
May 19, 2023

ARE WE AN EFFECTIVE GRASSROOTS ORGANIZATION?

Let's Talk About Helping to Create Stronger Local Leagues

Brought to you by LWVC Local League Coaches



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Agenda

- History of Local League Coach (LLC) Program
- LLC Job Description/Facts
- Local League Membership Stats
- What Does LLC Support Look Like
- Survey Results
- League Resources
- Top 3 Operational Issues
- Questions/Feedback

History of Local League Coach (LLC) Program

Program started back in the 1990s as Management Training Advisors

Primary purpose has remained the same

- Help local Leagues be stronger
 - Provide training, tips and advice to local Leagues boards
 - Sharing communications on upcoming items/events for both LWVUS and LWVC
 - Developing training materials for local Leagues
- Specialized help for groups working to become a League (MAS- Members Around the State Units)

Local League Coaches

Today:

24 volunteer League members serve as coaches

Each coach helps 2 to 5 local Leagues

Goal:

Coaches serve 2 local Leagues

Identifying new coaches

Every local League has a coach

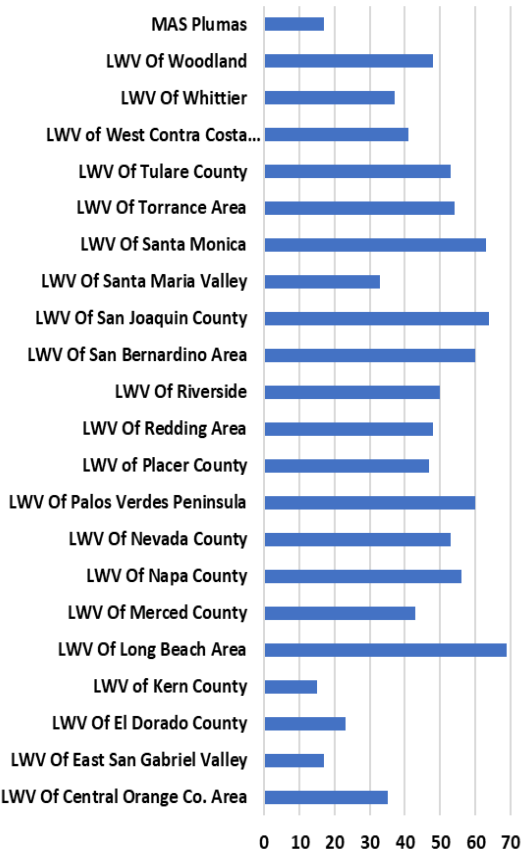
Knowledgeable League members

Ensure your League is informed on State/National items

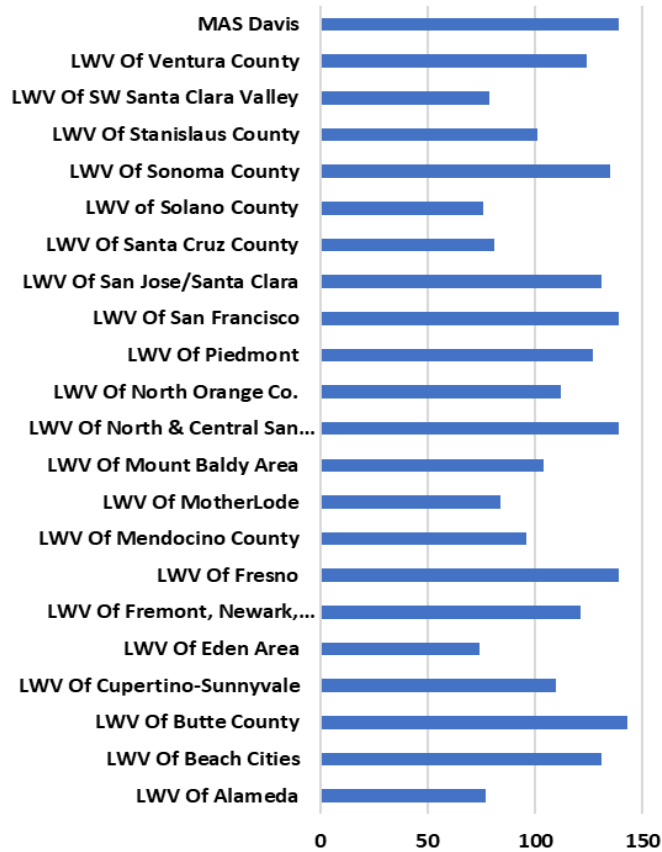
Available to assist your League on specific issues, provide resources and training.

