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CALENDAR

Monday, October 6	Next deadline to submit Scharfman grant application
Friday, October 24	LWVMA and LESF Joint Board Meeting, Wellesley Community Center, Wellesley, MA from 11 a.m. until 2 p.m.
Saturday, October 25	League Leader Lunch, Best Western Royal Plaza Hotel, Marlborough, MA from 11 a.m. until 3 p.m.
Tuesday, November 4	2014 State Election
Saturday, November 15	IRS deadline for filing Form 990-N

Happy New League Year



On behalf of the LWVMA board, we would like to welcome new and returning local League leaders to a new "League year." The monthly League Leader Update is sent to local League board members, and is an excellent way to hear about important statewide programs and events and to get useful tips and advice. Please share the contents with members of your local League.

We hope to see as many of you as possible at the October 25 League Leader Lunch in Marlborough; look for more information below. Our membership team has planned an excellent program; it is a great event to learn and network. We are here to support you in your work; please feel free to [contact us](#) with any questions or suggestions.

In League,
Marilyn and Anne

HAPPENING NOW

LWVMA Launches Fall Appeal

Our Fall Appeal is now underway. The Fall Appeal is an excellent way to show your support for the state League's work and earn money for your own League. **For an individual contribution made by October 24, your League will receive 10-15% of the amount!** And this year we've added the option of online monthly donations. [Click here to contribute online](#) and [click here to print out a form to mail in with your check](#).

Why support the Citizen Education Fund (LESF) and/or the action-related services of the state League (LWVMA)? First, we are doing more to inform voters and reaching out to diverse groups with our education-based initiatives. For example, we

- developed the Online Voters Guide
- conducted the first Student Video Contest
- offered the Daniel Scharfman Citizen Education Grant Program to local Leagues.

In addition, LWVMA demonstrated a strong and consistent commitment to lobbying, taking action and speaking out--with significant and successful results--on issues including election law reform, campaign finance disclosure, gun violence and safe access to reproductive health facilities. With your financial support, we can continue to *Make Democracy Work*.

Please give today--before the Phonathon begins in late October! Thank you.

Join Us at the League Leader Lunch Oct. 25

Please plan to join us and share ideas with your fellow League leaders at the annual fall League Leader Lunch **Saturday, October 25, 11 a.m. to 3 p.m.**, with a special focus on membership and leadership development.



The lunch will be held at the Best Western Royal Plaza Hotel, 181 Boston Post Road West (Rt. 20), in Marlborough, right off I-495, just north of the Mass

Pike.

Presidents, Steering Committee/Board Members, Membership Chairs, Events Chairs, potential leaders are especially welcome. **There is no limit on attendees per League.**

Advance registration is required for planning purposes. You may pay online or at the door with check or cash.

- To register and to download a flyer [click here](#)
- You must register by **Wednesday, October 15; but please register as soon as possible**
- Cost per person is \$20, which includes lunch

The focus of the lunch's program will be membership and leadership development. The Membership and Leadership Development Program coaches will lead the workshops. The goal is for every League to leave the workshops with a **plan for membership and leadership development**, customized for the needs of each League.

Workshop topics will include tools and ideas for:

- **Attracting members** through visibility, contacts, and materials
- **Keeping members** through a robust program and managing membership
- **Building leaders**--a step-by-step approach

If you have any suggestions for topics contact statecoaches@lwvma.org.

For questions about the registration or the event contact [Brynne Gorman](#).

Say Yes to Yes on 2

If you watch local television, you've probably seen the ad the anti-bottle bill forces are running. The beverage companies and supermarkets have raised \$5.5 million so far to defeat the bottle bill, and we expect them to put in another \$5 million, even more than the casinos are spending!

The only way the Yes on 2 forces can combat that kind of money is with direct appeals to undecided voters and a push to make sure supporters vote November 4. That takes people power. Please urge your members to offer at least two hours (or more) to the Yes on 2 campaign.

