
CLOSED CAPTIONING

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Agenda

- Introductions
- Land Acknowledgment
- Membership Committee Goals
  - Organizational Structure
  - Diversity, Equity, and Inclusion
  - Membership Dues
- Outreach & Engagement
- Close
Land Acknowledgement

This is a formal statement that recognizes and respects Indigenous Peoples as traditional stewards of this land and the enduring relationship that exists between Indigenous Peoples and their traditional territories.

We gratefully acknowledge the Native Peoples on whose ancestral homelands we gather, as well as the diverse and vibrant Native communities who make their home here today.
Membership Committee
Membership Committee Goals
LWVO Membership Committee Goals

- Create a dynamic and innovative **membership recruitment and retention program** for local Leagues and At-Large Units (ALUs) that will attract and retain future increased League membership to reflect the diversity.

- Provide specific support for local Leagues and ALUs to **grow a more diverse membership**.

- Grow membership **in areas of Ohio** that have been underrepresented.
LWVO Membership Committee Goals

- Centralize member information.
- Identify colleges/universities/student organizations where there is no League presence and promote the $5 annual student membership and get students to join the state League.
- Identify key organizations in communities and offer/encourage them to become an organizational member.
League of Women Voters Organizational Structure

When you join locally, you are also a member of the State and US League. Each level plays a role in **Making Democracy Work**.

- **LWVUS:** Establishes positions on key issues based on state consensus. Lobbies federal office holders on behalf of those issues. Advocates for and defends democratic principals. Maintains support tools, such as Vote411. Supports state leagues in education, advocacy, and legal action.

- **LWVO:** Establishes positions on state issues based on consensus across Ohio Local Leagues. Lobbies state office holders on behalf of those issues. Advocates for and defends democratic principals. Manages media communication on state actions. Facilitates annual Statehouse Day and other informational initiatives. Supports local leagues in education, advocacy, and legal action.

- **Local League:** Seeks to educate our community on local issues and candidates. Organizes voter registration drives. Manages local Vote411 information. Facilitates candidate forums.
The League of Women Voters of Ohio affirms its commitment to diversity, inclusion, equity and intersectionality in all its values and practices. We will remove or mitigate barriers to full participation in our democracy, including to participation in activities of the League.
Recruiting Members from Diverse Communities

- Target Your Outreach
- Utilize Community Leaders
- Create Recruitment Opportunities
- Communicate with Potential Members
Recruit and Engage with Younger Members

- Ask current members to recruit within their family.
- Visit local colleges and universities.
- Partner with a youth group or secondary school to implement a joint project.
- Get On-line: Social Media, Website.
- Add them to committees based on their interest and talents.
- Promote Youth in Action.
YOUTH IN ACTION

ACTIVISM for Young Leaders
For Ages 13-25

An empowering space for young leaders to learn about and advocate for democracy and social justice issues.

Mentor-Mentee Relationships | Speakers & Workshops
Service Opportunities | Personal & Professional Growth
Leadership Development

lwvohio.org/youth-in-action
Dues Structure

Diversity, equity, and inclusion are central to the organization’s current and future success – informing our recruiting, our services, and our work in the community.

Local League budgets are often limited and lean; they impacted by the LL size, community, and a desire to keep membership fees low to encourage inclusiveness.

The Per Member Payment supports the three-tiered structure of the LWV - providing supports, education, lobbying and legal action at each level.

At the center of these competing forces, each LL must determine a membership fee structure that supports their work and recognizes the challenges in their community.
Economically Diversifying Membership Through Various Dues Structures

- Pay in installments
- No local dues this year
- First year pay what you can
- Pay what you can each year
- Half price after a certain date
- Student rate $5 no PMP
- Student rate for anyone under 30
- Pay what fits your budget
- Pay extra to support another league member
Outreach and Engagement
Engaging New Members

- Send out Welcome Packets.
- This is the first official communication from the League, so make a good impression and think about what goes into the packet.
- Invite new members to a special orientation session, a monthly meeting or a local voter service activity.
- Conduct surveys to identify member interests, skills and concerns.
- Have a buddy system for the first year (mentoring program).
Engaging Members in Outreach Activities

- Invite new members to participate in League activities.
- Ask new members to join a committee.
- Explain the impact they can make by:
  - sending message to their elected leaders;
  - attending a community forum on an issue of importance to them and their family;
  - participating in meetings with community leaders.
Keeping Members Informed

- Monthly/Quarterly print newsletter (VOTER)
- Local, State, and National websites
- Monthly E-newsletters from Local, State and National Leagues
- Email Listservs
- Attend Monthly Meetings
- LWVO Statehouse Day event
- LWVO State Convention
Keeping Members Informed Through Social Media
Making Members Feel Special

- Remember to always thank members for their time and a job well done.
- Let them know that their work is important.
- Recognize League members who have given 15, 25, 35 or even 50 years of service to the organization.
- Highlight individual/longtime members in the League bulletin each month.
- Establish a volunteer awards/appreciation program to recognize accomplishments.
Have Fun!

- Bring a bottle of wine or have a virtual party at your next zoom meeting.
- Have **educational reception events** - combining the League with some hors d'oeuvres or finger foods.
- The League is a social network by nature and League friendships often last a lifetime. Why not make the time we spend together as enjoyable as possible!
Resources

LWVO Website:
https://www.lwvohio.org/member-corner

LWVUS Website:
https://www.lwv.org/league-management/recruitment-
Bids accepted until 8:00pm on May 21st
www.accelevents.com/e/LWVO
UPCOMING EVENT

NO MORE "SNAKE ON THE LAKE":
THE FUTURE OF REDISTRICTING IN OHIO

Tuesday June 15, 2021 at Noon
Hosted By The City Club of Cleveland

PANEL
David Daley, Senior Fellow, FairVote
Jen Miller, ED, LWVO
Alora Thomas-Lundborg, Voting Rights Project, ACLU

Moderated By Karen Kasler, Ohio Public Radio and Television

Register: LWVOOhio.org/Upcoming-Events-1
BECOME A LEAGUE MEMBER

Join TODAY!

bit.ly/LWVO-Membership

Primary/Individual Membership
$60/yr

Household Membership $90/year

Student Membership $5/year
Questions? Comments?

Next Call with Membership Chairs
June 14, 2021 @ 5:30 pm.

For more questions, please contact
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