

**Notes from “Hot Topic” Discussions
May 21, 2016 – MLD Training**

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

A. Preferred Means of Communication

- Varying degrees of preferences based on demographics, etc. of League membership
- For example: phone calls, email, text, etc.
- Mode of communication also depends on purpose for communication

B. Ask members – how often do you check your email?

- If it’s once every three days, then you know you need to get the information out farther in advance.

C. Maintain lists of who prefers phone calls vs email vs postal mail

D. Newsletters in easy-to-use (electronic) formats that make it easy to print

E. When to use postal mail:

- Annual meeting because it contains a lot of information and dues notice
- Invitations

F. Mail Chimp and Constant Contact

- Help you manage your contact list,
- Help you determine if there is a soft bounce (email not making it through) vs hard bounce (email address is not a good one)
- Can see “open” rates, i.e., how many people are opening and reading
- Can see click-through rates and how many used the link(s) included in the message
- Once a template is created, you can just drop content into it
- We should forward a couple of e-newsletters to each other as examples

G. Social Media

- Facebook and Twitter still in use for 30-40 year olds
- Ask people to share events
- Can set up a Facebook page because it is easier to maintain than a website
- Downside: Settings to control content require maintenance

H. Websites

- There is a platform from LWVUS that local Leagues can use for a fee. Many at our table found it to not be very user-friendly.

2. Let’s Have Fun!

A. Importance of fun

- Fun at gatherings keeps folks coming back and leads to friendship
- Fun can be an entre to the League
- It promotes open communication
- Fun is engaging, and engagement leads to fun.

B. Current “fun” activities Leagues offer:

- Mentoring
- Wine tasting
- Dinners
- Holiday party
- Committee meetings with food and drink
- Happy Hour for young people organized by a young person
- Volunteer project that creates partnership
- Intentionally creating satisfying experiences to utilize and enhance skills
- Field trips, e.g., go to a place and link up with a League in that area

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

- Using Election Work for Visibility

- A. Use yard signs to promote Vote 411.org
- B. Publicize the League is a force for civil discourse
- C. Increase diversity in our Leagues
- D. Students
 - Show them what happens when they do not vote
 - Use visual way to show who does and does not vote
 - Community colleges: opportunities for voter registration
 - Register high school students who turn 18
- E. Have issue signs to advocate for League position(s)
- F. Sponsor round-table discussions with candidates (participants love it!)
- G. Attend Board of Election’s seminar about voting machines

4. Can You See Us Now? Increasing Our Community Visibility – Possibilities (especially those that are free and effective) include...

- A. 4th of July: dress as suffragist
- B. Working with Wright State on presidential debate (LWV Greater Dayton Area – LWV GCA)
 - Spike in website hits
 - LWV GCA was sought out
 - League / members will sponsor a “watch party” for the debate
- C. Increase Vote 411.org visibility
 - Have yard signs for Vote 411.org
 - Take selfie with creative sign for Vote 411.org
 - T-shirts with Vote 411.org
- D. LWVO has postcards with voter information for distribution
- E. Invite candidates to join LWV
- F. Non-partisan LWVO sign in yards
- G. Publicize information / activities via Youtube, social media and cablevision