



League of Women Voters Massachusetts

Workshop

Expanding Our Membership Demographics

Council 2014

Task Force in a Nutshell

- Strategic Plan: MLLS to evaluate what LWVMA has to offer demographic groups not currently members and craft programs to attract them.
- Formed Task Force at Convention 2013
- Started meeting in the fall
- 4 teleconferences
- Report/toolkit prepared; Council 2014 Workshop
- Continuing next year
- Join Us!



Who Are We?



LEAGUE OF WOMEN VOTERS
OF MASSACHUSETTS

What Can We Offer Others?



LEAGUE OF WOMEN VOTERS
OF MASSACHUSETTS

Groups Studied This Year

- Young people
- Parents with school age children
- Senior residence facilities
- New residents to the community
- Men
- Cultural groups (Chinese and African American)



General Principles for Attracting Specific Groups

- Be welcoming to all groups.
- Respect League process and traditions, but recognize that new ideas can be considered.
- Your own members are your best ambassadors—diverse membership.
- Identify members of your League interested in expanding League demographics. They should be on the lookout for opportunities.
- Hold programs of interest to groups, reach out, make it convenient.
- Follow up!



Recommendations

- Speakers bureau
- Reach out to everyone
- Consider dues structure
- Advisory committee to get advice
- Go where minorities live
- Invite under-represented members to serve on town committees where League is active



Recommendations

- Put yourself in the position of people who do not belong to LWV and try to imagine what the barriers are to membership.
- Think of creative ways to break down those barriers.
- Find common ground and common issues to address and join together.



Toolkit on lwvma.org

- <http://lwvma.org/member-resources/toolkits-for-members/attracting-demographic-groups-toolkit/>

Or navigate there:

- Member Resources > Toolkits for Members
> Attracting Demographic Groups Toolkit

