

Steps to Producing a Successful League of Women Voters Local, State, or National Event



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CONTENTS

	Page
1. Introduction	1
2. Basic Planning Process—Building your Team with "Big Ideas"	1
3. Talents Needed for Planning Committee Volunteers	2
4. Tasks of Planning Committee Members	3
5. Creating an Outside Advisory Committee	3
6. Securing Speakers and a Moderator	4
7. Finding Co-Sponsors	4
8. Location Selection: Accommodations, Setup, Supplies, and Catering	5
9. Registration	6
10. Advertising the Event, Networking, and Working with the Media	7
11. Various Volunteers Needed	8
12. Tips and Recommendations	9
13. Breakout Groups	10
14. One Week Before the Event	10
15. One Day Before the Event	10
16. Day of the Event - Volunteers, Supplies, and Setups You May Need	11

STEPS TO PRODUCING A SUCCESSFUL LWV LOCAL, STATE, OR NATIONAL EVENT

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2017



INTRODUCTION ~ ACTION GUIDE

People have the Passion...LWV has the ACTION!

This ACTION Guide is a practical "how to" instruction manual to help you transform your passion into action. Whether you are new to activism or a seasoned activist, the ACTION Guide will help you develop your plan, informed by the League of Women Voters positions and decades of activism.

It contains information based on the experiences of the LWV of Arizona that planned and hosted a very successful statewide "Voters' Rights Summit" subtitled "Removing Barriers to the Ballot Box" on January 7, 2017, at Arizona State University-New College West in Phoenix, AZ. Starting in June, 2016, several League members from across the state formed a committee to plan this event using conference calls, e-mails, and Google documents. This document was prepared to serve as a guideline to help you plan future big events. We hope you can benefit from our experience and that this manual will give you a starting point and tips to use along the way.

BASIC PLANNING PROCESS— BUILDING YOUR TEAM WITH "BIG IDEAS"

The person or people with "big ideas" need vision, passion, drive, perseverance, and a can-do attitude to launch their ideas for an event. Inspiring others to join you in your adventure will make for a fun ride and a great event.

First, sell your idea and vision to your local League to secure their support. Once you have that support and commitment, sell it to your LWV state board members.

**Inspiring others to join you
in your adventure
will make for a fun ride
and a great event.**

Be realistic about the time commitments and work involved. Start early as there are more details to consider and accomplish than you can anticipate. Begin at least 3-8 months prior to the big day, depending on the size and complexity of the event.

Solicit League volunteers from across your state to form your planning committee. This will help ensure all local League's ideas will be addressed in discussions and will provide a forum for creativity and problem solving with a variety of viewpoints. Building statewide enthusiasm and support will help ensure that members from all Leagues will attend. Having committee members live in various locations is **not** a problem; work can be efficiently done via e-mails and conference calls, enabling League and other members from all over the area, state, and country to participate. We recommend using doodle.com and freeconferencecall.com for scheduling and conducting your conference calls or use gotomeeting.com.

Once you have assembled a team interested in the subject matter, schedule your first meeting. Optimally, it is best to have the first meeting in person, but if it is not logistically feasible, conducting it by conference call works fine. Allow at least two hours for introductions and brainstorming topics you might like to present at your event. Brainstorming all kinds of ideas is an important first step that can generate enthusiasm and excitement, and further expand possibilities that can lead to a more expansive program than first envisioned. (*"Brainstorming" means offering all kinds of possibilities without value judgments. Sometimes what sounds undoable in the beginning ends up having merit or has kernels of value that can be transformed into new workable possibilities.*) During your first meetings:

1. Develop the main goal of the event and the central theme.
2. Discuss whether you want to thoroughly delve into one overarching topic, look at several related subtopics, or do both. Keep in mind the need to acquaint attendees with background information, ways to stimulate discussion, and how attendees can move forward on presented issues and become involved in long-term actions.
3. After all suggestions are on the table, narrow down prospects and focus on the most important, exciting, and workable ideas. Explore possible titles, timelines, dates, and locations.
4. Determine the audience you hope to attract and set a goal for the number of people you want to attend. This will help determine what size venue you will need.
5. Consider the length of the event. It needs to be long enough to cover the issues you have decided upon, yet not so long that attendees might lose interest. Take into consideration that a full-day event raises the costs and changes the logistics due to having to provide food and drink.

