

Resources for Hot Topics 2016 MLD Training

Sources:

- **LWVUS Guidances** are available at <http://forum.lwv.org/member-resources/article/membership-leadership-development-ml-d-guidances-opportunities>
- **Leadership Training Materials** are available at <http://www.lwvohio.org/site.cfm/Member%20Area/2012-Leadership/Training/Materials.cfm>
- **MLD Notebook** is available at <http://forum.lwv.org/document/ml-d-handbook>

1. Beyond Phone Trees & Email: Electronic Communications in a Brave New World

- A. LWVUS Guidances, including:
 - 1) Media Outreach Tips, August 2015
 - 2) Messaging Opportunities - Being Visible in Your Community this Summer/Fall, July 2015
 - 3) Gaining Visibility Through Social Media, May 2014
- B. Variety of social media tips, e.g., Online Organizing Toolkit, Writing for the Web, Tips on Social Media – Twitter – Facebook (a PowerPoint), social-media templates, etc. at <http://forum.lwv.org/category/member-resources/manage-your-league/online-communication-website-social-media>
- C. Leadership Training Materials – Communications Section
 - 1) LWVUS – Blog Outreach Tips
 - 2) LWVUS – Facebook Posting Guide for Local and State Leagues
 - 3) LWVUS – Social Media Workshop PowerPoint
 - 4) LWVUS – Tips for Local League Websites
 - 5) LWVUS - Tips for the Newsletter Editor
 - 6) LWVUS - Tips for Writing on the Web
 - 7) LWVUS - Twitter Cheat Sheet
 - 8) LWVUS - Twitter Posting Guide for State and Local Leagues
- D. MLD Notebook – Chapter 3: Tips for Local League Websites

2. Let's Have Fun!

- A. LWVUS Guidances, including...
 - 1) Fun in League! December 2014
 - 2) Annual Meetings (That Attract and Energize) February 2013
- B. MLD Notebook – Chapter 4: Movie Watching and Book Club Materials
Chapter 6: Becoming a More Welcoming League
Chapter 10: Team Building Exercises & Library of Icebreakers

3. What an Opportunity! Making the Most of MLD During Election Season

- A. LWVUS Guidance: Being Highly Visible Part II: Using Election Work, April 2016
- B. MLD Notebook – Chapter 4: Opportunities during Election Season (e.g., Election Checklist, etc.)
Chapter 10: Sample “Join Us” Webpage Template
- C. Leadership Training Materials – Voter Service Section (see re: forums, voters guides, etc.)

4. Can You See Us Now? Increasing Our Community Visibility

- A. LWVUS Guidances, including:
 - 1) Media Outreach Tips, August 2015
 - 2) Messaging Opportunities - Being Visible in Your Community this Summer/Fall, July 2015
 - 3) Visibility, Volunteer Recruitment, Engagement, and Maintenance, September 2014
 - 4) Gaining Visibility Through Social Media, May 2014
 - 5) Summer Visibility, June 2013
 - 6) Working with Allied Groups, November 2015
 - 7) Working with Allied Groups Part II, December 2015

- B. MLD Notebook – Chapter 4: How to be Visible All Year (a variety of ideas / tips)