California Leagues Membership Stats

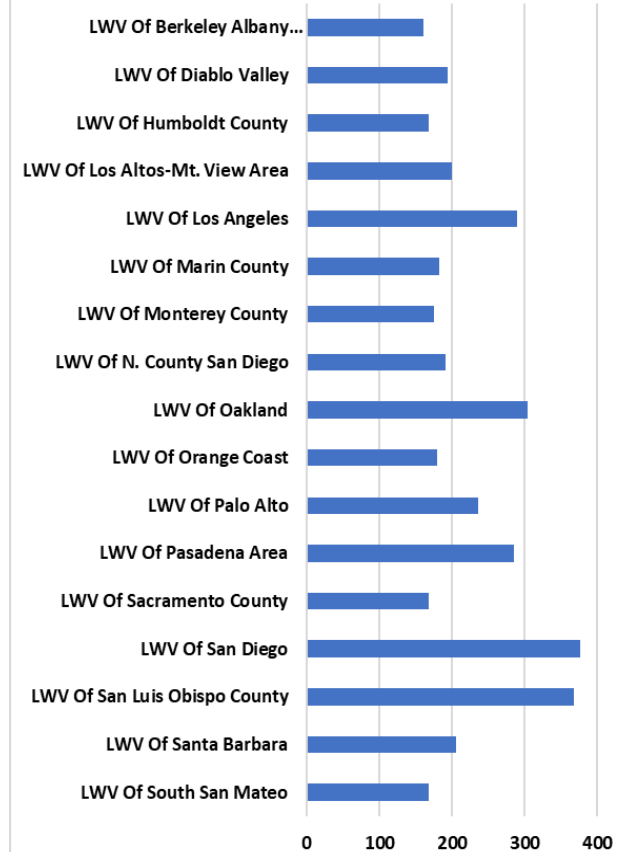
Leagues Smallest Tier 1-70



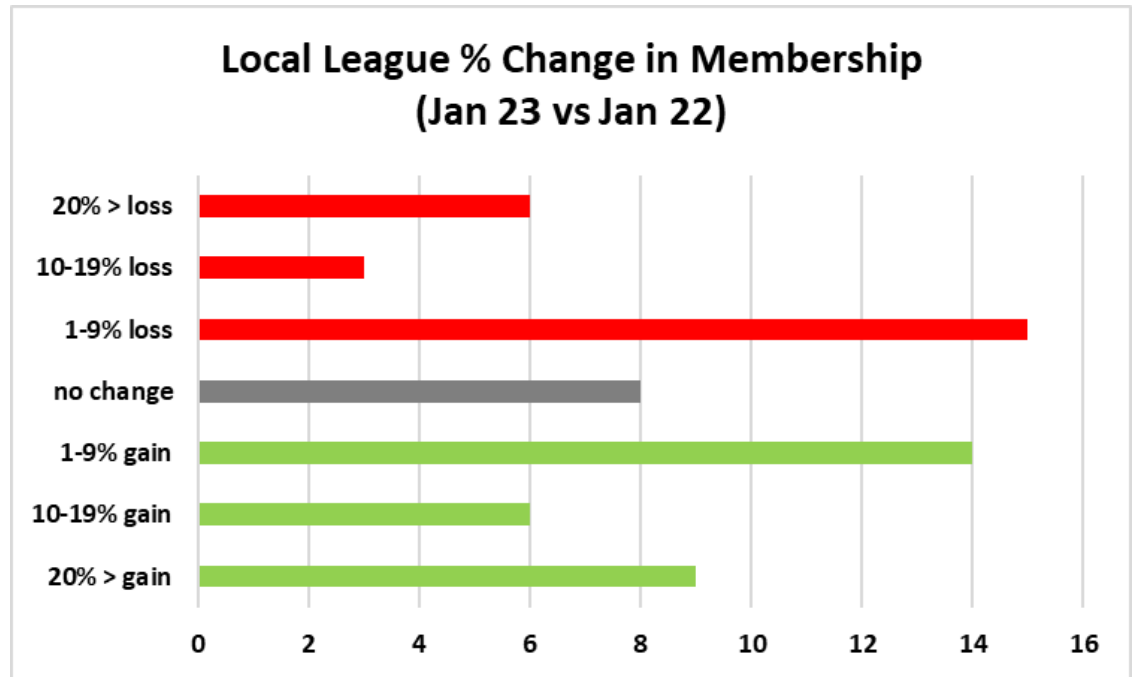
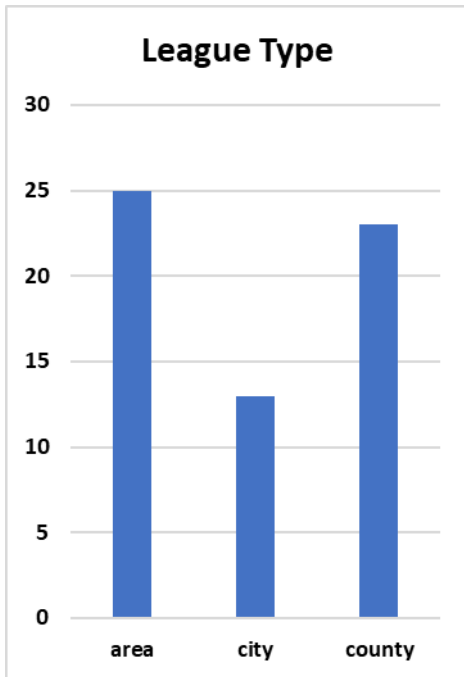
Leagues Middle Tier (71-150)