TALENTS NEEDED FOR PLANNING COMMITTEE VOLUNTEERS

The leader of such an event does not need all the skills necessary to produce it but does need to surround herself with people who share her vision and have the various talents and skills that will facilitate making it happen. She needs to prepare the conference-call agendas, keep track of assigned responsibilities, and hold the committee members accountable for following through on assigned tasks. Her role is to keep the project and players on track so that all the details, ideas, and responsibilities do not get lost along the way. She must help facilitate everyone working together, sharing ideas, encouraging helpful critiques and suggestions, soliciting their assistance in making important decisions, and tending to a multitude of details. As unexpected problems arise, she needs to keep everyone calm and focused on exploring, finding, and implementing solutions. She needs to be able to smooth ruffled feathers and know how to reach compromises and foster a collaborative spirit within her committee...which will probably consist of high achieving people who may be accustomed to doing things their way.



You need people who:

1. Have computer and internet skills.
2. Will follow through on their assigned tasks AND report back.
3. Are active in other organizations, know many people who can be speakers and sponsors, and be willing to contact them and secure their support.
4. Are dedicated to the success of the event.
5. Are willing to devote 5-10 hours a week for several months to this project.

TASKS OF PLANNING COMMITTEE MEMBERS

Everyone will participate in conference calls, strategizing, and researching topics, locations, and speakers. They will follow through on assigned tasks, share ideas, critique each other's work, and invest much hard work and long hours.

1. Make a list of the tasks that need to be done; divide them among your committee members with the goal of utilizing individual talents. Be sure to record who is taking responsibility for what task.
2. Assign someone the task of writing a concept paper based on the decisions the committee has made to date, and e-mail it to all members for review and feedback.
3. Discuss options for a venue and assign people to explore the top choices. Good venues are booked several months to a year in advance, so securing a site is urgent and a top priority.
4. Select your day of the week and the date, while keeping in mind your target audience.
 - A. Holding the event on a Saturday allows speakers, those employed, students, and legislators to attend.
 - B. Avoid Thanksgiving, Christmas, New Year's, or religious holiday timeframes. People are busy, family and friends are in town, they have holiday fatigue, and forget to register. If speakers cancel during Christmas and January, trying to find replacements when everyone is off work can make it difficult to secure replacements. Also check that there are no big sporting or political events going on in your area, which might conflict with the speakers' schedules, family gatherings, or people's scheduling limitations.
 - C. If you are holding your event on a college campus, consider when the students are in school and how this will affect the availability of classrooms, personnel, and parking. If you schedule the event during the semester, you are more apt to have students and faculty involved.
5. Lay out a timeline and agenda for the day's activities. Keep in mind time for transitions to breakout rooms and restroom breaks.
6. As information accumulates and decisions are made, these must be recorded and made available to all members. You may want to consider the use of an online file cabinet like [dropbox.com](https://www.dropbox.com). Access can be given to all members who can then add comments for all to see. Each committee member can use a different color font when working on the documents, making it easier to see changes and make adjustments.

CREATING AN OUTSIDE ADVISORY COMMITTEE

Once you have worked out your initial plans, topics and agenda, and feel you have a handle on what you hope to accomplish, create a small "Advisory Committee" with the goal of using them as a resource and a sounding board as you move forward. Choose people or organizations who work in the field, and you respect and value their insight, knowledge, and opinions.

1. Send them your ideas, concept paper, and the event's proposed agenda, and ask for their input and advice regarding the flow and building of the subject matter, their suggestions on narrowing down topics (if necessary), fleshing out ideas, and filling in any gaps. Request their suggestions be submitted in writing.
2. Once you review and incorporate their suggestions as appropriate, send the Advisory Committee the updated agenda with the changes and schedule a live meeting with them to fine tune the event, work out details, brainstorm possible speakers, and discuss marketing strategies for success.

**Get the word out
and attendees in!**

3. During the meeting, develop a list of possible speakers based on their credentials, how well they are informed on the topic areas you have chosen to be addressed, their speaking style and effectiveness in presenting the topic and engaging an audience.
 - A. Consider their ability to draw a wide audience and provide credibility to the event.
 - B. Include speakers who can clearly share their personal experience as it relates to the topic. Personal testimonies can be very effective as they bring the problem home so that attendees can see its effect on real people; it humanizes what can seem like an abstract concern.
 - C. Prioritize your choices.
 - D. Inquire if the Advisory Committee members have relationships with any of the proposed speakers, and if so, would they be willing to do the "ask" for you, as the speakers may be more inclined to say "yes" to someone with whom they have an established relationship.
 - E. Decide who will contact the speakers, set timeframes for a commitment, and follow-up. Consider the use of a contract or agreement.
4. The Planning Committee then incorporates these new ideas and suggestions and fine tunes the agenda (which is an on-going task!).