Phone Banks: An easy way to help is to volunteer for one or both of the League's two phone bank nights, Tuesday, Oct. 7, or Monday, Oct. 20. The professionals working on this campaign tell us that personal phone calls are the single most effective tactic in voter outreach. The phone banks will run from 6 to 9 p.m. both nights, with a brief training session on the script and how the phone dialing system works at 6 p.m. You can participate from anywhere you have a phone and a computer or tablet internet connection. If you can't stay on the phone bank the whole time, that's OK. You are not asking for money and your phone information does not appear on caller ID.



Please [click here](#) to sign up for a phone bank. A big League turnout will really help the

campaign.

Town Events: A great way for Leagues to promote Yes on 2 is to have a table at town fairs, harvest fairs and farmers' markets. Check with your League's bottle bill coordinator or League leaders to see if you can help. To get materials for these events [contact us](#).

Other Volunteer Options: The campaign is a multi-organization effort that will bring together LWV members with other groups in your city, town or region. For campaign efforts such as canvassing, yard signs and Election Day sign-holding, please [register](#) with the campaign directly so our members can be part of the coordinated effort up until Election Day. Your contact information will be used only for the campaign. Thanks!

Check out the Yes on 2 Ad: Here's a [look at the ad](#) the Yes on 2 coalition has on the internet now, and will run on television close to Election Day. Please share the link!

EVENTS

Voters' Guide and Other Election Info Available



Our online Voters' Guide to Statewide Offices--governor, Lt. governor, attorney general, secretary of state, treasurer and state auditor--is now available on our [website](#).

All of the candidates running for these offices in the general election responded to our questionnaire and are included in the guide. The earlier guide to the primary election drew 6,541 visits on the Sunday and Monday before the election plus Election Day itself!

Please post the link to the website home page on your League's website. (If you had a direct page link for the primary guide, replace it with www.lwvma.org or folks will get the primary guide). Let your members know, and ask them to pass along the information to their friends.

If you are planning to do voter registration, remember the deadline to register before the November 4 election is Wednesday, October 15.

For help in planning a candidates' forum, see the [voter service toolkit](#) on our website.

Poll Observer Opportunities: We are working with our partners in the Election Protection Coalition--the Lawyers' Committee for Civil Rights, ACLU of Massachusetts, Common Cause and MassVOTE--to organize poll observers to work Election Day, in selected precincts that have historically experienced voting problems. Most of that effort will be in the cities of Springfield, Boston, Worcester, Lawrence and New Bedford. If you, or perhaps several people in your League acting together, would like to help with this effort or just learn more, please contact [Nancy Brumback](#). Specific locations will be determined and training provided for poll observers closer to the election.

Wanted: Convention Planners

The next LWVMA Convention will be **Friday and Saturday, May 15-16, 2015**. The convention planning committee is looking for members to choose the venue, select the speakers, plan the program, and plan the menus. If you are interested in serving on the Convention Planning Committee or have any suggestions, please email [Karen Price](#). The

committee work will be primarily through teleconferences.

ADVOCACY

Questions on Ballot Questions?

Just a reminder that a wide range of information on the four ballot questions on the November 4 ballot is available on our website. Go to Member Resources and click on [2014 Ballot Question Resources](#). You'll find a summary of each question, the League position and the reasons for that position, resource organizations for more information and materials, guidelines for forums and information tables, a flyer on the League positions to print, and a sample letter to the editor and op-ed article your League can submit to local newspapers.

THE TO-DO LIST

IRS Deadline November 15

All Leagues must file with the IRS every year. Leagues that receive less than \$50,000 in income can electronically file Form 990-N (also known as the e-postcard). The only exceptions to filing the 990-N are Leagues that file the more complicated Form 990 or 990-EZ.

The e-postcard is due on the 15th day of the fifth month after the close of your tax year. So, if your fiscal year ends on June 30, your e-postcard is due on **November 15**. The treasurer of your local League **MUST** file your League's e-postcard by this deadline. The IRS will revoke the tax-exempt status of any League that does not file for three consecutive years.