Leagues Largest Tier (151-377)



California Leagues Membership Stats



What does support look like for local Leagues?

Answer: It varies based upon League needs.

Type of League and membership

Support for new board membership

Sound organizational structure

Availability of experienced members to provide knowledge

Level of support established between local League board/LLC

Other Ways LLCs Help Leagues

Listening ear to
local League
board members

Assist with board
training/retreats

Attend board
meetings virtually

Develop/Update
Training Tools

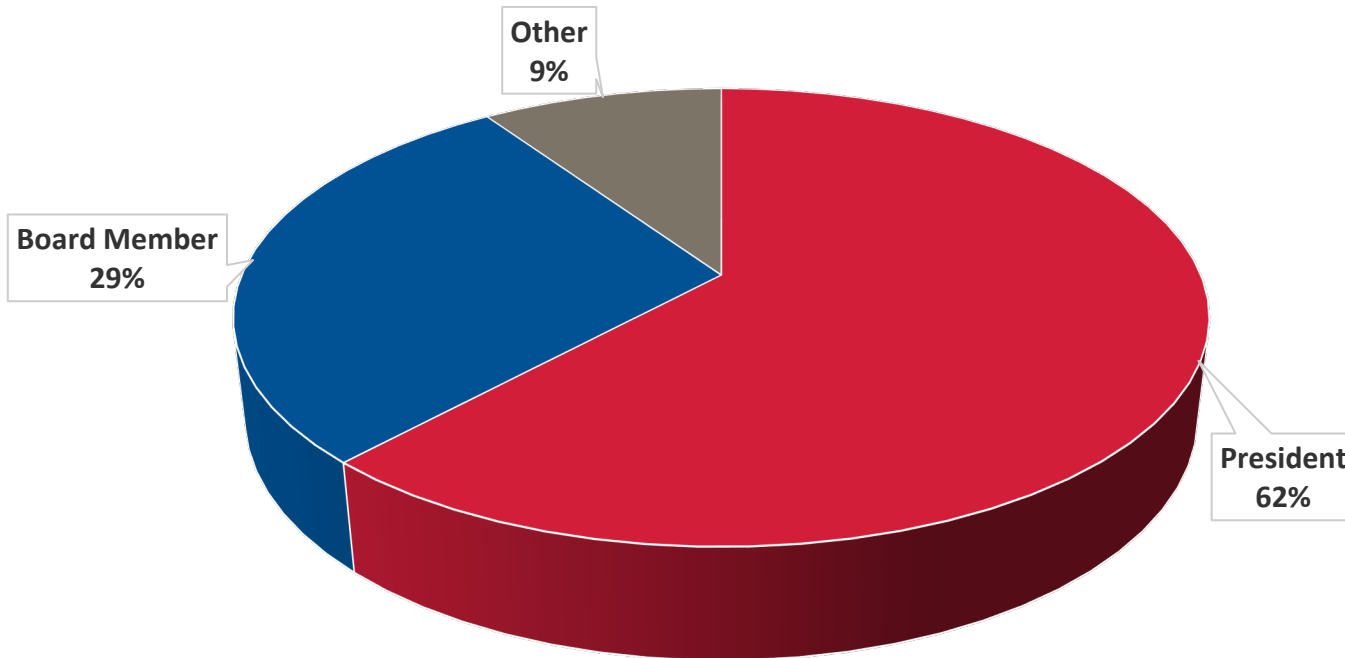
Answer League questions

- Nonpartisan issues
- Conflict of Interest
- Bylaws
- Voter Service

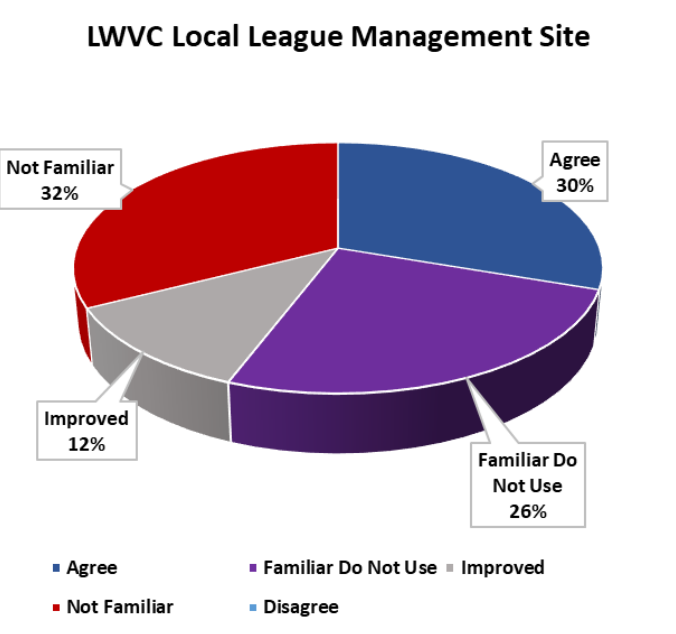
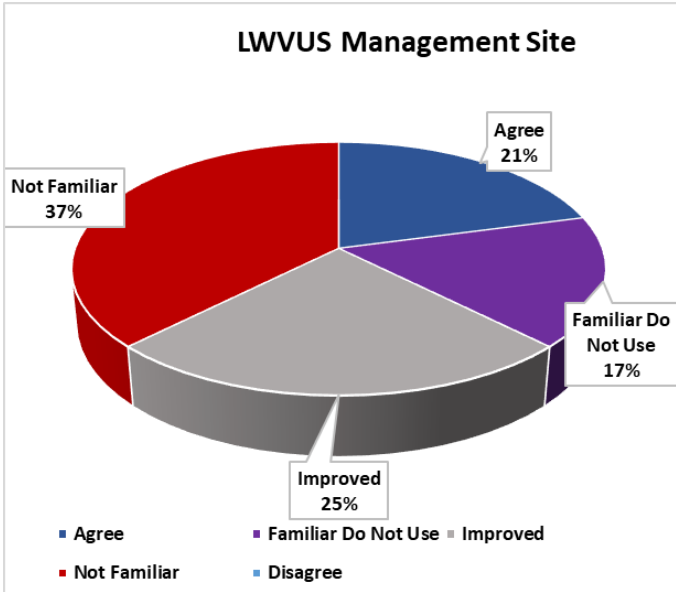
League Leaders and LLC agree on how best to utilize their coach.

