

100 YEARS STRONG

LEAGUE of
WOMEN VOTERS®

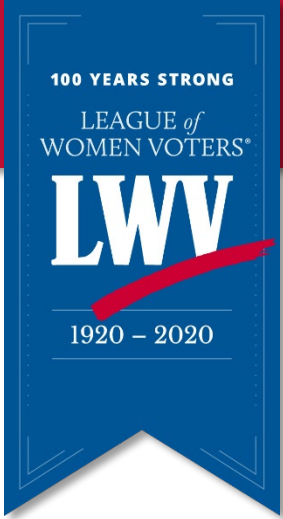
LWW

1920 – 2020

#LWVWA2019

Technology and the Local League

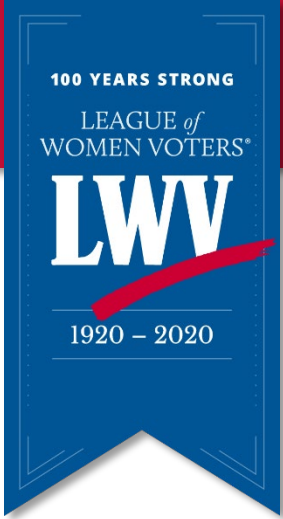
With Amy Peloff, LWVWA Administrator



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Part 1: Data

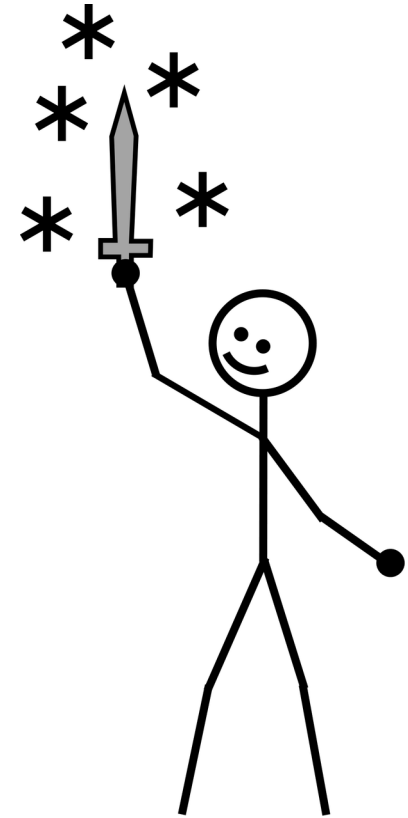
Where does it come from and where does it go?



Someone wants to join the League of Women Voters.

We **STRONGLY** encourage them to join a Local League.

They sign up with (and pay dues to) a Local League.



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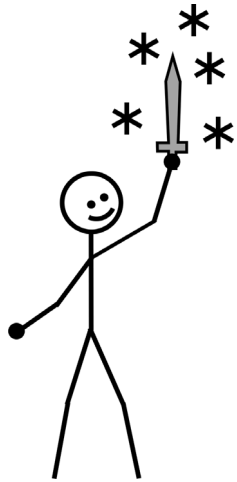
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The local League roster manager puts all of the new member's information into the National Database (i.e., Roster Manager Portal Version 2).



How Data Gets Transferred



New Member Data



Local League enters data into
LWVUS's member database



LWVUS has all of the
information, on all members.

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How LWVWA Gets Data

(this is where it gets a little messy)

National Database/
Roster Portal 2



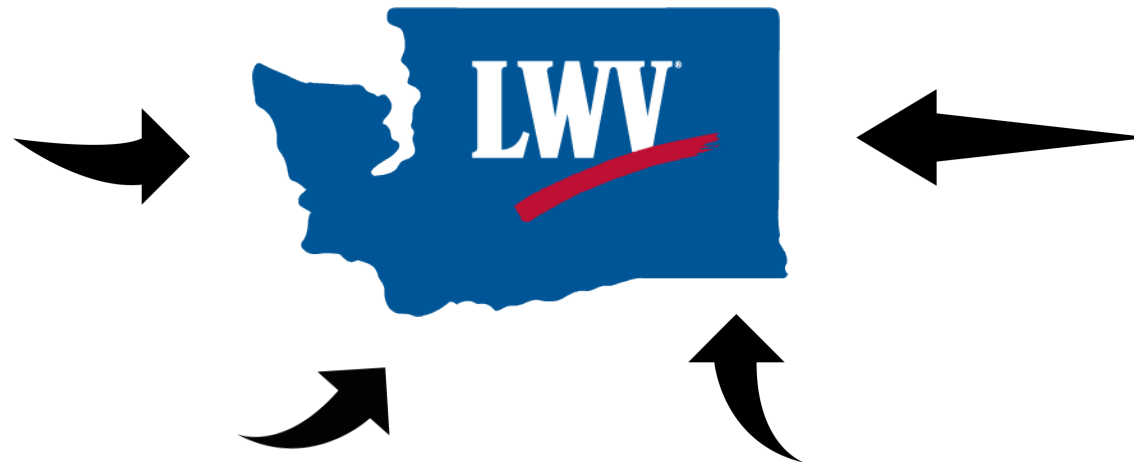
Salsa
Our legislative action alert system, which is made up of people who have signed up to receive our Legislative Updates. This data is “owned” by LWVUS, but can be edited by LWVWA.

MailChimp
When people sign up for the Voter (our monthly newsletter for members and non-members) or we get bounce info from email newsletters



Events like this when people register on our website
lwvwa.org

How LWVWA Gets Data



There is a lot of conflicting, outdated information in our State databases!

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How can we fix this?

We need to improve communication between state and local Leagues.

How often do you all update member information in the national database?

