

The "Lame Duck" amendment—1932.  
 Emergency Relief and Construction Act—1932.  
 Government operation of Muscle Shoals "as a yardstick" as part of the TVA—1933.  
 Federal-State Employment Service Act—1933.  
 Ratification of Treaty for Supervision of International Trade in Arms—1934.  
 Provisions of the Social Security Act for unemployment compensation, maternal and child health, and merit system for federal employes—1935.  
 Establishment of the National Munitions Control Board—1935.  
 Renewal of the Reciprocal Trade Agreements Program—1937, 1940, 1943.  
 Repeal of Section 213, Economy Act of 1932, discriminating against the employment of married persons in the federal service—1937.  
 Food, Drug and Cosmetic Act—1938.  
 Child labor provisions of the Fair Labor Standards Act—1938.  
 Ramspeck Postmasters Act, improving the method of appointing postmasters—1938.  
 Increased appropriations for the Civil Service Commission—1938, 1939.  
 Increase in federal funds for aid to dependent children under the Social Security Act—1939.  
 Requirement for selection of state Social Security personnel through approved merit systems—1939.  
 Repeal of the mandatory arms embargo section of the Neutrality Act—1939.  
 Ramspeck Act authorizing extension of the Federal Civil Service—1940.  
 Lease-Lend Act providing all-out aid for victims of aggression—1941, 1943.  
 Anti-inflationary amendments to Price Control Act—1942.  
 Increased personal income tax rates, lowered exemptions, and collection at the source—1942.

## Some state and local League achievements

State Leagues have made significant contributions toward improved personnel standards in state agencies. They have worked for reform of election laws, such as permanent registration of voters and the secret ballot. Several Leagues are given credit for the passage of laws requiring jury service of women. State Leagues have also been active in behalf of public welfare measures, especially the reorganization of state welfare departments after the passage of the federal Social Security Act.

Local League activity is suited to particular local governmental needs. Typical local League achievements include the establishment of city merit systems, adoption of city manager charters, creation of juvenile courts, passage of adequate school taxes and appropriations for public health nurses and policewomen.

## MEMBERSHIP APPLICATION

I wish to become a member of the League of Women Voters and join in its work to increase citizen activity.

Name.....

Street.....

City.....State.....

## NATIONAL LEAGUE OF WOMEN VOTERS

### OFFICERS AND DIRECTORS



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 New York City  
*President* MISS MARGUERITE MILTON WELLS  
 Minneapolis, Minnesota  
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NATIONAL HEADQUARTERS  
 726 Jackson Place, Washington 6, D. C.

Price \$1.50 per 100

October 1943

*League of  
 Women Voters  
 Today 1943-1944*



To make people aware of political forces

To arouse people to their responsibility for government

To act on government issues

### **These are the aims of the League of Women Voters**

All that can be expected of most citizens in a democracy is that they have concern for government; that they make choices about what government should do.

Much of the present confusion and frustration lies in thinking that people should make complicated choices; that they need to know all the answers to governmental questions.

If this were true, democracy could not survive for most individuals can not give much time to their government. But they can make simple choices wisely.

To make complicated issues simple so that millions of citizens can make the necessary choices is one of the tasks of the League of Women Voters. Control of inflation, need of heavy taxation, wiping out political patronage, need for a sound foreign policy—these are some of the important questions which League members are now trying to clarify for the American public.

### **The League of Women Voters fosters a sense of responsibility for government—**

Members inform themselves quickly about public issues; help others to understand them.

Members use the person-to-person approach in reaching great numbers of citizens. At every opportunity they talk to others about questions of the day. They leave broadsides to help make issues clear.

The League points out the significance of Washington news in a bi-weekly publication **TRENDS**. Subscription price is a dollar a year.

The League helps citizens follow the records of elected officials; furnishes non-partisan facts about all candidates.

### **The League of Women Voters has specific qualifications for this important task—**

It acts in the public, not special, interest.

It is non-partisan; does not support candidates nor align itself with any political party.

It has gained a reputation for effective action on political issues from its 23 years experience on the political front.

It is closely unified in a nation-wide organization of state and local Leagues.

### **The League of Women Voters works for legislation—**

Its program of action is adopted by League members, through representatives, at biennial conventions.

Specific bills in the Congress to be supported or opposed in accordance with this National

program are selected by the National Board, consisting of elected and appointed members.

