

#1

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Q1 Name of League

LWV North County San Diego

Q2 Contact person

Anne Omsted

Q3 Email address

daomsted@gmail.com

Q4 What was the name of your project?

Mail Ballot Drop Off

Q5 What was the date of your project?

6/2018 and 11/2018

Q6 Briefly describe your project:

We were invited by the San Diego County Registrar of Voters to help with the pilot Mail Ballot Drop Off program in Spring, 2016. We went through the County's Background Information Check, which included fingerprinting. We were required to become temporary employees of the County in order to participate in the MBDO program. In 2016 we were totally responsible for scheduling and manning the Mail Ballot Drop Off tables at two local libraries. We expanded to three libraries in 2018. The task involves receiving Mail Ballots from voters at each library site during the entire week prior to Election Day, checking that each envelope is signed correctly, and having the voter put the envelope into small, official Ballot Boxes. These boxes are picked up by Registrar of Voters drivers who then deliver them to the Registrar of Voters office for prepping for the official count to begin on Election Day at 8 PM.

Q7 Who were you trying to reach, and what specific media platforms did you use to extend your message to each of the targeted outreach communities?

We wanted to help voters actually vote. Publicity was handled by the Registrar of Voters. Word of mouth was powerful amongst voters themselves, and we were often told that the voters had heard about it from their family members, friends or neighbors.

LWVC 2019 Convention Award: Promoting League Visibility

Q8 What was the visibility goal you wanted to achieve and did you meet it?

We all wore "League of Women Voters" buttons on our official working chef aprons. We were interested in helping voters and having the LWV be visibly involved with the voting process.

Q9 Briefly describe the results of your work:

We took in 13,948 mail ballots. A total of 132,814 votes were received through the MBDO program. Every voter thanked us for our service, and many noted that we were representing the League of Women Voters. We feel this was an amazing way to keep the LWV in front of the voters and at the same provide a service of which we all felt proud.

Twenty Eight members participated, and they served a total of 233 hours in 3.5 hour shifts.

Q10 Do you believe that this program/project has potential to be a model for use by other Leagues? If yes, tell us the critical elements for success:

Yes. The first step is to ask the county Registrar of Voters if this program is being used in the County. We asked if we could help the Registrar in any way, and he asked us to help with MBDO. Now we know it exists, but we did not at the time. Now we are prized by the Registrar's office because we offer superior service to the voters who come to the library. We are courteous, know what needs to be done, and, very important, we only work 3.5 hour shifts. This means our people are fresh and rested. Most of the other 52 MBDO sites had County temporary employees who worked 8 hour shifts, and they must be exhausted by the end of that shift.

The Registrar has a budget for hiring workers for MBDO. We handled about 11% of the total ballots handed in but used up 28 temporary job slots out of 150 at 3 of 52 MBDO sites throughout the county. I would suggest that any League talking to the Registrar of Voters about MBDO ask their Registrar to talk directly to the San Diego County Registrar, Michael Vu. He is delighted with our participation and would be able to discuss the advantages of having the LWV involved in MBDO in other counties.

#2

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Q1 Name of League

Mother Lode LWV (MAS)

Q2 Contact person

Brenda McHenry

Q3 Email address

bmchenry220@caltel.com

Q4 What was the name of your project?

"RBG" documentary presentation

Q5 What was the date of your project?

October 17, 2018

Q6 Briefly describe your project:

Our newly formed MAS presented the film "RBG" at the local high school's 550 seat theater. We sold out. We enhanced Justice Ruth Bader Ginsburg's legend by wearing black robes borrowed from a local college, and jabots with them. We were given 2 antique jabots for a raffle, and a 3rd to send to Justice Ginsburg. We served a plethora of refreshments. Our profit came to almost \$5,000, plus increased awareness and visibility in the Tuolumne County area. And we received a wonderful thank you from Justice Ginsburg (in her own hand)!

Q7 Who were you trying to reach, and what specific media platforms did you use to extend your message to each of the targeted outreach communities?

We were introducing ourselves to Tuolumne and Calaveras Counties, both largely rural. The event was held in Sonora, the only incorporated city in the county. We made tickets available at local bookstores, and posted free announcements in the local newspapers and online news sources, plus posting flyers. Members were given tickets to sell, and some complimentary tickets were made available to local high school and college students.

Q8 What was the visibility goal you wanted to achieve and did you meet it?

Movie theaters are very scarce in these counties. The opportunity to see a popular and timely film was a rare one, as its only other showing was a 1 1/2-hour drive away. We hoped to make the community aware of our existence, and understand who we are and what we do. This documentary demonstrates a true friendship between Justice Ginsburg and Justice Scalia, despite their very different opinions about the issues before them, and was a timely subject just before the November Election. Membership information and voter registration material was available at the event. We believe we met that goal based on conversation before and after the event and subsequent rise in membership.

Q9 Briefly describe the results of your work:

In June, 2018 our membership was 30. We are now at 70, and growing. The success gave the membership confidence to proceed with other projects, and to begin making contact with local leadership, many of whom contributed to the event, especially those in the legal community. We found an eagerness in the community to come together in a non-partisan venue, particularly in light of the charged political atmosphere surrounding the November, 2018 election.

Q10 Do you believe that this program/project has potential to be a model for use by other Leagues? If yes, tell us the critical elements for success:

This film is available to non-profits for showing in the context of fundraising, education, etc. Being in a rural area means there are not as many outlets for coming together to experience such presentations. Perhaps this or other relevant films could be shown in areas that may be harder to reach. The enthusiasm and willingness of members to reach out to the community and promote the event was the key.
