Optimizing the Member Experience to Increase Engagement

League Leader Lunch

October 25, 2025

LWV LEAGUE OF WOMEN VOTERS® OF MASSACHUSETTS

Increasing Member Engagement:

- Goals
- Aspirational Experience Overview
- Breakout Discussions
- Debrief
- Next Steps

Agenda

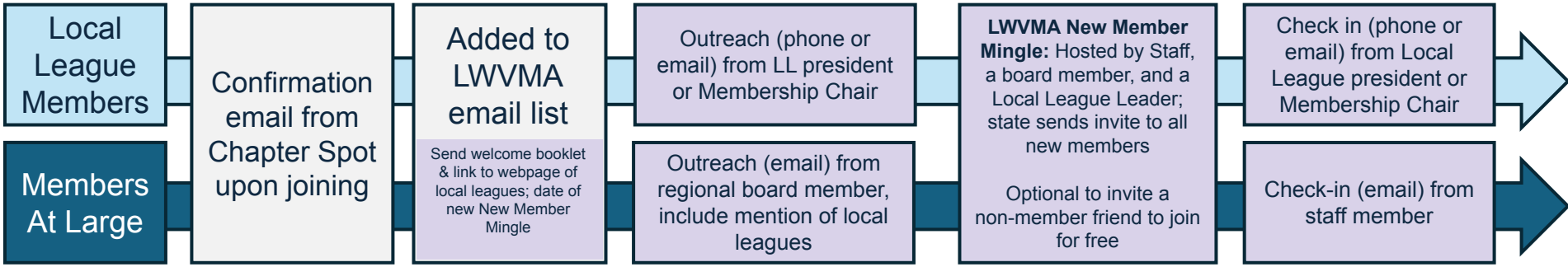
The goal of this effort is to create a **community of engaged members** who:

1. Fulfill the mission of the League
2. Become advocates of the League
3. Ultimately Renew their Membership

Are there other goals we should consider?

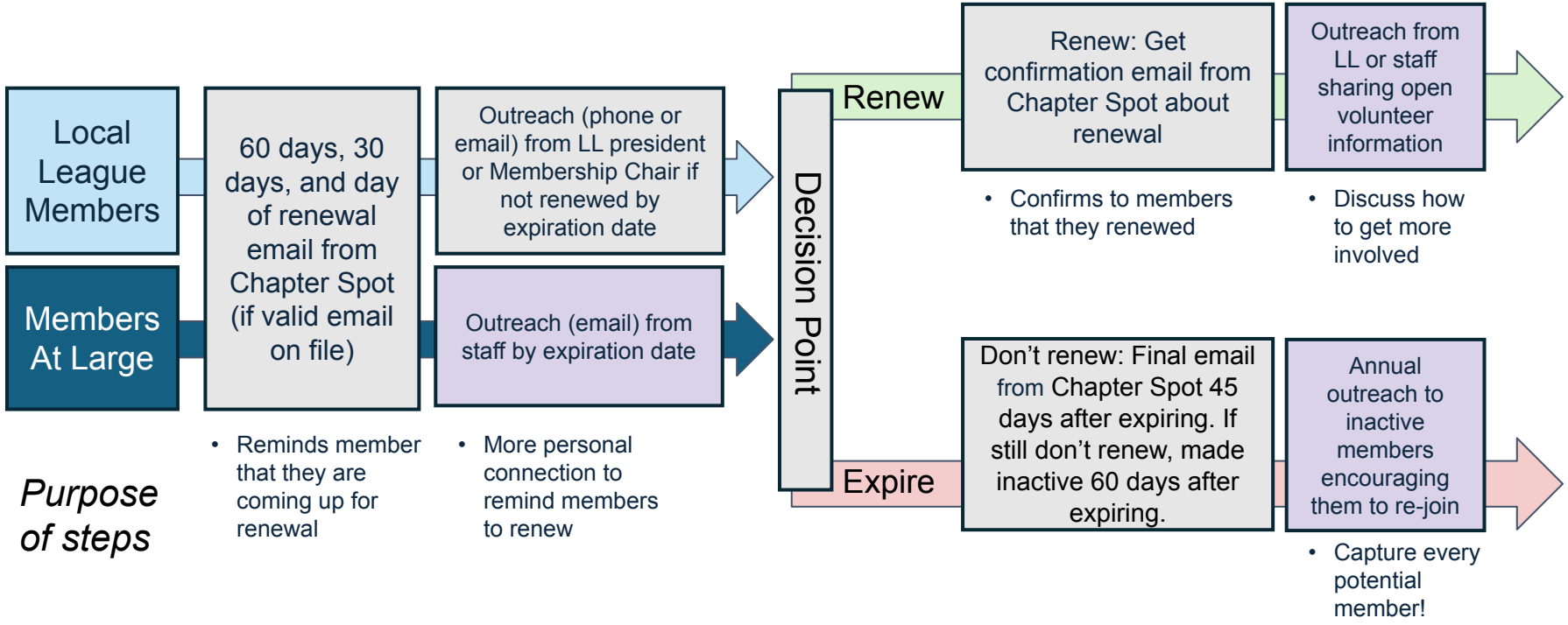
LWVMA has an opportunity to optimize the **new member** experience to create community & increase engagement

