

## Messages and Values

Outreach is done to get the League membership message to the target demographic. LWVUS and Spitfire Strategies worked together to craft messages that relate to three main values held by the membership recruitment initiative target demographic. These messages are to be weaved into every League activity, publication, and statement along with the ask to join. Leagues should select which message they'll use in a given situation based on the audience. It is important that all participating local Leagues consistently communicate a message and that League leaders feel comfortable and confident delivering it in all of their forms of outreach.

### Message #1 – Value to tap: Want communities to be strong, safe and healthy

- The community needs everyone to participate in order to be a strong, safe, fair and vibrant place to live.
- LWV is where hands-on work to safeguard democracy leads to civic improvement.
- Join LWV and be directly involved in shaping the important issues to keep our community strong.
- As an LWV member, you are a part of an organization where smart, active leaders work to create change in their communities.

### Message #2 – Value to tap: Want to have an impact outside the home after retirement

- As you well know, retirement doesn't mean the end of productivity, it means getting to choose what to work on and when. Retirement affords you the time you never had before to change your community for the better.
- LWV is the organization where your hands-on work to safeguard democracy leads to tangible civic improvement.
- Join LWV where citizens like you are actively engaged in effecting change on the local, state and national level.
- As an LWV member, you are a part of an organization where smart, active leaders create lasting change in their communities.

### Message #3 – Value to tap: Want to continue to have opportunities to serve as a leader



## **Membership Recruitment Initiative - Year Two**

- Retirement opens a whole new world of opportunities to apply the skills and smarts you've accumulated during a successful career.
- LWV is the organization where your hands-on work to safeguard democracy leads to civic improvement.
- Join LWV where new members just like you are taking advantage of leadership opportunities and making an impact.
- As an LWV member, you have the opportunity to contribute in a leadership role through the organization that has a great impact on local, state and even national issues.