

August 15, 2024

2024 ELECTION TRAINING SERIES

# General Election Calendar

Strategizing Powerful Grassroots Actions & Events



Organizing Team  
League of Women Voters US

# Introductions



**Luana Chaires**

Senior Organizing Manager



**Rommel Sandino**

National Organizing Director



**Stone Nayyar**

LWVUS Event Coordinator

# Community Norms

1. **Be respectful:** Assume positive intent but understand impact
2. **Be present:** Practice **active listening**, **bring your full self**, and limit distractions
3. **Courage over comfort:** embrace hard conversations and conflict
4. **Step up, step back:** Allow space for conversation and flexibility
5. We are here to learn!

# Logistical Reminders

- This training is 90 minutes. The first 60 minutes is in a **webinar format** and the last 30 minutes we will have a group discussion
- **This session is being recorded:** content will be shared post-training on [lwv.org/2024electionwebinars](https://lwv.org/2024electionwebinars)
- There is **no follow-up email!** All recordings, copies of slide decks, and resources will live on LMS.
- We're discussing all election work with a **nonpartisan lens** and a **Diversity, Equity, and Inclusion lens**
- We are using **Zoom's transcription service**. This is automated, and we can't guarantee 100% accuracy.

# 2024 Election Training Series

- **Thursday, Aug. 15, 5pm: Action Calendar**
- Thursday, Aug. 22, 5pm: In-Person Registration & GOTV Events
- Tuesday, Aug. 27, 1pm: Media & Rapid Response Messaging
- Thursday, Sept. 5, 1pm: Social Media & Branding
- Thursday, Sept. 12, 1pm: Issues with Debates & Candidate Forums
- Thursday, Sept. 19, 5pm: Direct Voter Contact
- Thursday, Oct. 3, 1pm: Preparing for Post-Election
- Thursday, Oct. 10, 1pm: Bystander Training & Voter Intimidation





## Agenda

- ❑ General Election Planning
- ❑ Calendar Review
- ❑ Partnership Opportunity
- ❑ LWV Resources & Tools
- ❑ Q/A
- ❑ Next Steps
- ❑ Virtual Interactive Activity

# Temperature Check

## Internal LWV Polls

2024 General Election Planning

# Common Challenges

- ❑ Silo Committee/Teams
- ❑ Lack of Coordination among Stakeholders
- ❑ Volunteer Capacity
- ❑ Default Calendar & Partnerships
- ❑ Lack of Transparency on Metrics and Goals





# LWV General Election Planning

**Grounding Program in LWV Strategic Goals & DEI**

What's next?



## Internal Planning & Coordination

- Review agreements on what your League has agreed to accomplish
  - League-specific benchmarks and metrics (capacity, volunteer recruitment)
  - Grant Contracts
  - Coalition MOUs
- Applying a DEI & Grassroots Organizing Lens to the work
- Ask yourselves what would success look like for your community and League

# Questions to Ask

- What is each committee prioritizing this election season?
- What is our internal League timeline to ensure we maximize the work?
- How many volunteers will you need to accomplish your goals?
- What is the League's volunteer and membership recruitment strategy?
- What discussions and agreements have occurred with partners?
- What digital tools will your League be using to maximize the work?
- What are some of the training gaps that need to be addressed?
- How is your League doing direct voter contact?
- How will your League do voter follow-up?
- How will your League internally coordinate and collaborate?

# Sample General Election Calendar

*Reminder: Election Calendars Vary by League*

# August Calendar

## August

- **CTA:** Sign up to be a poll worker
- **CTA:** Volunteer with LWV
- **EVENT:** August 1 Poll Worker Recruitment Day
- **INTERNAL:** Election Planning and Coordination Sessions with Committees
- **INTERNAL:** Membership Trainings
- **Message:** Shining Light on the Role of Election Officials & Poll Workers

## Continued:

- **EVENT:** Host No Time to Fail Watch Parties
- **Internal:** Meeting with partners to align & coordinate

## Notable Dates

- *August Civic Health Month*
- *Aug 18: Anniversary of the 19<sup>th</sup> Amendment ratification*
- *Aug. 26 Women's Equality Day*

# September Calendar

## September

- **Top Message:** Voter Education
- **CTA:** Make a plan to Vote
- **CTA:** Are you registered to vote?
- **CTA:** Volunteer with LWV
- **Internal:** Creation & Publication of VOTE411 Voter Guide
- **Internal:** Launch a VOTE411 Candidate Pressure Campaign
- **Internal:** “Finalize” GOTV Activities and Actions

## Continued:

- **EVENT:** Sept. 9-13 Disability Voting Rights Week
- **EVENT:** Sept. 17 National Voter Registration Day
- **Internal/EVENT:** LWV Pressure Campaign Training

## Notable Dates

- *Sept. 15 National Hispanic Heritage Month*
- *Sept. 15 International Democracy Day*
- *Sept. 17 Constitution Day*