Proposed new / enhanced steps in Aspirational Experience (details in Appendix)



Purpose of steps	• Confirms to the member that the transaction was successful & that they joined	• Ensure members receive updates of league activities • Provides an overview of LWVMA	• Welcome to the League, share upcoming events / activities, ask why they joined	• Orientation done by staff, state board committees, and LLs • Meet other new members to build community	• Discuss how to get more involved
Timing	• Immediately after joining	• Within 1 week of joining	• Within 1 month of joining	• Hosted quarterly	• 6 months after joining

It is critical to ensure **members renew**



Purpose of steps

- Reminds member that they are coming up for renewal
- More personal connection to remind members to renew
- Confirms to members that they renewed
- Discuss how to get more involved
- Capture every potential member!

Timing

- 60 day prior, 30 day prior, day-of renewal
- One week prior to renewal
- Done as a batch annually- suggest at start of the year

LWV LEAGUE OF WOMEN VOTERS® OF MASSACHUSETTS

Quarterly New Member Mingles: Sample Agenda

Topic	Presenter	Timing
LWVMA overview: history, membership, key wins	Staff member	5 minutes
Staff overview: who they are & what they do; overview of Leadership Giving Council	Staff member	2 minutes
State Board overview: intro to the committees—what they are and key wins	State board member	10 minutes
Local Leagues overview: map of the leagues, overview of work done locally	A Local League Leader	10 minutes
Breakout rooms: opportunity to meet other new members; room hosted will have question prompts to facilitate dialogue	Each room hosted by one of the presenters	20 minutes
Closing: share a calendar of upcoming events, and set expectation that new members will receive another outreach 6 months after joining	Staff member	5 minutes

Table Discussions: 10 Minutes

1. New member Experience
   a. Overall Reactions
   b. Do local leagues have the capacity & resources to commit to this?
   c. Should local leagues play a role in welcoming members at large?
2. Renewal Experience
   a. Overall Reactions
   b. How are we using Chapter Spot (or other) data effectively to assign members to committees / volunteer opportunities?
   c. What are you doing to get members to renew & engage?
3. New member mingle
   a. Overall Reactions
   b. How can the agenda be improved?
   c. How should we engage local leagues to help lead these?

Next Steps:

1. Refine *Aspirational Experiences* based on feedback & launch for MAL and through Local Leagues

2. Cascade the Outreach Toolkit, with sample emails for new & renewing members

3. Finalize approach for New Member Mingle and launch in 2026

4. Collect feedback on how it's going through Field Service groups

Want to get more involved in bringing this work to life? Join the LWVMA Membership Committee!

Appendix: Outreach Toolkit

Initial outreach from Local Leagues

Hello [insert name] and welcome to the League!

I'm [insert name and position], and I've been with the League for [insert number of years]. I joined the League because [insert why you joined] and I'm excited to have you be a part of the great work we are doing to empower voters and defend democracy.

As a member of the League, you have access to great programming that is coordinated by both our local league and LWVMA, including [insert details of an upcoming event]. You will also have opportunities to get involved, including through voter outreach events, taking legislative action, and getting to know other members.