SECURING SPEAKERS AND A MODERATOR

Everyone on the committee needs to help secure speakers and continue to be the liaison with them until the event. Periodic communication is important to share expectations about their topic area and to affirm dates and times for their presentation.

Speakers:

1. Once a speaker has been contacted and has accepted the request from LWV, a thank-you letter should be sent with details of the event, including the topic you wish them to present, the time and place of their presentation, and other necessary details, including asking them what technical backup they will need.
2. Encourage speakers to use PowerPoint presentations. If they do, request they be sent to the committee before the event. Then you will have a backup if problems arise, plus you can make them available online after the event.
3. Have an ending speaker who can rally and inspire the troops.
4. It is wise to have backup speakers and facilitators in case of a late cancellation.

Moderator:

1. Choose a moderator who can keep things moving and can provide commentary that is relevant. It helps if they know the subject well, clearly enunciate their words, and can use humor to help put people at ease.
2. Check to see if they charge for their services.
3. A very important part of their job will be to keep the program moving in a timely manner.

FINDING CO-SPONSORS

Networking with several organizations interested in the topic is extremely important if you want good coverage and publicity, want to reach a large audience, and perhaps receive help financing the event.

1. List groups that might be willing to co-sponsor the event. These groups may share the same viewpoint or have a similar focus in their mission; however, they do not need to agree on all League positions.
 - A. For example, with the topic of voters' rights, we reached out to election-law attorneys, educational institutions (high schools, community colleges, and universities), ACLU, NOW, AAUW, AARP, the Sierra Club, local newspapers, state and county library associations, various religious institutions, Jewish organizations, Democrats, and Republicans.
 - B. If a local university is a co-sponsor, they may help secure grants to finance hiring a name speaker. Teachers and professors may choose to give students credit for attending and writing a paper on the contents of the presentation. Educational institutions may be willing to post fliers and information about the event on their bulletin boards and websites, and in their newspapers/newsletters.
2. Send prospective co-sponsors an e-mail explaining the proposed program, asking for co-sponsorship, and explaining what co-sponsorship includes. Possible cost is one of the first concerns of most groups. If no money is involved, state this fact immediately. However, if you are requesting a financial or in-kind contribution to be a sponsor, this contribution may be an incentive for them to encourage their members to attend.
3. Even if organizations choose not to co-sponsor, they may be willing to help publicize the event by including information in their newsletters and on their websites, sending it to their e-lists, and forwarding it to other groups that might be interested.



LOCATION SELECTION: ACCOMMODATIONS, SETUP, SUPPLIES, AND CATERING



A small group within the Planning Committee will want to contact the venues being considered and tour the facilities with the contact person. A League point person should become the liaison with the venue selected who is authorized to negotiate prices, secure adequate space, and then sign the agreed-upon contract. All technical aspects should be listed and security issues discussed with the venue.

1. Criteria for selecting a venue include: affordability, easy accessibility, a central location with adequate free parking, and breakout rooms if you have determined you will need them. We also highly recommend round tables to encourage and facilitate discussion among attendees, networking, and learning what others are doing in their respective areas.
2. Some options include a high school, college, or a casino. Always search out space that is made available to the public by banks, recreations centers, libraries, and municipalities. Note: If your chosen venue decides to become a co-sponsor of the event, the facility may be free of charge or available at a very low cost.
3. If you use a college, it may be free. However, if you will have a registration fee (to cover food, etc.), that puts you into a particular category, and due to federal laws, they may have to charge you for use of their facilities. Be sure to clarify that up front! However, they may still work with you to negotiate a lower price than they normally charge for the facility.
4. As you research various venues for the event, visit the site to make sure the layout will work. Meet with the Event Coordinating staff and, based on your established criteria, solicit their suggestions; they have done this many times and have experience in handling such events. Assess the location, size, and layout of the rooms. Envision the

flow if using multiple rooms. Check the location and size of the restrooms to be sure they can accommodate the anticipated attendance at your event. Verify that they have a sound system with microphones for the panelists and the moderator, and who will be in charge of monitoring their use. We suggest hiring their IT person for the event if that service is not included with the venue fee, so that experts familiar with the venue's computer and sound system are available to assist whenever a question or need arises.