# October Calendar

## October

- **Top Message:** Make a Voting Plan
- **Top Message:** Get Out the Vote
- **Message:** Upcoming Deadlines
- **Message:** Vote Early or Mail Push
- **Internal/Message:** Combating Mis/disinformation
- **EVENT:** Oct. 7-11 National Voter Education Week
- **Internal/EVENT:** VOTE411's 18<sup>th</sup> Birthday

## Continued:

- **Internal/EVENTS:** GOTV Activities & Actions (text banking, Relational Outreach, canvassing, phone-banking. Sending post cards)
- **EVENT:** Oct. 29 [Vote Early Day](#)

## Notable Dates

- *Oct. Voter Education Month*
- *Oct. 11 International Day of the Girl*
- *Oct. 14 Indigenous People Day*
- *Oct. 24 United Nations Day*

# November Calendar

## November

- **Top Message:** Get Out to Vote
- **Top Message:** Count Every Vote
- **Message:** Election Process Education
- **Internal/EVENT:** Final GOTV pushes and actions
- **EVENT:** Election Hero Day
- **EVENT: Election Day!**

## Notable Dates

- *Nov. Native American Heritage Month*
- *Nov. 11 Veteran's Day*
- *Nov. 28 Thanksgiving*
- *Nov. 29 Native American Heritage Day*



The LUSH logo is displayed in large, white, bold, sans-serif capital letters on a black rectangular background. This background is set within a larger yellow frame that also borders the top and left sides of the slide.

## Partnership Opportunities

- LWVUS is partnering with LUSH, a global cosmetics company, this year to help customers get ready to vote.
- In celebration of NVRD, LUSH is inviting any interested local Leagues to conduct voter registration tabling at their local store between Sept. 13 – 22, 2024.
- **SIGN-UP DEADLINE:** Aug 16 at Noon ET
- **60+ Leagues** have signed up, please share your volunteer sign-up link



## Partnership Opportunities

- The “I’ll Rise & Vote!” Concert Series is designed to counter the intentional voter suppression campaign aimed at GenZ/YM voters.
- The “I’ll Rise & Vote” Concert Series will include an intensive multi-day bombardment of each of the selected cities with massive voter education, outreach and civic engagement.
- Targeted States: **AL, AZ, FL, GA, MI, NC, OH, PA, VA, TX, WI**

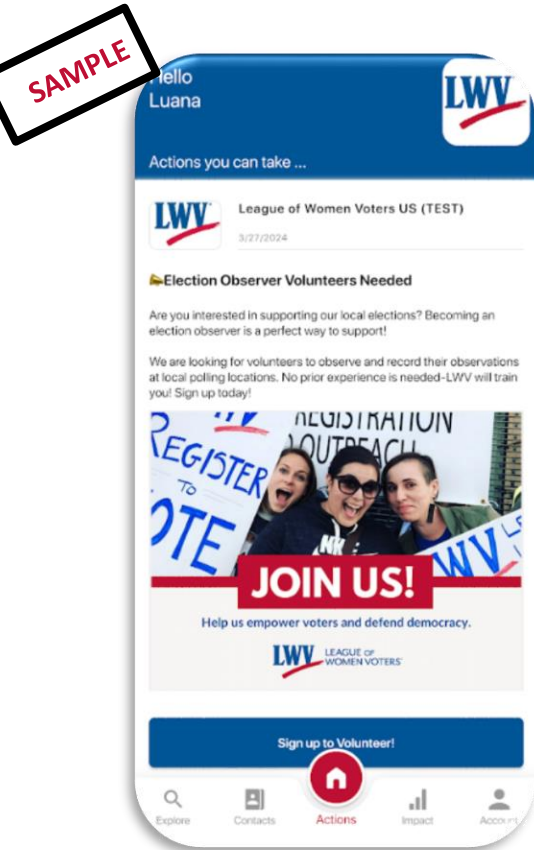
# Maximizing LWV People Power

LWV League In Action

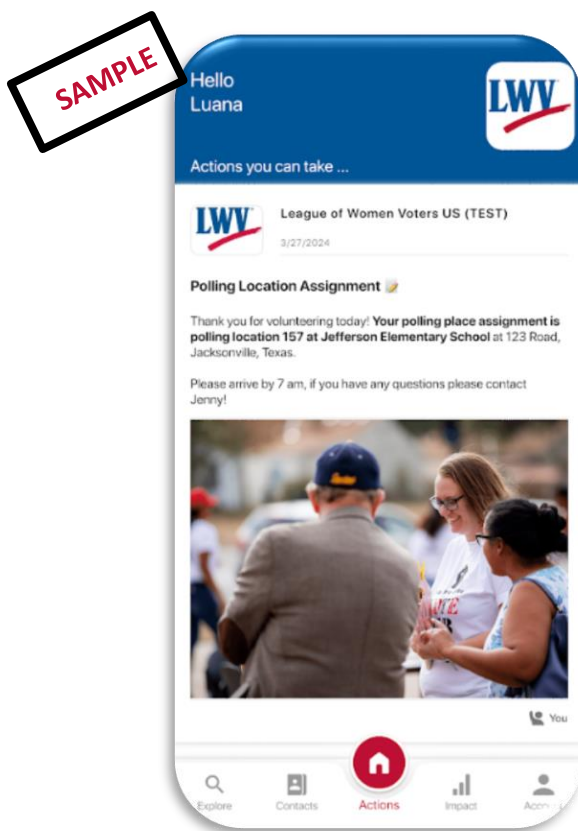
# League In Action & Elections

- LIA is the official digital organizing platform LWV, where Leagues can **build a digital community of supporters** who believe in empowering voters and defending democracy.
- Leagues via LIA can **recruit, engage, and activate their community wherever or whenever while being able to track and manage their efforts** every step of the way!