Pre- Convention Survey Participants

42 Responses, representing 39 Leagues

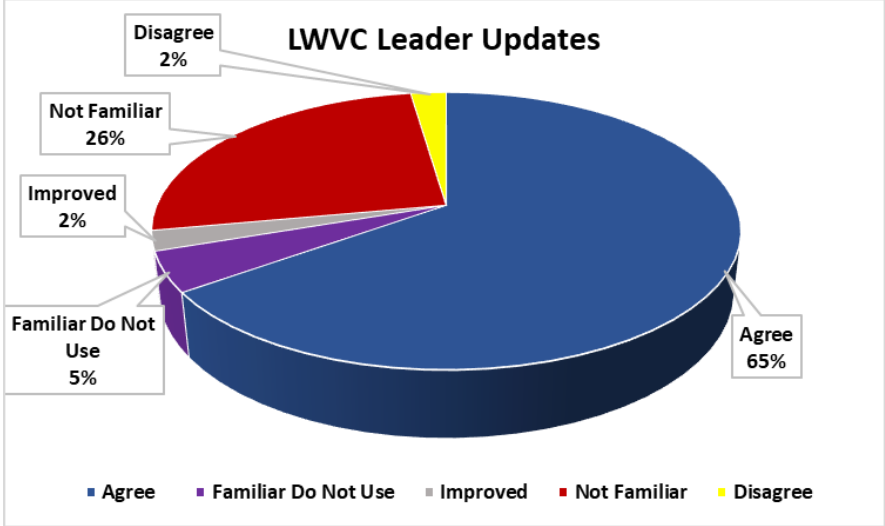


Pre-Convention Survey Responses: League Resources



- LWVUS Management Site – Almost 80% of survey respondents either are not familiar, choose not to use or feel it needs to be improved.
- LWVC Management Site – Almost 70% of survey respondents either are not familiar, choose not to use or feel it needs to be improved.
- *We will review some information today from these sites.*
- *Future LLC messages will include tips to this wealth of information on both these site.*

Pre-Convention Survey Responses: League Resources



- 35% either are not familiar, choose not to use or feel it needs to be improved.
- [LWVC Updates](#) – After State Board meetings 5 times in a year
- [LWVUS Update](#) – Twice a month
- *All League members should sign up for these valuable updates.*

LLC Monthly Touchbase Message

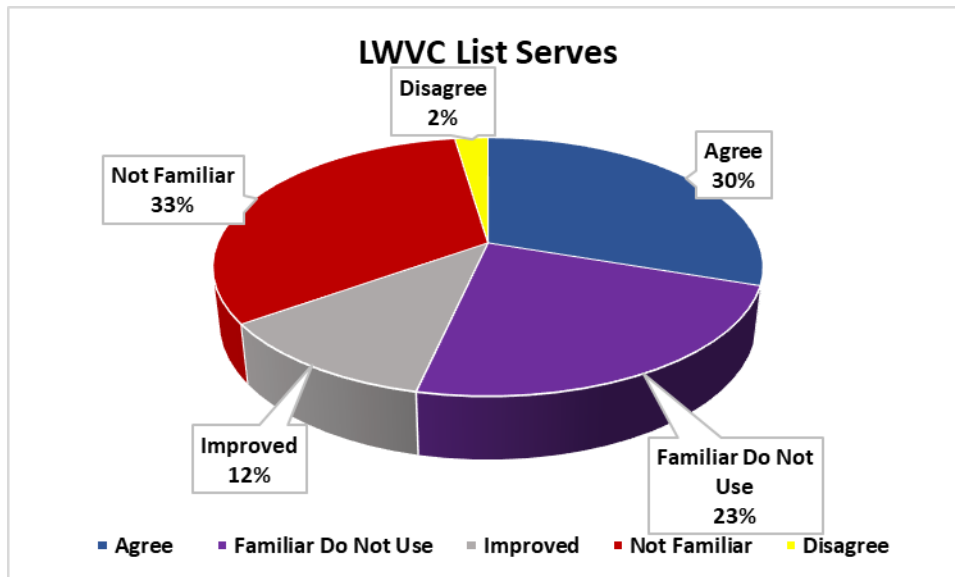
Sent out
mid-month
to president
or board
liaison

- Important LWWUS/LWVC news/deadlines
 - Program Planning
 - Legislative Interviews
 - Surveys
 - Updated Tools
- Upcoming League Webinars/Meetings
- Recorded Events
- Tips of the Month
- Links for LWWUS/LWVC Updates and LWVC Interest Groups