5. Be sure the facility has accommodations for those with special accessibility needs. If you are using two floors of a facility, check the location and size of elevator and ability to handle individuals with disabilities.
6. Check the pricing for use of the facility's microphones, projection screens, a speaker's table with skirting, a stage and podium, drape behind the speakers, easels, tablecloths (sometimes it is cheaper to buy tablecloths online than renting them from the caterer), tables for registration, displays and literature (include chairs at each), etc. If easels are available and free and you have breakout groups, we suggest an easel in each breakout room, one at the entrance for a welcome poster, and 4 behind the registration tables to hold signs, e.g., A-F, G-L, M-R, S-Z. You may want to work with the Event Coordinator on parking signs and directional signs to the meeting room.
7. Check to see if they have an outdoor electronic sign or billboard; if so, ask if will they advertize your event on it.
8. Once you decide on a venue, get everything in writing and carefully review it for prices, times, what is included, room setup, etc.
9. Caterer:
 - A. Find out if you have to use the venue caterer. If so, check their prices and options, then negotiate to arrive at the price you have determined you are willing to pay. Do not accept their 'first' pricing, which is most apt to be high, as a total given. Ask what tricks you can work with to keep prices low; for instance, as a way to save money, we had the cookies that are normally served with lunch, saved for an afternoon snack at no extra charge. Our goal was to keep the price at \$20 per person so that people could afford to attend. After much negotiation, we were able to offer a continental breakfast, lunch, and afternoon snack for that amount! We chose a self-serve deli lunch because the price was lower, we did not have to worry about special dietary needs, and attendees had options.
 - B. If you provide lunch, use a sufficient number of serving tables to facilitate moving people through in a timely fashion. We were able to move 300 people through in less than 20 minutes by using 3 serving tables with the same food choices on each, and with people traveling down both sides of the tables.
 - C. Make sure water is available throughout the day for attendees.

**Review the contract carefully
and don't be afraid
to negotiate.**

REGISTRATION

Using both mail-in and online registration is advisable.

1. For online registration, we recommend using an internet site like brownpapertickets.com where it is easy to set up the event, plug in the registration fee, and is user friendly. You can monitor the registration numbers and even set up different levels of registration fees. The customer service representative was very helpful when we had questions.
 - A. If you use brownpapertickets.com, the company will add a small 'convenience fee' to handle credit card payments; the person who registers using it, pays the 'convenience fee.' If you use PayPal, the League pays the service fee, which can add up to quite a large, unnecessary expenditure in your budget.

- B. We found the majority of people who registered did so online by a margin of 3 to 1; the convenience outweighed the fee for most. If people do not want to pay the convenience fee, they have the option to pay by cash or check.
- 2. Be sure these registration options are advertised clearly on all marketing materials.
- 3. Anticipate at least a 10% 'no show' on the day of the event, so it is OK to 'over sell.'



ADVERTISING THE EVENT, NETWORKING, AND WORKING WITH THE MEDIA

Computer-savvy people will be needed who can create advertising items such as a registration flyer, brochure, fact sheets, name tags, program handouts, and signage.