Would you be interested in our sharing the data we receive from event registrations and email bounces?

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**What questions or concerns do
you all have about your data
management?**

**What can LWVWA do to better
your local data management?**

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Part 2: How to Connect

Communicating Across Leagues and Beyond!

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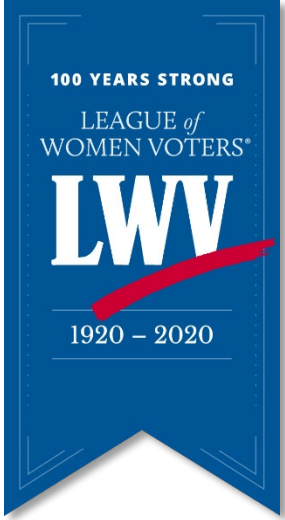
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Video-Conferencing

Zoom

Skype (Office 365)

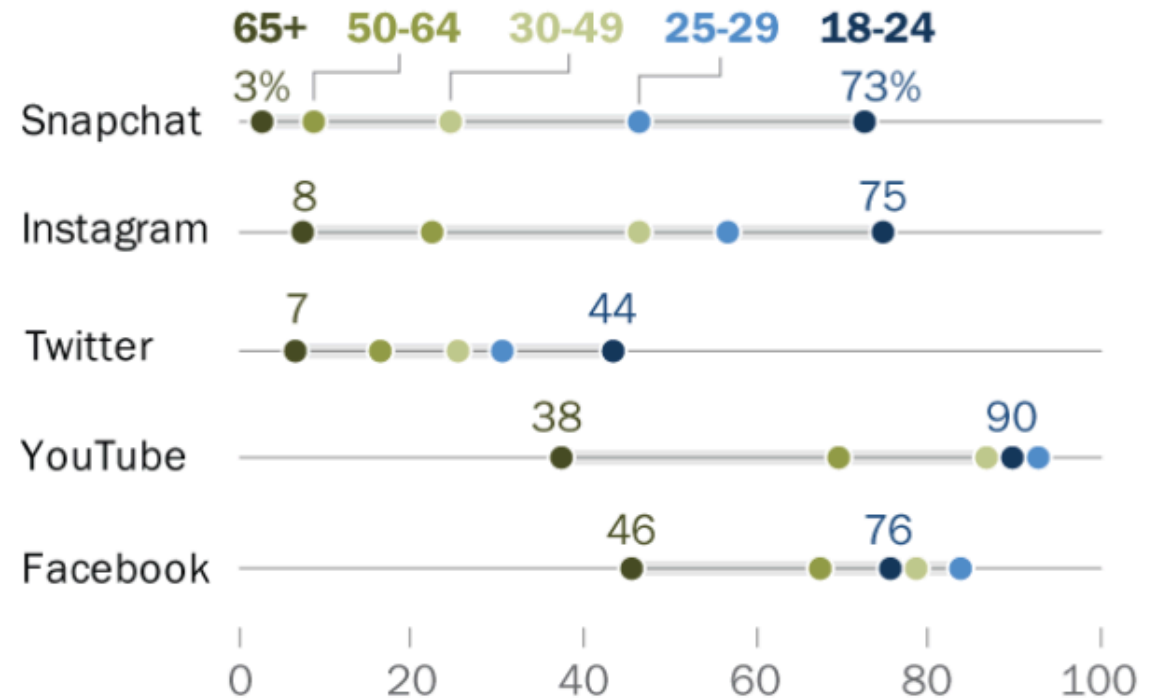
Workplace (by Facebook)



Social Media

Snapchat and Instagram are especially popular among 18- to 24-year-olds

% of U.S. adults in each age group who say they ever use ...



Note: Respondents who did not give an answer are not shown.

Source: Survey conducted Jan. 8-Feb. 7, 2019.

PEW RESEARCH CENTER

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Social Media

Allows us to connect with our existing audience AND build a larger, more diverse audience.

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How to Win Social Media

- Offer good content
- Build an interactive audience
- Recruit a few co-conspirators

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Goals for Local League Twitter Usage

- Every elected official representing her region that has a Twitter account follows the local League.
- Key regional government offices on Twitter follow us.
- Every local political group (or state version of such) follows us.
- Most nonprofits working in her region follow the League.
- Any individual that cares about voter education, voter registration, civic engagement and civic education follows us on Twitter.

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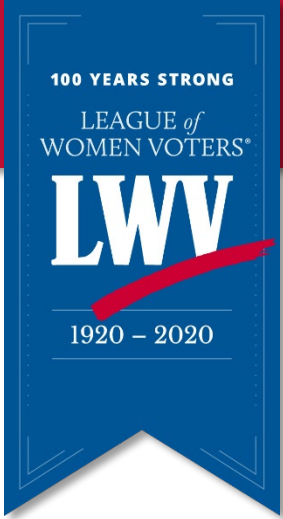
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First Step

Follow every local elected official that you can find on Twitter, retweet their relevant information, and often ask them, point blank, to please follow our League's Twitter account.

Just this step would build a pretty amazing communication network.



Read the rest of her advice online!

Jayne Cravens Blog Article: “What managing & growing a Twitter account looks like for small nonprofits”

http://coyotecommunications.com/coyoteblog/2019/03/leaguetwitter/?fbclid=IwAR1J2Rh-5IRaXC-8BOE_ZlCWfc10quQEEsNOAajOmw03IY41vhRth8RSrZA

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And....

**Join the “League of Women Voters
New Media” Facebook Group!**

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Part 3:

How can we improve communication
between all of us—Local Leagues to
Local Leagues, LWVWA to Local
Leagues?