



August 2013 Ohio League Leader Updates

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1. All-Member Conference Calls

a. Highlights of August Call - Local Leagues Success Stories

Thank you to everyone who joined the August call. We were inspired by several Ohio Leagues who shared success stories.

- Linda Slocum, of the Oberlin LWV, shared a fabulous event they held at an area winery. They mailed over a hundred invitations, had wonderful attendance, and had 17 people sign up to become new members at the event and more join after.
- Barbara Brothers, of the Greater Youngstown LWV, talked about their League Book Club. In addition to reading and discussing several thought-provoking books, the book club reinvigorated inactive members and attracted new members interested in intelligent discussion.
- Anne Nelson, of the Metro Columbus LWV, discussed their annual Democracy In Action gala event, which has become "the place to be" in central Ohio. The DIA event honors a public servant, is a popular social event, and a major fundraiser for the League. The event involves as many members as possible, with tasks large and small.
- Sue Hesselgesser, of the Greater Dayton LWV, told us about a fabulous "new member social" they organized as part of their MLD (membership & leadership development) program. Two members organized a social event for new members and prospective members. They had 40 people attend, the event lasted until 11pm, all non-members joined, and the League got a full volunteer sheet of interests. LWVGD is already planning another social!
- Gale Bromelmeier, of the Lake County LWV, shared that they recently partnered with AAUW

on a program about the Affordable Care Act. They had a standing room only crowd, and that was after moving to a larger auditorium. The event sparked much conversation and local newspaper coverage.

Thank you to these Leagues for sharing their successes!

**b. September all-member conference call -
Tue. Sept. 3rd at 12 noon**

Our next all-member conference call will be held on Tuesday, September 3rd, at 12-1pm.

Call- In Number: 866-740-1260, PIN 4691505#

Topic: The Ohio Constitutional Modernization Commission is reviewing the state constitution and contemplating changes, several of which are of great interest to the League. These include redistricting reform, voter rights, and judicial elections reform. Please join us to hear more about prospects for reform and how League can help support these efforts.

2. Membership Tip of the Month from MLD

Being Visible All Year-A Key to Membership Growth!

Leagues have reported that one of the key components of their success in recruiting members is being more visible in their communities. And being more visible also means more people know where to access the League's "trusted voice."

Calendar of Media Hooks:

Below is a list of potential media hooks adapted from the LWV national calendar available on www.lwv.org. These are nationally recognized dates and anniversaries that offer local Leagues opportunities to be visible in the community. Very simply, they are an excuse to engage local media to help build stronger relationships. And- LWVUS often provides template op eds, etc. in recognition of many of the dates for Leagues to adapt and submit to their local media! As indicated below, LWVUS' customizable press templates for the milestones with asterisks (*) can be found in the weekly LWVUS Leader's Update. Sign up for the Leader's Update at www.lwv.org. Other templates may be available as resources permit.

[Click here](#) for a League calendar of year-round events to

use as media hooks.

3. Fundraising Tip of the Month

The most effective fundraising is deliberative. There is a plan. There is a committee or steering team responsible. There are clearly defined goals, which allows progress to be measured and activities to be adjusted as needed. Here are a few helpful questions to consider:

1. Do we have a Plan for the year?
2. Do we have a Committee or Steering Team to focus on development?
3. Do we have a timeline for making our appeals?
4. Do we add Donors to our mailing lists so they see what's going on?
5. Does the Steering Team evaluate its efforts and report to the Board?

4. From LWVUS:

a. Sample press release template on Voting Rights Act

Customize [this press release template](#) to draw attention to the recent action on the Voting Rights Act (VRA) and to one of our milestones as an organization, the anniversary of the 19th amendment on August 26.

b. Sign Up for National Voter Registration Day by September 1st and Receive Free Materials

Don't miss out. Join the 190+ Leagues that have already signed up to host a voter registration drive on this year's National Voter Registration Day (Tuesday, September 24, 2013).

Visit www.nationalvoterregistrationday.org before September 1st to sign up your League to host a registration drive in your community. You'll receive free posters and other materials when you sign up. Follow the League's Facebook and Twitter pages for lots of exciting updates about National Voter Registration Day (NRVD).

c. LWVUS/EF Agriculture Update Delayed

The Agriculture Update Committee regrets to inform the membership that it is behind schedule; we ask for your patience since we have several highly technical and dynamic issues to address. The committee is planning a phased release of study materials beginning in

September. We realize that some Leagues have scheduled consensus meetings for November, but that will likely be too soon, as the materials will require some time to read and absorb, especially for those who are not familiar with the topics. The Committee suggests that Leagues schedule consensus meetings beginning in January. Consensus reports are currently not due until April 4. Please watch the Leaders' Update and the Agriculture Update group in the LWV Forums for further notices and discussions. Please contact Update Chair, Norman Turrill, at lwvturrill@mac.com, with any questions.

d. LWVUS/EF 2013-2014 Direct Marketing Schedule

When planning your own League's fundraising, please consult the LWVUS/EF Direct Marketing Schedule. The LWVUS Development Office is pleased to share with you the FY 2013-14 LWVUS/Education Fund Direct Marketing schedule for direct mail and telemarketing. [Download the schedule](#) (located under Leadership Development Tools in the Members section of www.lwv.org). Please share this schedule with your Development chairs to assist planning for your League's fundraising activities. Questions should be directed to Rose Simmons, rsimmons@lwv.org.

5. Need to Sign Up for the LWVUS Leader's Update? It's Easy!

Step 1: Go to www.lwv.org

Step 2: Click on "Login" at the top right-hand corner of the screen.

Step 3: If you are a registered user, simply input your email address and password and click "Login." Haven't registered yet? Simply input your name and the email address on file with LWVUS in the database and click "Register." Once registered, repeat the first 3 steps.

Step 4: Click on "League Sponsored Email Lists" on the left-hand side of the screen.

Step 5: Check the box next to "Leader's Update."

Step 6: Click on "Submit Changes" at the bottom of the screen.

Does your League have an event to share? Please email event notices to the state League office at

leg@lwvohio.org

6. Regional Meeting Report

Thank you to the LWV members who attended regional meetings around Ohio in August. LWVO would like to extend special thanks to the five Leagues who hosted regional meetings:

- LWV Bowling Green
- LWV Shaker Heights
- LWV Metro Columbus
- LWV Cincinnati Area
- LWV Trumbull County

We appreciate members' feedback and ideas for launching a new voter education program focused on understanding the role of the judiciary. Next month's League Leader Update will include information and materials focusing on appropriate questions for judicial candidates.