During your first few months as a League member, I encourage you to join us for LWVMA's first **New Member Mingle** on **Tuesday, February 24 at 7pm on Zoom**. We'll share a brief overview of LWVMA; including our staff, state Board, state committees, and local Leagues, followed by small-group conversations and a quick look at upcoming events. Please click (here) to register; and feel free to invite a non-member friend if they are interested in learning more about the League. In the interim, here's some information about the League to get you started: https://drive.google.com/file/d/12Moyi349mpnTbD4PM2ZT2vkqzZgeBHzm/view?usp=drive_link

I'll check back in after a few months to discuss if / how you want to get more involved in the work. Please don't hesitate to reach out in the interim with any questions.

In League,
[insert name]

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Initial outreach from Board Liaison for MAL: sample email

Hello [insert name] and welcome to the League of Women Voters of MA!

I'm [insert name and position], and I've been with the League for [insert number of years]. I joined the League because [insert why you joined] and I'm excited to have you be a part of the great work we are doing to empower voters and defend democracy.

As part of my role on the LWVMA state board, I support the [insert name] region. Across MA, we have seven regions, which bring together local leagues that are geographically close to each other, allowing for a greater sense of community and for best practice sharing across our leagues. While I see you joined as a Member at Large, I want to make you aware of the local leagues available to you in the region and invite you to engage locally, if that is of interest to you.

[regional leader to insert each local league name & contact info of leader for leagues in their region]

As a member of the League, you have access to great programming that is coordinated by both our local league and LWVMA, including [insert details of an upcoming event]. You will also have opportunities to get involved, including through voter outreach events, taking legislative action, and getting to know other members.

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In League,
[insert name]

6-month check-in: sample email

Hello [insert name]!

I hope you've enjoyed your first 6 months as a member of [Local League name or LWVMA].

Now that you've had a chance to learn more about the League and experience some of our events, programming, and activism, I wanted to check in and see if you are interested in getting more involved. We currently have a need for volunteers for [insert events / committees that need support]. Please let me know if you'd like to discuss any of these opportunities.

In League,
[insert name]

Day of expiration: sample email

Dear **<<First Name>>,**

Thank you for being a valued member of the League of Women Voters of **<< Name>>.** Your support for our mission, to empower voters and defend democracy across **<<town/city or /county>>**, has never been more critical.

According to our records, your membership **<<will expire / expired>>** on **<<DATE>>**. We hope you'll take a moment to renew today and continue standing with us in the year ahead.

Thanks to members like you, we achieved significant milestones this year, including: [insert accomplishments]

This coming year is just as crucial as we advance key initiatives, including: [insert goals]

Your membership makes all of this possible. Please take a moment to renew your commitment today by clicking **here <<insert your League's ChapterSpot link>>**.

Thank you for being part of the League and for standing with us to make democracy work for everyone.

With appreciation,
<<Your Name>>
<<Your Title>>
League of Women Voters of **<<name>>**

Annual outreach for non-renewals

Dear **<<First Name>>,**

We noticed that your membership with the League of Women Voters of **<< name>>** has lapsed, and we truly miss having you as a member.

Our mission, to empower voters and protect democracy, has never been more urgent. Now more than ever, your support is needed, and we would be honored to welcome you back.

Why Come Back Now?

In **(2025),** thanks to members like you, we: [insert accomplishments]

But there's so much more ahead. In **(2026),** we're: [insert goals]

We can't do it without you. Your voice matters, and your membership strengthens our collective impact.

Please renew your membership today <<insert your League's ChapterSpot link>>
Rejoining is quick, and your support will make an immediate difference.

Thank you for everything you've contributed to the League in the past. We hope you'll return and continue this vital work with us.

Thank you,
<<Your Name>>
<<Your Title>>
League of Women Voters of **<<League name>>**