Pre-Convention Survey – League Resources

List Serves (Google groups):

- Advocacy
- Voter Service
- Climate Change
- Criminal Justice Reform
- Healthcare
- Homelessness
- Immigration
- Local Redistricting
- Money in Politics
- Program Planning
- Sheriff Oversight
- Water
- California Presidents



LWVC League Resources

- **League Resources Document** – Tool to help find most asked or helpful information for League members.
 - Contains links to several useful sites



Public Websites

[Home | League of Women Voters](#)
[\(lww.org\)](#)

[The League of Women Voters of California](#)
[\(lwvc.org\)](#)

[The League of Women Voters of California](#)
[\(cavotes.org\)](#)

[League of Women Voters of California - YouTube](#)

[League of Women Voters of CA Education Fund - YouTube](#)

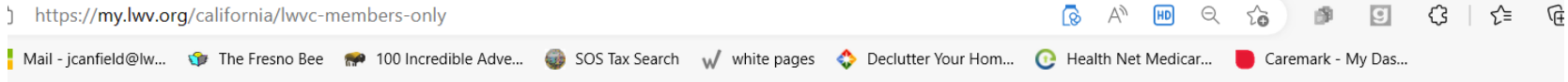
[California Easy Voter Guide](#)
[\(www.easyvoter.org\)](#)

[Voter's Edge California Voter Guide](#)
[\(votersedge.org\)](#)

LWVC Members Only Website

[LWVC Members Only | MyLO](https://my.lwv.org/california/lwvc-members-only)

<https://my.lwv.org/california/lwvc-members-only>



Empowering Voters. Defending Democracy.

Making democracy work!

- ★ CALIFORNIA
- ★ LWVC MEMBERS ONLY
 - Elections
 - LWVC Board
 - Local League Management
 - DEI Task Force
- ★ ISSUES
- ★ PROGRAM & ADVOCACY
- ★ ACTION ALERTS
- ★ ABOUT
- ★ ARTICLES
- ★ STUDIES
- ★ DONATE
- ★ JOIN
- ★ VOTING
- ★ POSITIONS

View published

Revision state: Published
Most recent revision: Yes

LWVC Members Only

Share: [f](#) [t](#) [l](#) [v](#)



VOTERS EDGE Find your ballot

Address

Zip*

[Privacy Policy](#)



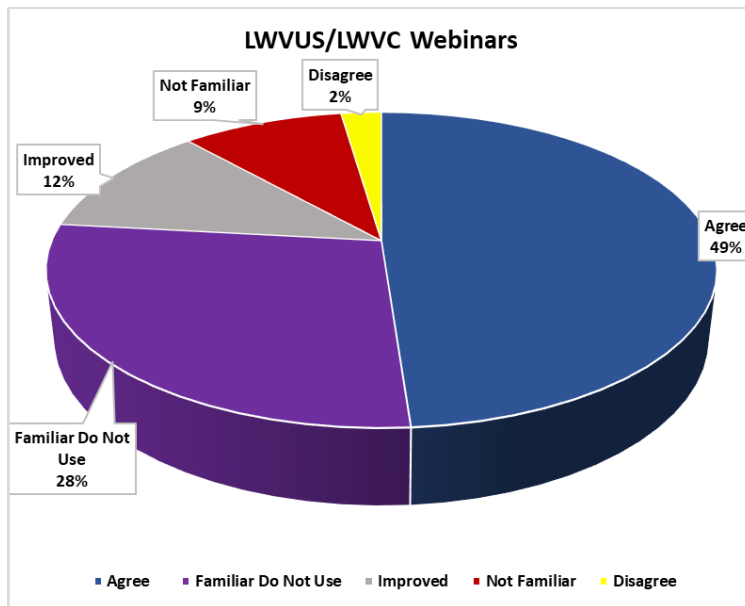
LWVC Members Only

Website - Publications

[League Publications and Training | MyLO \(lww.org\)](#)

- *For the New and Not So New Board Member* (revised 2020)
- *How to Manage the Money* (revised 2020)
- *How to ... For the President* (revised 2010)
- *How to ... For League Secretaries* (revised 2003)
- *How to ... For The Nominating Committee* (1989)
- *How to Edit a VOTER* (revised 2004)
- *Writing for League* (revised 2006)
- *How to Direct a Local Study* (revised 2001)
- *How to Direct a State Study* (revised 2003)
- *How to... Take Action* (revised 2006)
- Management Training Advisor (MTA) Manual and just the Appendix (includes Glossary of League terms) (revised 2003)

Pre-Convention Survey – League Resources



- About 50% either are not familiar, choose not to use or feel it needs to be improved.
- LWVC and LWVUS have increased the webinars to members over the past few years.
- Webinars are advertised through Updates and special emails to members.