Form 990-N is entirely web-based; there is no paper version. The form is short and does not take much time to complete. To fill out the form, [click here](#) and follow the instructions.

Help Plan the League's 2015-2016 Program

The program planning process is getting underway. The program planning committee will prepare background information for the program planning process undertaken by local Leagues, and ask for suggestions for new studies, updates, and/or concurrences. It will also review the responses from local Leagues and develop the program recommendations for the May 2015 convention, including any recommended studies, action priorities and action items.

This is a short-term commitment; the work will be done by mid-March, mostly by teleconference. Please volunteer by contacting [Nancy Brumback](#).

Do You Need Insurance for League Events?

Local Leagues hold many events during the course of the year--annual meetings, book sales, forums, debates, and fundraisers--for which general liability coverage may be required by the facility where the event is being held. **LWVMA can provide local Leagues with certificates of liability insurance for these events from our insurer at no cost.** If you email [Brynne Gorman](#) in the office with the 1) name and address of the event location, 2) the type of event, 3) the name of the local League, and 4) the event

date, Brynne can get the certificate from our insurer and email it to the local League. The process usually takes only one or two days.

Scharfman Grant Guidelines Revised

The next grant deadline for the Daniel Scharfman Citizen Education Grants for local Leagues is Monday, October 6. If you are planning a candidates' night, voter service activity or community outreach project, or updating your "Know Your Town" brochure, be sure to apply for a grant. It is an easy process, and the application is [here](#). If you have questions, please email [Jean Cherdack](#) for assistance.

There have been a few revisions to the guidelines. Here are some highlights of the revised guidelines. The complete version is [here](#).

- Three or more Leagues collaborating on a single project may request \$500 in any given funding cycle.
- Program requirements were changed to be consistent with LWVUS language and the IRS.
- Dates of the application deadlines are October 6, January 12, April 6 and June 8.
- The requirement that the event or project be free has been removed, giving Leagues an opportunity to "pass the hat" if necessary.
- Leagues should acknowledge LWVMA Citizen Education Fund whenever possible.
- Leagues may apply for two funded grants per fiscal year.

Stefani Traina has stepped down from the grant committee. Thank you, Stefani, for your thoughtful and intelligent contributions to the grant review process during the past two years.

Kylie Johnson from the Amherst LWV has joined the committee. Kylie is on the Amherst Board and is its Local Action Chair. She joins Karen Price, Rae Scharfman, Lynn Wolbarst and Jean Cherdack, Chair.

Fight Money in Politics!

Updated Money and Politics materials will soon be available on the LWVMA website for members to use and educate the public on this critical issue! In addition to a PowerPoint presentation with an easy-to-follow, printable script and guidelines, the Money and Politics [toolkit](#) includes a narrated version of the presentation available as a YouTube link. For additional information about the materials, [contact the LWVMA Money in Politics team](#). Let us know what you think!



Follow LWVMA on Twitter



LWVMA is now on Twitter--check out what we're tweeting about the Bottle Bill and other important issues @LWVMA. If you do not have a Twitter account, signing up is easy. And don't forget to like us on

Facebook, too!

Send Us Your Photos

LWVMA would love to have photos from your events: candidate forums, voter

registration, Election Day activities, booths at town fairs, Yes on 2 activities, whatever your League is doing. Please send photos to [Brynne Gorman](#). Don't forget to include the names of people in the photos and a description and date of the event.

WEBPAGE OF THE MONTH: Toolkits

As your League gets started on its new year, you can find help with many, many projects in the Toolkits for Members section of our website [here](#). Check out the League Resources for information and ideas for local League officers. Other toolkits can help with issues forums, voter service, advocacy, membership, communications, development, and civility programs. Don't miss these great resources.

The League Leader Update is distributed to local League board members and LWVMA leaders. Anyone can request the Update by clicking [here](#). Please review this Update for articles of interest to your League and include them in your local Bulletin.

Quick Links

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