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## President's Newsletter: October 1, 2019

2 messages

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Rebecca Gladstone, League of Women Voters of Oregon <lwvor@lwvor.org>

Tue, Oct 1, 2019 at 10:00 AM

Reply-To: lwvor@lwvor.org

To: lwvor@lwvor.org

October 1, 2019 - Update from LWVOR President Becky Gladstone



## LWVOR President's Letter October 2019



Welcome to October, with snow for our Deschutes League as I write this. I visited them for their season opener, September 5th, when it was still warm!

Here are President Geri Hauser, past President Kim Smith, Barbara McCormick, Treasurer, and LWVOR President, Becky Gladstone. I want to visit *your* League, too. Please email!

From my desk, a quick overview:

- The LA Western Regional "CensusCounts" meeting
- Climate Strike Marches!
- National Voter Registration Day
- Water Workshops
- Our Redistricting Matters petition- any day now!
- The Fall Workshop, and your fall events!

- Social Media tips
- Fall reading

## Redistricting Matters

Stand by for the [Redistricting Matters](#) proposed ballot initiative announcement from LWVORAF for an Independent Redistricting Commission. We expect to have information at the Fall Workshop.



## Climate Strike Marches

Did your League turn out to march in Climate Strike events where you live? We'd love to hear about it and we do enjoy photos. Please share!

## National Voter Registration Day

Yes, we do celebrate and work for new registrants in Oregon, even though we have #MotorVoter and automatic voter registration. According to our state Elections Division, there were almost 5,000 new registrants on September 24<sup>th</sup>! It isn't possible for us to know how many were inspired by our publicity. I am sure we made a difference, though! Thank you!

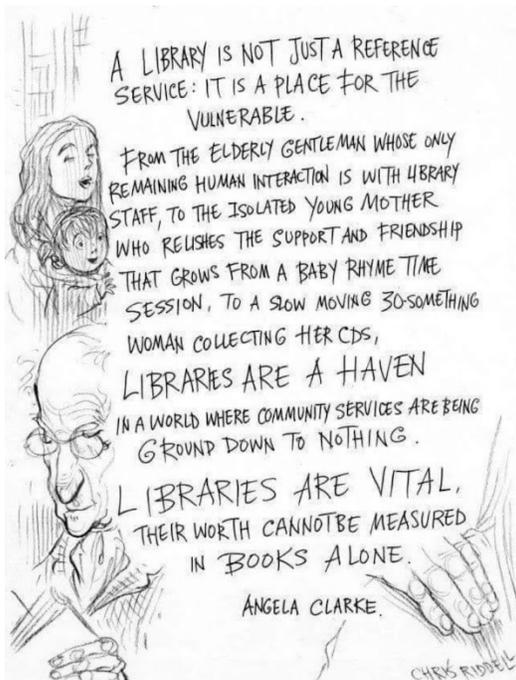
## Water Vision Community Conversations and Technical Workshop

The Governor's Natural Resources Office and state agencies are working to learn more about Oregon's water infrastructure needs. This fall and winter, they will be hosting conversations to connect with community leaders and decision-makers to shape the early [draft](#) of Oregon's 100-Year Water Vision.

They are encouraging people from every corner of the state to join the discussion by hosting Community Conversations and a Technical Workshop this fall. Please forward these opportunities to anyone who is, or should be, a water leader. Find out more at the [Oregon Water Vision website](#).

## #Census2020 #WeCount #CountMeIn #CountOnLibraries

[Toni Lampkin](#) is our Oregon Census 2020 LWVOR organizer. Please contact her with questions. Meanwhile, LWVUS is participating in the national census effort and tons of federal funding levels will be established by the 2020 Census numbers, to be in effect for 10 years. The [Coalition on Human Needs](#) estimates \$12,000 will be lost for each child,



aged 0-5 years old, who is missed, and not counted.

The much anticipated establishment of an Oregon 6<sup>th</sup> Congressional District hangs in the balance with census participation, if we get an adequate count.

