



League of Women Voters® of Montgomery County, VA

P.O. Box 10133
Blacksburg, VA 24062-0133

Advocacy, Lobbying, and Action Team

Advocacy – pleading for or against causes, as well as supporting or recommending positions.

Lobbying – an attempt to influence specific legislation. This includes both legislation that has already been introduced in a legislative body and specific legislative proposals that the League may oppose or support.

Action – acting on local, state or national issues that for which League positions have been established. The resulting Action could be Advocacy or Lobbying.

Advocacy

- Identify current and potential coalition partners for action and develop strategies for working together.
- Coordinate activities with coalition partners to insure maximum involvement in addressing issues.
- Monitor local government activities to identify issues consistent with national, state, or local positions.
- Attend the LWV-VA Pre-Session in Richmond to learn about proposed legislation

Lobbying

- Monitor LWV-US for “Action Alerts” and distribute to the membership
- Monitor LWV-VA for “Action Alerts” and distribute to the membership
- Maintain a tracking system for legislative bills consistent with league positions
- Research bill history to identify key issues for use by membership
- Attend the WLRT (Women’s Legislative Round Table) and committee meetings during legislative session in Richmond
- Attend League Lobby Day in Richmond (includes WLRT, observing General Assembly at work, and visits to specific legislators)

Action

- Monitor and distribute “Calls to Action” from LWV-US and LWV-VA
- Develop an “Alert Team” who can do telephone & face-to-face contacts with members to encourage them to “take action”
- Identify elected officials who the League should contact regarding specific bills



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Board Leadership Team

Officer and Director Positions

- President
- Vice President
- Secretary
- Treasurer
- Directors (with Portfolio)
- Directors (without Portfolio)

Term

- Elected for 2 years
- June 1, 2019 – May 31, 2021

Board Meetings

- Once a month – currently the 2nd Tuesday

2019- 2021 Nominations Open for

- President
- Vice President
- Treasurer
- 6 Director Positions
- Nominating Committee Chair
- Nominating Committee Member (2)

Leadership Training Opportunities

- Board Orientation - Local
- LWV-VA Workshops in the Fall
- LWV-VA Convention - Odd Years
- LWV-VA Council – Even Years
- LWV-US Convention – Even Years
- Websites – www.lwv.org and www.lwv-va.org
- Partial Expenses Reimbursed



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Event Planning Team

Event Types

- Annual Meeting
- Fall Membership Meeting
- First Tuesday Luncheon Meetings
- First Tuesday Evening Meetings
- Board Meetings
- Board Planning/Orientation
- Co-Sponsored Events
- Other

Considerations for each Event

- Event Co-ordinator
- Meeting Location
- Meeting Date/Time
- Invitation/Notice
- Publicity
- Agenda
- Program or Speaker
- Invited Guests
- Handouts
- Food/Refreshments
- Room Setup/Breakdown
- Name Tags
- Place Cards
- Sign-In Sheet
- Registration List
- Equipment Needed
- Budget/Cost Determination
- Follow-up Thank-you or Evaluation



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“Facts” Team

Facts for Voters Mission Statement – The responsibility of the Facts for Voters team is to oversee financing, updating, publication, and distribution of annual Facts for Voters brochure.

Coordination

- With the help of the LWWMC board, identify team members and their responsibilities
- With team members, create a schedule for completion of tasks by early January.
- Review content and organization of the brochure to determine additions, deletions, or reorganization, if any. Share proposals for revision with the Executive Board.
- Monitor progress on each activity
- Compile information received and send to production people

Researching (information updates)

- Contact government organizations in person or by email to determine changes in personnel or contact information (contacts from 2018 available)
- Share the information with the coordinator
- When the draft brochure is ready, send to contacts for verification and proofreading

Fundraising

- Send letters requesting donations to previous donors (LWV letterhead available; list of contacts and addresses available; sample letters of request available)
- Contact potential future donors; businesses that hire numbers of new employees may be interested
- Send letters thanking the donors

Production

- Get bids from potential printers; WordSprint printed in 2016, 2017, 2018
- Give updated information to designers (Mary Ann or Carolyn)
- Update the file for camera-ready production
- Ask proofreaders to review
- Send the file to the printer, whether online or personal delivery

Counting and distribution

- Get permission from Montgomery County schools for distribution in schools along with number of brochures for each school
- With a group of volunteers, count brochures into packets of 25 and bind these with rubber bands. Count out and package totals for the recipients
- Deliver to schools and other groups and individuals on the distribution list



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Membership Team

Outreach

- Young Professionals
- College Students
- Young Parents
- Community at Large

New Member Recruitment

- Membership Form
- Membership Brochures
- Speakers' Bureau
- Invitations to League events
- Creation of LWVMC Story Bank
- Press Releases

Membership Retention

- Development of Welcome Packet
- New Member Ambassador
- Welcome Calls & Thank-you for Joining
- Survey Interests/Member Profile
- Orientation
- Mentoring/Pair New Member with Seasoned Member
- Introduce New Members at Meetings
- Reach out to non-renewing Members



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Voter Services Team

Voter Registration

- Registering Voters
- Helping at a LWVMC booth at Community Events
- Distributing Voter Information in the communities
- Working for High School /Senior Center Voter Registration

Candidate Forums

- Help with Advertising of Forum
- Greet Attendees
- Responsible for publications at site
- Pass out Question Cards
- Serve as a Timer
- Collect Question Cards to give to Reviewers
- Serve as a Question Reviewer

Get Out the Vote

- Placing “Vote” signs in ground prior to an election
- Placing “Vote” posters in appropriate places
- Distributing “Vote” Reminders prior to an election
- Participating in Neighborhood Post Card Reminders to Vote
- Placing Ads or Notices on Social Media and in Newspapers/Newsletters
- Participating in Discussion Group on how & where to reach more Voters

Candidate Information for Publication

- Questions to ask Candidates
- Placing Candidate Information on “Vote 411”
(National database of candidate information, where to vote, etc.)
- Work on “Voter Guide” (includes Candidate’s Viewpoint)

National Voter Registration Day

- Plan League visibility for this Day – 4th Tuesday of September



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Communications Team

Newsletter

- Working with officers, plan issues as necessary to inform members of events, proposals, and policies.
- Develop a voter guide each October.
- Develop stories or assign them to appropriate writers.
- Design and lay out the issue.
- Prepare the newsletter for bulk mail.

Social Media

- Post pictures and events on our Facebook page.
- Use Twitter to announce and remind members and followers of issues and events.

Website

- Working with officers, publicize events and other news.
- Maintain the calendar of board meetings, First Tuesday lunches, and other scheduled events.
- Update “Facts” information as the print version is developed.
- Maintain a members area with organizational information such as bylaws.

Publicity

- Prepare stories for local newspapers on forums, events,
- Prepare PSAs on issues of significance to voters, such as National Voter Registration Day

Handbook

- Develop and update a member handbook that includes a mission statement, contact information, bylaws, and team activity descriptions.