1. Create an attractive registration flyer that includes enough information to stimulate those interested to attend and that can be distributed by e-mail, Facebook, Twitter, etc.
 - A. Include: an appealing, catchy, perhaps controversial program title to stimulate interest, the goal, date and time, location, topics to be covered, speakers, registration information, and contact person's phone number. If there is a cost, include ways they can register and pay and the deadline for registering.
 - B. E-mail the flyer to all sponsors, interested groups, and community organizers at least 2 months, preferably 3 months, in advance of the event so they have time to take it to their boards, advertise it in their newsletters and on their websites, etc. It costs nothing, thus is a very cost-effective way to get the word out, and then each group can print and distribute it to others.
2. Create printed brochures for distribution where applicable. Having brochures and/or fliers produced in bulk saves on printing charges. Ask where the price breaks are: 100, 250, 500, 1000, etc. If using colored or a heavier-weight paper, sometimes it is less expensive to buy a ream of paper and use it rather than having the printer charge extra for supplying it. Figure it out both ways to see which way is less expensive.
3. Local Leagues should put articles in their newsletters and on their websites and Facebook pages to help members understand the relevance of the topic and encourage them to attend.
4. Media:
 - A. **Facebook:**
 - a. You will want to create a Facebook page for your event, plus upload all information to the State LWV website, and distribute it to all local Leagues.
 - b. Create a "Facebook Event Boost." It does cost, but in our case, we ran it for one month with a targeted +50 mi radius of the event and had 4,950 hits at a total cost of \$93.41. If a person leaves a note on it, send back a short personal response, e.g. "Hope to see you there."
 - B. **Newspaper:**
 - a. Send press releases to media outlets across your local area (and state, if appropriate). Follow up with a personal contact. Include short bios of speakers.
 - b. If your local newspaper is a co-sponsor or you invite one of their staff to be involved in the program, it will maximize publicity opportunities, and they are apt to give you better coverage.
 - c. Articles may be generated through editorials, guest columns, testimonials, questions from people-on-the-street, and in-person interviews. Submit



articles dealing with various aspects of the issues in order to interest a variety of people.

C. Radio:

- a. Committee members may call in to talk-radio shows.
- b. Work with a radio station to create a 30-second ad which can be distributed to both local liberal and conservative stations, including NPR. This can lead to live interviews about the event.

D. Television:

- a. Try to obtain guest appearances on local talk shows and news segments to publicize the event.
 - b. Try to get the local cable channel or PBS to tape the program and air it on their stations.
5. The Library Association, both nationally and locally, may be willing to send information to all libraries around the area and state.
 6. Designate a point person to be the spokesperson for all TV, radio, and print interviews. However, be flexible if that person is not available; provide another team member to fill in. Do not miss any opportunity to get coverage.
 7. Personally invite your elected officials, social and organizational contacts, and friends.
 8. Videotape and live-stream important sections of your program on YouTube. If you cannot afford hiring a videographer, anchor your cell phone on a tripod, and use it. Encourage your attendees to send out Tweets during the event; it may entice local media to show up on the spot.

VARIOUS VOLUNTEERS NEEDED

1. A registrar who can set up a spreadsheet to record incoming checks and monitor online registrations. The e-mail list created may be used to send two reminders to those who have registered, one a week before the event, the other a day before the event. The registrar will coordinate with the treasurer in recording and depositing checks.
2. A treasurer who will keep track of the budget, incoming and out-going monies, send invoices to organizations that need them for their financial records, and pay the bills.
3. A public-relations person to create and distribute press releases.
4. A social-media guru to post information about the event on Facebook, Twitter, etc.
5. Breakout-group facilitators.
6. A facilitator trainer who will provide facilitators with written materials, in advance of the event, on how to lead the breakout groups to allow for maximum participation and discussion. It is advisable for the facilitators to meet with the trainer early on the day of the event to respond to last-minute questions, provide updates, and give details on where their individual group will meet.
7. A person who will make signs, name tags, handouts, and other related materials.
 - A. Signs may include directions to the building and rooms, labels for breakout rooms, registration sign in, tent signs with panelists names (with names printed in large bold lettering so that the audience can see them from a distance), tent signs for attendees tables with numbers that coordinate with name tags for designated seating arrangements, and facilitators' signs.
 - B. The program handout should include the day's agenda, a list of volunteers who made various contributions, sponsors, and background information about the LWV. It might include a fact sheet about the main topics of the event and a list of resources for further information.

8. A facilitator to coordinate and assign seating arrangements by putting matching numbers on tables and name badges, so people will know where to sit. It leads to greater diversity at the tables if groups coming to the event, even spouses, can be assigned to different tables; this discourages our inclination to only 'sit with friends'. If feasible, diversify in terms of geography, local League membership, and organizational affiliation. Also, if possible, assign a League member to each table to facilitate having each member at the table share their name, if they are from an organization, and why they are there.
9. League members who will **call** and invite legislators to the event as guests of the League. A phone call or personal visit is most effective but e-mail may also be used. However, do not rely on e-mails alone as legislators get too many in a day to read them all. Sometimes it helps to write "Invitation" in the address line as that may catch their attention. Record the date and time that you sent your e-mail as this will be useful to the staff in accessing that communication later when you follow up with a call. The office person who answers the legislator's phone will skim through their e-mails, find it, and see that the legislator gets the information. Try to establish a relationship with this person as s/he will be your biggest ally in getting your message(s) to the legislator.