Printed Materials for Tables

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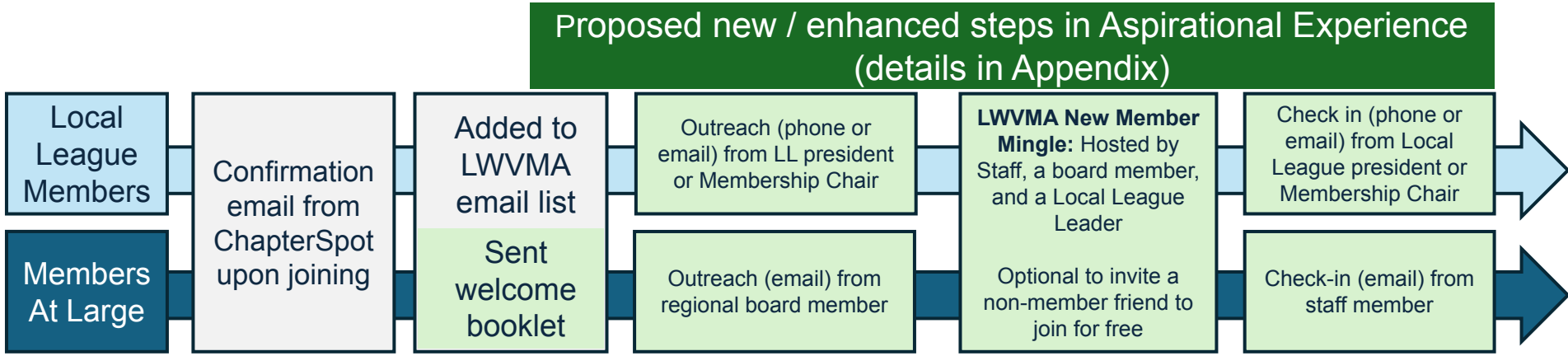

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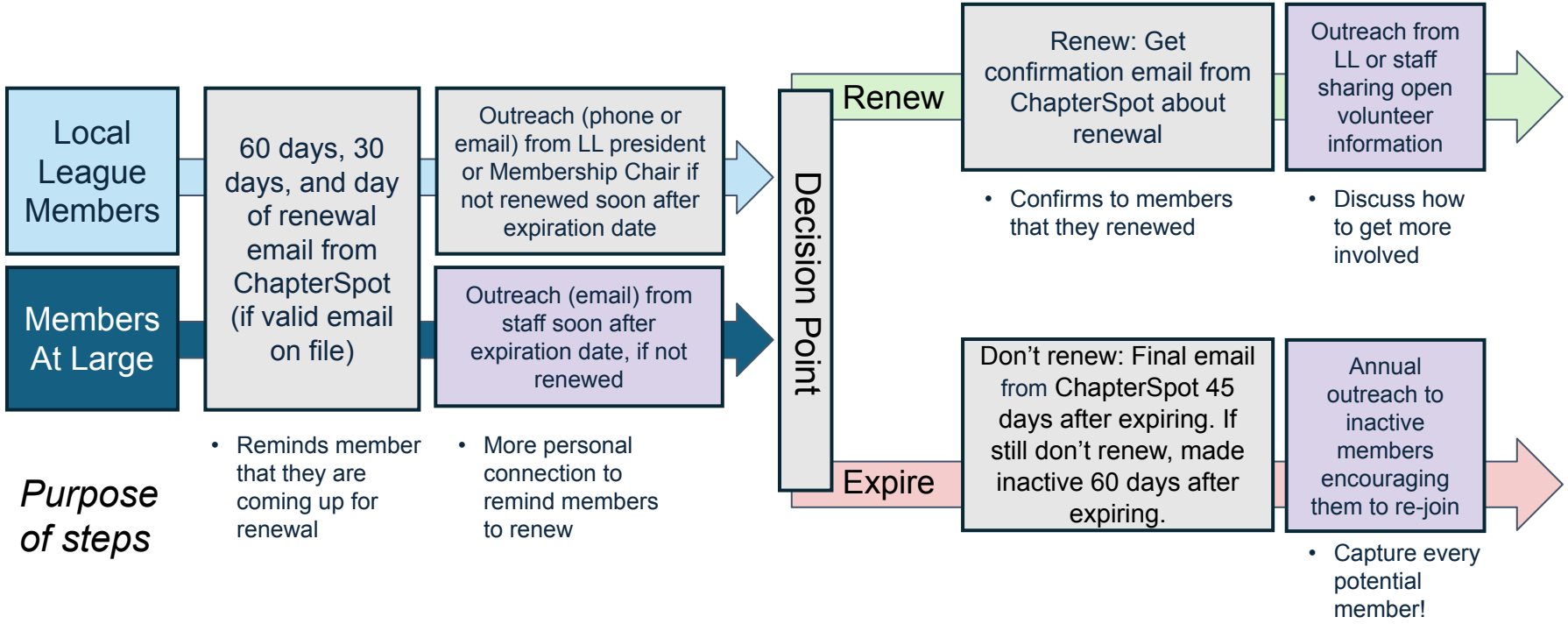

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