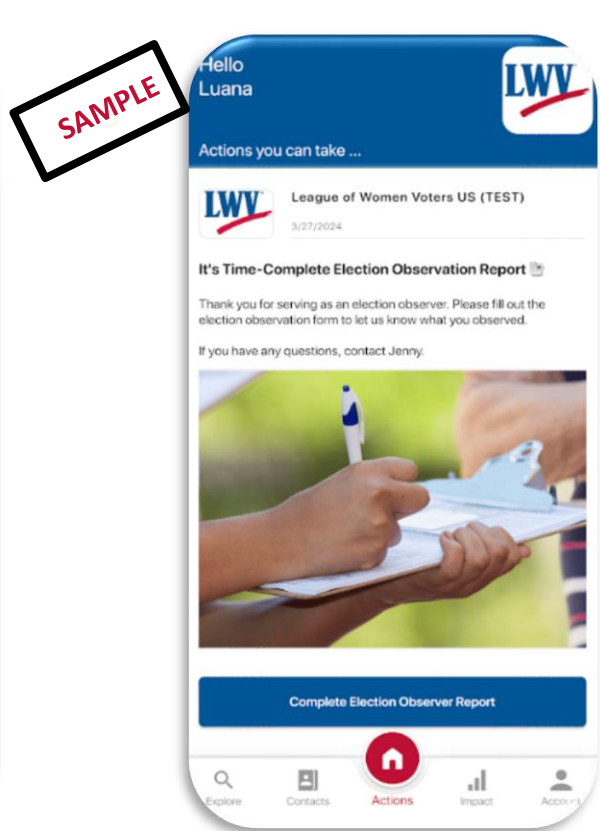




**Volunteer Sign-Up**



**Polling Location Assignment**

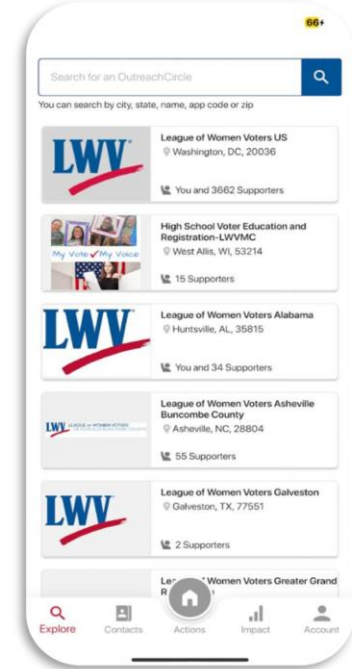


**Sharing VOTE411**

# League In Action & Elections

- [Weekly Organizing Office Hours](#) (every Friday at 1 pm ET)
- [Weekly League In Action Demos](#) (every Friday at 4 pm ET)
- [Biweekly Admin Training](#) (Mondays at 5 pm ET)

If you have any questions, contact your [regional organizer](#) or [organizing@lww.org](mailto:organizing@lww.org)



# LWVUS Resources

- [Election Preparation Toolkit](#)
  - Public Education & Engagement Guidance
  - Working with Election Officials
  - Candidate Engagement Guidance & More
- [Election Season Graphics](#)
- [VOTE411 Resource Toolkit](#)
- [GOTV Letter to the Editor Template](#)
- [Printable Voter Pledge Card](#)
- [Mis/Disinformation Graphics](#)
- [VOTE411 Door Hangers](#)
- [Organizing to Build the League's Grassroots Power](#)
- [Hosting a LWV Friendbank](#)
- [League In Action Overview](#)
- [League In Action Onboarding Directions](#)
- [League In Action: Graphics Library](#)
- [National Poll Worker Recruitment Day Action Kit](#)
- [Election Rapid Response](#)
- [VOTE411 PSAs](#)







# Upcoming Trainings

- Thursday, Aug. 22, 5pm: In-Person Registration & GOTV Events
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# Reminder: Track Your Impact!

- **As you do election activities, use tools to track your impact numbers!**
- **Annual League Survey** | Learn more about gathering data during election season, find data collection tools, and more on the 2024 Annual League Survey page on the League Management Site
- The Annual League Survey will be open in **January**

# Share Your Feedback!

Please scan the QR code  
and **take two minutes to  
complete our training  
session feedback form!**  
Responses are anonymous.



# LWV Connections

Virtual Interactive Activity

**PURPOSE:** To pause and connect within our LWV community and build connections and relationships



### **Guiding Questions**

- **What are your League's current goals for the general election?**
- **What challenges are you expecting, and what possible solutions to address them?**