TIPS AND RECOMMENDATIONS

Considerations for a well choreographed, smooth running event!

1. Pay attention to small details—they matter. Details can make the difference between a successful event or one plagued with problems.
2. On the day of the event, start on time; stay on time!
3. Special-needs accommodations have to be taken into consideration when you plan your event and budget. We recommend that you research the law regarding this. We learned that sign-language interpreters cost between \$65 and \$75 an hour, and the law dictates that you usually must have two working as a team. A request from even one person with any form of disability could trigger the need to provide accommodations for that person. You should note in PR materials that people needing special accommodations must contact X at least X days prior to the event; make this very clear.
4. Consider having a lower registration fee for students. There may be individuals both within and outside the League who will voluntarily make a donation to fund scholarships if asked.
5. We recommend having a computer dedicated to projecting things such as the speakers' PowerPoints.
6. If you have use of large projection screens at the front of the room, having a "Welcome" or "Thanks for Coming" PowerPoint presentation that highlights particular parts of the program is a nice touch; include your event title and list of co-sponsors.
7. Provide an evaluation sheet **at sign in** for attendees to fill out during the day. It will result in a more comprehensive report afterwards.
8. Allow time for questions and answers during the event.
9. Consider taking 5-minute 'wellness' breaks throughout the day such as breathing exercises, standing, and/or stretching.
10. Take advantage of this opportunity to secure new League members by offering a "Special One-Day **New** Membership Opportunity" for those joining on your event day. For example, attendees at our event had the opportunity to join for only \$50 regardless of the differing dues structures of the various local Leagues. (This worked great for us; we brought in 90 new members!)

**Pay attention to details.
They matter!**

11. Send attendees home with two or three actions steps they have developed as a result of their brainstorming groups or speaker's presentations that are realistic and doable.
12. Follow up the event with summary documents available online.
13. After the event, you may want to have those who contributed write up their job descriptions.
14. Send a thank-you note to donors, speakers, and facilitators.

BREAKOUT GROUPS

Although speakers are informative and necessary, the breakout groups are where people can share their ideas and insights and learn from one another. If you have breakout groups:

1. Prepare signs for facilitators to hold up indicating (by short title) which breakout group they are leading, so participants can easily find and follow them to their assigned location, if they so choose.
2. Provide attendees with a map showing the location of the rooms, room numbers, and titles of the discussion groups. Post signs at each room listing the topic to be discussed inside.
3. Have someone in the lobby directing people to the various breakout rooms (or to an adjacent building or standing at the top of the stairs, if appropriate).
4. If you use a large room for your event and also use it for the breakout sessions, at setup, have the staff put chairs along the side and front walls so when the breakout groups meet, they can easily and quickly move the chairs into a circle for their discussions.



ONE WEEK BEFORE THE EVENT

1. Send an e-mail reminder message to all those who registered. Brownpapertickets.com will send your message to people who registered online with them. They have provided a place in your file where you can simply type in your e-mail message, and they will send it out for you. The registrar will have to create a file for those who have registered by check or cash. Remember to include directions to the facility and a contact number in case they cannot find the place or have last-minute questions.
2. Include the moderator on your last conference call as you finalize all the details. Provide them with a very detailed agenda so they have time to make notes and suggestions.
3. Send the program agenda to everyone involved in the event, including speakers, facilitators, etc.
4. Call all panelists/speakers to confirm their attendance, remind them of the time of the event and their presentation, and location of the event.
5. Check security details with the Event Coordinator of the venue you have chosen. Find out who to call in case of an emergency. Have a plan in place if you have someone from the audience who wants to interrupt a speaker, wants to give a long speech, is a heckler, or causes trouble. For example, if they do not stop, calmly attempt to escort them out, refund their money, and ask them to leave. Call security or the police if they refuse or are out of control.

ONE DAY BEFORE THE EVENT

Send a second reminder to all attendees.

