



THE LEAGUE OF WOMEN VOTERS® OF THE FAIRFAX AREA

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Work Plan: Fiscal Years 2018 -2020

The League of Women Voters of the Fairfax Area will focus on four goals for the next two years:

- 1) Brand & Messaging;
- 2) Membership;
- 3) Voter Education & Outreach; and
- 4) Action & Advocacy.

These goals as well as their corresponding strategies, measures of success, and rationales are detailed below.

Strategies to meet our goals involve increasing our efforts to attract a more diverse membership and raising funds to finance the goals. In the coming year we will develop operational goals for fundraising and communications.

BRAND & MESSAGING GOAL

To advance and revitalize our brand and relevance as a leading nonpartisan organization actively engaged in promoting and providing opportunities for civil discourse. To follow LWV-US in actively stating that we do not support or oppose any candidates for office or political parties.

Strategies

- To employ brand messaging
- To display our logo more prominently
- To sponsor high profile issue forums
- To issue press releases prior to and following LWVFA events
- To conduct press conferences
- To increase social media communications and explore use of text messaging
- To review our guidelines for nonpartisanship and civil discourse

Measures of Success

- Consistent branding and messaging in publications, events, and speeches
- Increased wearables and materials with our logo
- Press coverage
- Facebook friends and likes; and Twitter followers, tweets, and retweets
- Attendance and engagement at forums

Rationale

During this time of great political divisiveness and lack of civility, it is more important than ever to promote our nonpartisanship status and to be a facilitator for civil discourse. This core value must be integrated into every publication and activity. When holding forums, it is critical to present balanced sides of an issue, regardless of whether or not the League has an official position. At the same time, it is essential to drive brand revitalization through enhanced use of social media, press coverage, and our newly redesigned website.

MEMBERSHIP GOAL

To engage new members in League activities, retain them through membership renewal and develop future leaders.

Strategies

- To develop a new volunteer form and related database
- To continue to hold new member orientations
- To encourage unit leaders to call new members who do not attend the meetings
- To ask long-time League members on committees to mentor new members
- To work with more organizations that represent diverse populations.
- To create a leadership development program.

Measures of Success

- Percentage of new members who become involved, including attendance at new member orientations and unit meetings
- Percentage of new members who renew their membership
- Percentage of new members who take on leadership roles
- Increase in number of members who represent diverse populations

Rationale

Since the November 2016 presidential election, our membership has grown from roughly 200 members to almost 450 members as of September 1, 2018. Given this membership surge, our high priority will be to retain members by involving them in meaningful activities and developing them as future leaders.

VOTER EDUCATION & OUTREACH GOAL

To promote voter registration, voter education and the exercise of the right to vote among younger voters, minority populations as well as disadvantaged voters. To increase our visibility in the community through voter registration and Get Out the Vote events.

Strategies

- To hold candidate forums, particularly in schools
- To establish and maintain co-sponsorships for candidate forums
- To improve voter knowledge and access to nonpartisan literature and information, especially using social media for outreach
- To host voter registration and election education booths at Fairfax County High Schools, Northern Virginia Community College, adult education programs, and George Mason University
- To partner with Fairfax County Council of PTAs, Fairfax County Public Schools, and the School Board to reach out to students.
- To partner with organizations representing the African American, Korean, Vietnamese and Latino populations.
- To try to establish relationships with Arabic and South Asian language speaking populations.
- To host voter registration and election education booths at Herndon Neighborhood Resource Center and other aid agency venue to register and educate disadvantaged people
- To promote elections to younger voters through a social media campaign
- To actively push 'Getting out the Vote' (GOTV) and distribute flyers for it.
- To continue outreach to the Community Service Board, hospital workers, and senior citizen residences.

Measures of Success

- Number of materials distributed
- Number of 411.org hits, Twitter tweets & retweets, Facebook likes, and Snaps
- Number of voters registered
- Numbers of voter registration events and GOTV sites

Rationale

Voter turnout among younger, disadvantaged, and Asian and Latino women is typically low, especially in non-presidential elections. Our mission is to get out the vote. We plan to educate voters through our Candidate Forums, voter registration booths, 411.org, social media and partnering with organizations that represent diverse populations. We were fortunate to receive a \$10,000 grant to support this goal.

ACTION & ADVOCACY GOAL

To advance the League's issues through legislative and regulatory advocacy with policymakers and elected officials at the state and local levels.

Strategies

- To observe and monitor the proceedings of community committees and elected officials
- To broaden our knowledge of local politics
- To increase the membership that follows up on action alerts
- To activate the Action & Advocacy Committee with members who indicate an interest
- To increase attendance at the state league advocacy events as well as visits to elected officials

Measures of Success

- Number of members involved in Observer Corp
- Number of members that follow up with action alerts
- Increased attendance at state league advocacy events.
- Increased number of visits to elected officials
- Forum and Voter programs/articles on local politics

Rationale

This goal is a particularly high priority because our new members told us that they joined the League because they "just had to do something." At the same time, the national League directed us to focus more on action and not just studying issues. We listened. Now we will not only study issues, but we will focus on kicking into action.