This will be the first time a census will be conducted online. The League can help as a “Trusted Voice”, for some of the “hard to reach” populations. US Census officials in Oregon are asking us to partner with librarians in their training. Josie Koehne, in Washington County, has asked if we can activate our Speakers’ Bureau network to participate and help. Stand by for more on that, maybe in time for the Fall Workshop.

**#CountOnLibraries**  
(this is the hashtag for libraries & the Census)

## Fall Workshop

I hope you are coming to our Fall Workshop! This is our premium training meeting for Voter Service! [Register by October 11<sup>th</sup>](#).

Register online!



## Social Media

We got social media tips at the CensusCounts meeting. These are for active users who post and tweet for our Leagues already. If you post, or if this seems foreign to you, please find me at the Fall Workshop and let’s chat!

- Your priority should be Facebook, then YouTube.
- Reach millennials on Instagram. The Reddit “ask Me Anything” is Very Popular.
- Aim to schedule (pre-post) 80% of messages. An editorial calendar to prompt posts is Critical.
- Get attention for influence &/or links to info. Attention span averages 3 SECONDS. 7 for men, 2 for women. -didn’t get a reference. 😊
- Tailor content in 1/3’s: Personal, share from others, and Call to Action (PLEDGE!).
- Use your analytics. Link to your pages where people actually GO. Post when they are reading.
- Reinforce successes with “TBT” (throw-back Thursday) repeats.

*Thoughts & Prayers*  
**Register & Vote**

- Follow up with micro-targeted lists for email messaging.

The image above was our September winner, reaching 5,300 on facebook. We would like to rally our League social media workers together at the Fall Workshop! Let's chat.

## An Argument for "Sustaining Membership" Dues

Thanks to Development Chair, Jackie Clary, for this article!

For those not familiar with the term, we will start with an example of sustaining membership: With your agreement, membership dues would be paid automatically by your financial institution. Payments could be broken up into monthly portions (such as \$65 yearly dues divided by 12 would be \$5.42 per month). That payment would be deducted from your account and deposited electronically into your League's account. Payments would continue until you inform your bank/credit union to stop. If your League is a 501(c)(3), an annual statement would be generated for your tax records.

Perhaps the most powerful argument for considering sustaining membership dues is that it makes membership affordable for those who have difficulty with a once-a-year payment. We want diversity, equity, and inclusion to be a definition of League, but the cost of dues leaves out segments of our community. This is a way to "level the playing field."

Another argument for sustaining membership is convenience: for the member, the membership committee, the treasurer, and the League. The member makes a one-time payment authorization and it continues until the member requests a stop. The membership committee and treasurer no longer have to remind members to pay dues, or collect and deposit dues. By offering an additional method of payment, membership expands its accessibility, eliminating a reason for not joining League. It also makes it easier for members to "round up," adding more to the basic dues. Sustaining donations might be considered as well (LWVUS has this option).

The drawbacks of sustaining membership might initially be educating members and those who track membership and dues. Other drawbacks might be dealing with different financial institutions, although we found on a visit with one credit union that there would be no charges to members or to Leagues, at least at their institution, and surmised it was the same with others.

Having the ability to offer sustaining membership would put Leagues in the same payment category as PBS and NPR. Not a bad place to be.

## League Readers' Bookshelf!

This is nice reading weather. How about this book, from author Ari Berman, who spoke at our LWVUS Convention in Dallas. This review is from [McMillan Books](#), courtesy Kathleen Hersh.

October Featured Book

### ***"Give Us the Ballot: The Modern Struggle for Voting Rights in America" by Ari Berman***

"In this groundbreaking narrative history, Ari Berman charts both the transformation of American democracy under the VRA and the counterrevolution that has sought to limit voting rights, from 1965 to the present day. The act enfranchised millions of Americans and is widely regarded as the crowning achievement of the civil rights movement. And yet, fifty years later, we are still fighting heated battles over race, representation, and political power, with lawmakers devising new strategies to keep minorities out of the voting booth and with the Supreme Court declaring a key part of the Voting Rights Act unconstitutional."



Thanks for reading! Have a lovely October!

Becky Gladstone  
LWVOR President

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