DAY OF THE EVENT



Volunteers Needed:

1. The registrar will need helpers to sign-in attendees, plus someone to handle walk-ins if allowed. Even if you say 'no walk-ins', you will probably have them. Have cash on hand to make change. We recommend you have the capability to take credit cards. We used a smart phone for swiping the cards and also used PayPal. Have enough people familiar with the swiping devices who are available nearby to handle your 'crowd'. The people who handle the credit card/PayPal swiping devices at the initial registration, need to also assist at the LWV recruitment table throughout the day when new members want to charge their dues.
2. Have people available for giving directions to event room, breakout groups, and restrooms.
3. Timekeepers.
4. Have people at a table with League handouts and displays, welcoming people as they pass.
5. Two sets of greeters: one to warmly welcome folks when they arrive at the main entrance; a second set to assist people in finding their tables when they enter the event room and to answer any questions.
6. Someone to setup and take down supplies in breakout rooms, such as easels, newsprint, felt markers, paper and pens used for creating a report for the larger group.
7. Someone to greet your speakers and moderator as they arrive, ask about any special needs, and give them a quick overview of the venue and access to the stage or podium from which they will be speaking. Remind them to project their voice, enunciate clearly, and use the mic properly.
8. A computer guru to assist speakers with the PowerPoints.
9. Someone who can transcribe breakout-group reports to the large group using a computer that can project these results on a large screen for viewing by the entire audience is very beneficial. In addition, you now have the information recorded for your report and later use.
10. Someone responsible for providing water for speakers, panelists, and the moderator.
11. Someone designated, if a problem arises, to be ready to remove a heckler, someone intent on reading a long statement, or protesting in a highly intrusive and volatile manner. A protocol for this possibility should be instituted, with a script and a back-up plan for calling security. (See page 10, #5)
12. Volunteers stationed around the room with 3 x 5 cards and pencils to distribute to people who wish to submit questions during Q and A. They will also collect and give them to the screening committee or person.
13. Note takers for all sessions so that you can prepare a follow-up written summary report to distribute by e-mail to attendees and any other interested parties.
14. Someone to videotape and post the program on YouTube.

Supplies and Setups You May Need:

1. List of speakers with their phone numbers in case you need to contact them.
2. Table centerpieces (inexpensive ones can be purchased at a dollar-type store).
3. League banner prominently displayed on either the podium or as a backdrop.
4. Laptop computer.
5. Registration table should have registration lists and name badges in alphabetical order, and registrations broken into groups by last name. Have large-lettered signs on easels behind the tables showing what lines people needed to be in to register, e.g. A-F, G-L,

- M-R, S-Z. If you have the signs hanging on the table, when people sign in, they block the signs, and then they are not visible to others.
6. Programs, evaluation forms, and a highly visible box to collect evaluations, prominently displayed as attendees leave the area.
 7. Adequate signage is a necessity, such as labeled parking, directions to the building/rooms, labeled breakout rooms, etc. In addition, you will need registration signs, tents signs with panelists names, tent signs for tables with numbers that coordinate with name tags for designated seating arrangements, and facilitators' signs.
 8. Provide a table if the League wishes to recruit new members. Decide if this table is to be staffed throughout the meeting, or only at breaks. The table will need some signage, new-member signup sheets (which could be included in any handout the attendee receives when registering, but extras are needed on the table), and receipts for payments made.
 9. Easels, newsprint, felt markers, paper, pens, and tape for breakout groups.
 10. Provide timekeepers a stopwatch and signs to signal the speakers when they have one minute left, 30 seconds, and when their time is up. Keep timekeepers front and center so speakers can easily see them and keep on schedule.
 11. Literature tables for co-sponsors and your own LWV materials.
 12. Stage, podium, microphones, and water for the moderator and speakers.
 13. On the stage, if you have a sitting panel of presenters, be sure the podium is set toward the back of the stage so it does not block those in the side audience from seeing the panelists.

It always seems impossible until it's done.

Nelson Mandela

Now enjoy the day!



STEPS TO PRODUCING A SUCCESSFUL LEAGUE OF WOMEN VOTERS LOCAL, STATE, OR NATIONAL EVENT

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Published in 2017

This ACTION Guide is a practical "how to" instruction manual to help you transform your passion into action. Whether you are new to activism or a seasoned activist, the ACTION Guide will help you develop your plan, informed by the League of Women Voters positions and decades of activism.

It contains information based on the experiences of the LWV of Arizona that planned and hosted a very successful statewide "Voters' Rights Summit" subtitled "Removing Barriers to the Ballot Box" on January 7, 2017, at Arizona State University, Phoenix, Arizona.

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