

Messaging Opportunities: Being Visible in Your Community this Summer/Fall

July 2015 Guidance on Opportunities

APPRECIATIVE WARM-UP

Image [im-ij] (noun)

a mental representation; idea; conception

What's your image of the League? What is the public's image of the League? How are these different? How are they the same? What image do you want your League to have in a year? In 5 years?

GUIDANCE

One of the most critical ways that we build our image among members of the community is by being visible. Based on the warm-up exercise,

- **What is one goal that your League might set to get to its desired image?**
- How can we let our communities know who we are and what we do?
- How do we make sure the League image or brand is well known?

Media Hooks

One of the easiest ways to get in the public eye (and mind!), without lots of effort, is to put out a press release around an important day or event. Remember to tie in your message to important work your League members have done and continue to do and make a statement about why the League is an asset to the community. Of course, always include information about how they can get engaged with the League!

Which of the following dates could you focus on? What would that focus look like? What media channels can you use to get visibility (e.g. social media, traditional media, League channels)?

- July 19-20: Anniversary of the Seneca Falls Convention
- **August 26: Women's Equality Day**
- September 17: Constitution Day
- September 22: National Voter Registration Day
- September/ October/ November: Voter information updates (e.g., voter registration deadlines)

To help facilitate this, especially as we have the opportunity to frame some of these dates in the context of our upcoming milestone anniversary, there are some common messages that we'd encourage Leagues to use and/or build upon to boost our image.

WHEN TALKING ABOUT OUR PAST:

Making Democracy Work® requires determination. In 1920, the activists who fought to secure the right to vote for women founded the League of Women Voters to help new voters engage

with their government. For 95 years the League has worked to empower voters to improve their communities, states and nation. The League proudly celebrates 95 years of strengthening our democracy.

WHEN TALKING ABOUT THE PRESENT:

Today, the League of Women Voters maintains its commitment to Making Democracy Work®. As a powerful national network that includes 800 state and local chapters across 50 states, the League of Women Voters empowers people *every day* to tackle the most important issues facing our communities and to improve local, state and federal government.

WHEN TALKING ABOUT THE FUTURE:

The League of Women Voters is fighting to keep the power of our democracy in the hands of the people. Through our unwavering commitment to Making Democracy Work®, the League is building on our legacy, empowering people across the country to make their voices heard in the political process, protecting our planet for future generations, keeping secret money out of our elections and ensuring that our elections are free, fair and accessible for all voters. Want to help make this happen? Join us in the fight.

Not Just for the Media...

Where else would these message be helpful?

1. Voter Service events – What are the opportunities to tell those who are gathered about the League?
2. Public forums – What are the opportunities to talk about the League as an organization at your League’s next “hot topic” meeting or community forum?
3. Allied organizations – What are the opportunities to talk about the League with other organizations?
4. Within the League – What are the opportunities to empower members to be ambassadors for the organization with these types of messages?

Resources:

- Chapter 4 of the Handbook gives you ideas on media hooks and being visible all year.
- Encourage use of the Event/Activity Planning Checklist.
- Forum.lwv.org has resources about using social media.
- Watch for a messaging webinar in July!