



IT'S ALL ABOUT THE ASK: TACTICS FOR INCREASING MEMBERSHIP AND CULTIVATING LEADERSHIP

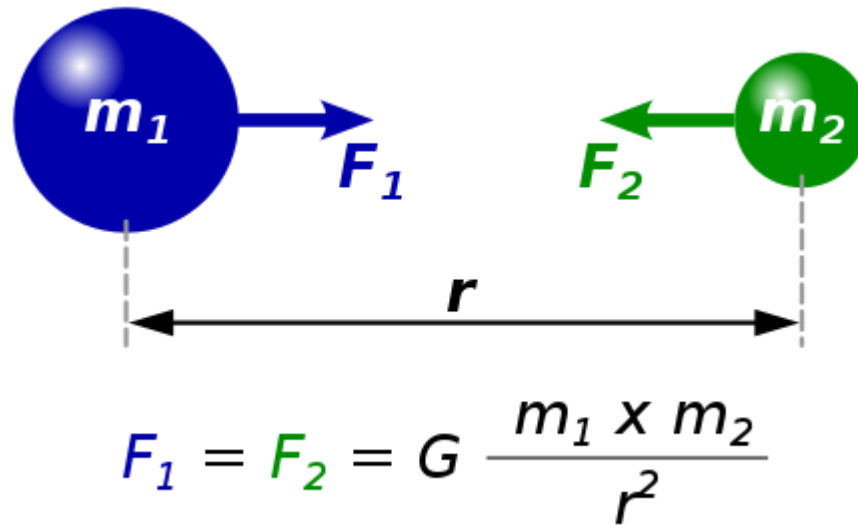
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Local League Support Committee
&
LWVNYS Nominating Committee

THE ASK



- **Ask** others to attend a league program
- **Ask** others to join
- **Ask** members how they want to get involved
- **Ask** engaged Leaguers to take leadership positions

ATTRACT POTENTIAL MEMBERS




- Reach Out: Asking is Key
 - Be Visible: Go Local
- Publicize your League
 - Seek Out the Activists

REACH OUT

Asking is key

- **Ask people to join**
- Carry brochures to hand out
- Invite friends to meetings or programs
- Organize a fun get-together for new and current members
- Include LWV info in welcome packets at naturalization ceremonies
- Give the gift of membership for special occasions

A close-up photograph of a hand holding a white card. The background is blurred, showing what appears to be a crowd of people. The card contains text about a wine tasting event.

Join the LWV of My Town at New Town Wine Bar for a wine tasting and get the facts about [major local issue]. Details....

*nonalcoholic options available



BE VISIBLE



- Set up League information booths at community and campus events
- Get involved in the local chamber of commerce and groups that promote nonprofit interests

- Hold workshops for other organizations
- Establish a speakers bureau
- Hold meetings with diverse groups on common issues



BE VISIBLE



Publicize programs, advocacy positions & voter service

- Speak out on LWV issues
- Post recruitment and event flyers in high traffic areas
- Establish a relationship with local media
- Keep website and social media up to date
- Post candidate debates and other forums online



SEEK OUT THE ACTIVISTS

Demonstrate that the LWV effectively impacts issues that matter to them

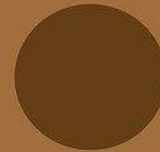
- Solicit attendees for membership at events and candidate forums, as they are already civically engaged
- Invite a diverse array of organizations to cosponsor activities, speak at meetings, or partner on common issues
- Collaborate with good government clubs or organizations at local colleges

PUT OUT THE WELCOME MAT



WELCOME

- Create a Welcome Committee
- Call new members to invite them to attend programs



- Hold a “welcome new members” brunch or tea with a speaker
- Be inclusive and make sure no one is sitting alone

ENGAGE MEMBERS

We love the LWV!



How and why did you get engaged in the LWV?

FIND A FIT

between what your league needs and what members want to do



- Mentor new members
- Help them determine how to contribute in meaningful ways
- Demonstrate that the LWV is relevant, effective, and fun

CREATE A LEADERSHIP LADDER



- League leadership is an honor and a great opportunity
- Incorporate leadership development into all programs and activities
- Mentor and prep members to be leaders
- Choose a leadership model that works for your league

NOMINATING COMMITTEE

Nominating Committee should work with Board and members year round to identify potential Board members.

Two important tasks of Boards:

- See Nominating process as a very important opportunity to grow and strengthen the League
- Seeing Nominating process as an ON-GOING process that the current board should also help support

Nominating Committee should be in Bylaws

- How many on committee (usually one chair and two other members)
- How elected (usually at Annual meeting when Board is elected)
- How decisions reached (usually majority of committee)
- Timing for nominations to be sent to all members (often 6 weeks prior to Annual Meeting)
- How elections will be held

NOMINATING COMMITTEE

Steps in the Process for Nominating Committee

- Establish goals
- Identify League needs
- Evaluate incumbents and ask if want to stay on Board
- Find new prospects
- Conduct interviews in person, on phone or zoom
- Confirm the slate including next Nominating Committee
- Send out report to all members

Best practice: no member of the Nominating Committee should be nominated for the office of President.



ADDITIONAL INFO

- **LWVNYS Website:** Membership/Leadership Resources
lwvny.org/membership-leadership-resources/
- **LWVUS Website:** League Management
lwv.org/league-management/manage-your-league