LLC Sponsored Webinars/ Special Write Ups

League Board Retreat

July 2020



Virtual Candidate Forum
Roundtable Discussion

January 2021



New Board, New Year
Planning Tips

June 2021



Local Pros/Cons Roundtable
Discussion

February 2021

Virtual Candidate Forum Summary of Things
to Consider, Options, Suggestions and
Resources - August 2020



Just In Time Videos

- On-demand training on a specific topic
- Length: 6-10 minutes
- Provide introduction on topic
- Links to additional resources for deeper learning



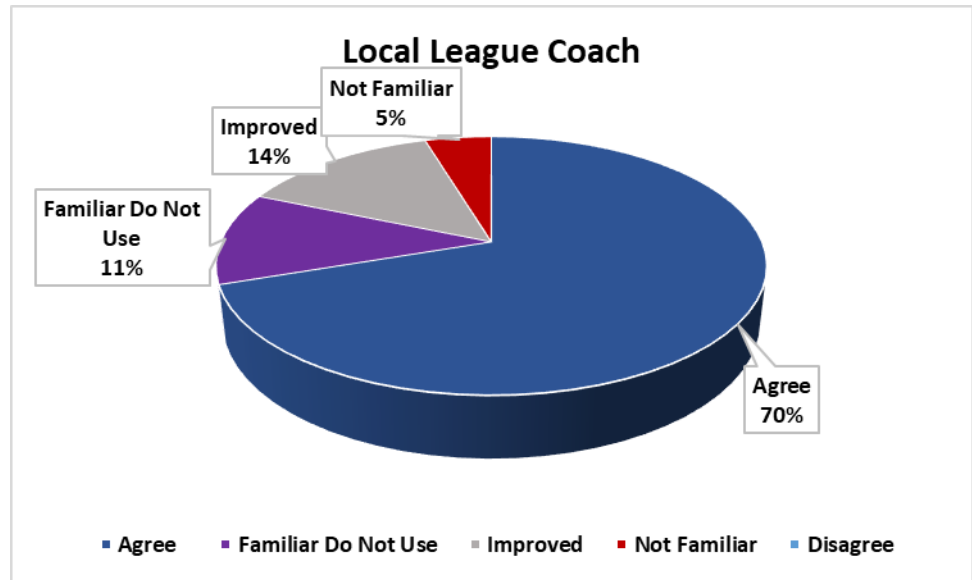
[Chairing a Board Meeting](#)



[League Committees](#)

Pre-Convention Survey: Local League Coach

- 70% agree they have a good working relationship with their LLC and valued the resource.



Pre-Convention Survey- Top 3 Operational Issues



MEMBERSHIP-
NEW, RETAIN,
AND YOUNGER



ATTRACTING
MEMBERS TO BE
LEADERS
(SUCCESSION
PLANNING)



COMMUNICATION
WEBSITE, SOCIAL
MEDIA

Membership Engagement Cycle Toolkit



- New Member
 - Timelines/actions
 - Communications
 - Other tips
- Retaining Members
 - Enhanced outreach to existing members
- Ideas to have League membership represent your full community
- Looking for local League members to review/enhance toolkit

Summary



LLCs are here to support your League

Got a question? – Call your LLC!

Look for our:

- Monthly touch base emails
- JIT videos
- Election theme webinars this Fall

Questions/Comments



If you think of a question, please contact anyone of us...

- Jacquie Canfield, jcanfield@lwvc.org
- Caroline deLlamas, dellamasc@aol.com
- Susan Morris Wilson, susanmorriswilson@gmail.com
- Or your local League coach

THANK YOU!!!

