



League of Women Voters

She is Me

Opportunity Landscape

LWV 100th and 19th Amendment anniversaries. A hallmark milestone in a rich legacy of progressing and protecting our democracy.

Women's March. An unprecedented groundswell in grassroots energy.

New face of Congressional leadership. A more diverse and female Congressional freshmen class than has ever been elected.

#MeToo. A public reckoning for crimes against women.

A divisive presidency and the 2020 election. A controversial leader, an establishment-defying election, and an approaching election that's garnered intense interest.

Cultivating the Next Generation of League Supporters

- Finding common ground
- Focusing on shared values and goals
- A theme/tone that transcends differences
- Embracing differences in identity, experience, and contributions instead of treating them as divergent
- Creating a throughline



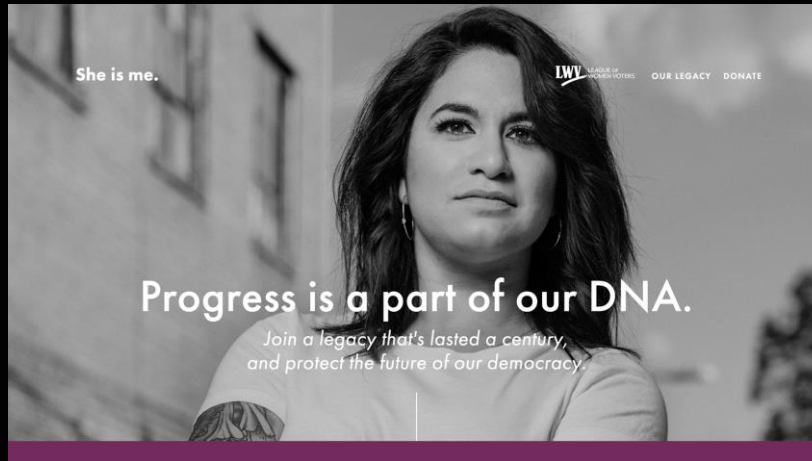


CAMPAIGN COMPONENTS

ACQUISITION CAMPAIGN

We'll harness the power of members' stories to create common ground and acquire new supporters.

MICROSITE



Destination for new potential supporters

Primary goal is acquisition

Focuses on storytelling

CAMPAIGN COMPONENTS

ORGANIC SOCIAL CAMPAIGN

We'll empower local Leagues to tell their own stories and create a groundswell of enthusiasm and dialogue.



Resources for Leagues

<https://www.lwv.org/league-management/guides/she-me-toolkit>

- She is Me Social toolkit
- 100th Anniversary toolkit
- #ShelsMeLWV

QUESTIONS

World Café Time!

Jean McGuire

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- Groups of Four
 - Different Leagues
 - Pick a "Host"
 - Talk About the Proposed Question
 - Host Captures On Notecards
 - Move to a new Group after each Café
 - The Host Stays Put
 - Host's Job is to Greet New Arrivals and Take Notes

What, *specifically*, is your
League doing to embrace
DEI in your work?