

**Chapter 4 : Election Checklist**

LWV is well known for its election-related work/activities. We serve our communities well, and the public depends upon the services that we provide.

This “checklist” is a series of questions for local and state Leagues to consider as they conduct these important voter service activities. It is a reminder that election season should not only be a time to make a difference in our communities but to make a difference in the League as well.

These suggestions are meant to complement the work that Leagues are already doing. The list is not comprehensive, nor is it expected that Leagues would be able to affirmatively answer every question.

Election season is a period of natural visibility for the League, and we must maximize that opportunity. *We need to put as much emphasis on and effort into publicizing our work, engaging those that benefit from it, and underscoring the value of membership in the League as we do on conducting the citizen education/engagement activities themselves.*

Please note that additional election resources are available on the LWVUS Web site. These include a memo on election activities and growing the League, an FAQ about using education fund resources, public service announcements, “widgets” for [www.vote411.org](http://www.vote411.org), and tips on conducting debates.

\*\*\*\*\*

“Checklist”

1. Voters’ Guides

- Does the Voters’ Guide include an ad to join the League? Does it have the League’s contact information? (NB: This ad must be paid for with operating fund or (c)(4) resources. See the Fiscal FAQ for more information).
- Does your League follow up with individuals who request copies of the Voters’ Guide?
- Does your League put membership materials out near/with Voters’ Guides that are in public places (e.g., at libraries)?
- Are there allied groups that could help to promote your Voters’ Guides?
- Have you done consistent (and persistent!) media outreach to promote the Voters’ Guide (including in each release the value of membership and/or a member’s personal story)?

## 2. Candidate or Issue Forums/Events

- Are all of the moderators scripted to invite members of the audience to join? (N.B.: A sample script is available)
- Is there someone (or a team) present to provide more information about League, make an additional ask to join, and accept membership forms?
- Do televised events include a “crawler” or “screen shot” about how to join the League (e.g., go to the League’s Web site)?
- Are you ready to collect contact information (e.g., through sign-in sheets) from attendees for additional follow up later?
- Do you have League members at the event to welcome in the public and serve as “membership ambassadors”?
- Is the League logo and name visible (e.g., podium signs, League mugs for water, moderator wearing League pin)? Please note that League pins are available free of charge at [www.lwv.org/store](http://www.lwv.org/store).
- Have you sought co-sponsors for the event or advertised it among allied organizations?
- Have you persistently followed up with local media outlets to get the event promoted in advance and covered when it happens?

## 3. Overall election season

- What are the visibility or membership opportunities around your League’s Election Day activities (e.g., staffing a voter hotline or serving as election monitors)? For example, are volunteers wearing League buttons or stickers? Are they ready to talk about the League and/or provide contact information?
- Have you worked with the media to draw attention to election issues beyond the “horseshoe” (e.g., voter information on [www.vote411.org](http://www.vote411.org) or [www.smartvoter.org](http://www.smartvoter.org), voter ID issues, provisional ballots) and what League members are doing to address these issues? (NB: Suggested story ideas are available from LWVUS).
- Do you have membership information available at voter registration events? Do you have members ready to talk about their personal experiences with League and the value of being a member?
- As more and more individuals come to your League’s Web site for information about the election, do you have a prominent “join us” message? Do you have an easy mechanism to join? Do you have personal messages from League leaders or members?
- Are your League members (or at least leaders) tooled to be “ambassadors” during this time of increased visibility and interest? Do they have membership brochures to hand out? Have they practiced asking individuals to join? Are there mechanisms to capture the contact information for interested individuals for later follow up?