Publications and communications from national headquarters help to prepare League members for action.

At the state and local level legislative activity is similarly guided by state and local programs of work adopted by the members.

### ***Some Points On—***

**Membership** Any woman who supports the aims of the League of Women Voters can join a local League. She automatically becomes a member both of her state League and of the National League.

Every member receives **CITIZENS ALL** ten times a year, a one-page publication about the League and what it is doing.

**Where Organized** In May 1943, there were 34 state Leagues and 571 local Leagues. A state League is affiliated with the National League on meeting required standards relating to program, policy and membership. There are League members in over 1500 communities. State Leagues are organized in Arizona, Arkansas, California, Colorado, Connecticut, District of Columbia, Florida, Georgia, Illinois, Indiana, Iowa, Kansas, Kentucky, Louisiana, Maine, Maryland, Massachusetts, Michigan, Minnesota, Missouri, Nebraska, New Hampshire, New Jersey, New York, Ohio, Oklahoma, Oregon, Pennsylvania, Rhode Island, Tennessee, Texas, Vermont, Washington, Wisconsin.

**Finance** The work of the League—local, state and national—is financed by nominal membership dues and by contributions from men

and women who appreciate the public service it renders. The current National League budget is \$85,000. The total budgets of the Leagues of Women Voters throughout the country approximate one-third of a million dollars.

**Headquarters** The National headquarters of the League of Women Voters are at 726 Jackson Place, Washington 6, D. C. From here the National League president directs League activities in accordance with decisions of the National Board. A staff of 18 is employed.

**The Start** The idea of a National League of Women Voters was projected by Mrs. Carrie Chapman Catt at the 1919 convention of the National American Woman Suffrage Association in St. Louis. Formal organization took place in Chicago, February 14, 1920, in conjunction with the Victory Convention of the Association.

### ***National Legislative Successes***

The League has given substantial and effective support to the following federal measures:

Sheppard-Towner Act for the Promotion of the Welfare and Hygiene of Maternity and Infancy—1922.

Cable Act for the Independent Citizenship of Women—1922.

Civil Service Reclassification Act, including "the principle of equal compensation for equal work irrespective of sex"—1923.

Child Labor Amendment—1924.

Opposition to the Wadsworth-Garrett Resolution to make the U. S. Constitution more difficult of amendment—1925.

Senate ratification of the World Court Protocol, although with five reservations—1926.

Ratification of the Briand-Kellogg Pact for the Renunciation of War—1928.

Ratification of the London Naval Treaty—1930.



THE LEAGUE OF WOMEN VOTERS  
NATIONAL OFFICERS AND DIRECTORS



*Honorary President*

MRS. CARRIE CHAPMAN CATT  
New Rochelle, New York

*President*

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New York City

*First Vice-President*

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NATIONAL HEADQUARTERS  
726 Jackson Place, Washington 6, D. C.

1945-46

Price, Five Cents



# LET FREEDOM RING!





## *All of the Members Make Up*

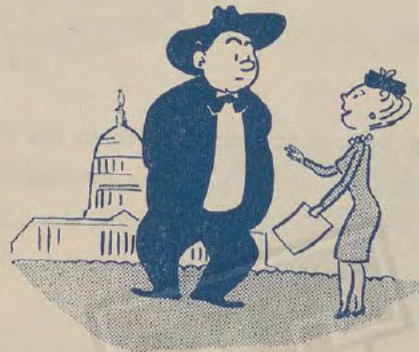
### THE NATIONAL LEAGUE OF WOMEN VOTERS

Together we work on such issues as international cooperation, an improved federal merit system, the control of inflation, and the reorganization of Congress.

#### WE CONCENTRATE OUR FIRE

on a few important measures in order to get many individuals in our community to become participating citizens.

League program is not a complete program of action for government. We act as the civic vitamin B for the entire community.





## *The Members Adopt the Program . . .*

at the annual meeting of the local League. Representatives of the members adopt the state and national programs at state and national conventions. They decide upon a few goals of vital importance to all citizens. These goals become "The Program".

Goals which we have worked for throughout the years are embodied in a "Platform" of general principles and fundamental aims. They are the chart and compass by which we sail.

For 25 years the National League of Women Voters has sailed a progressive course, supporting such measures as: maternal and child health act; pure food, drug and cosmetic act; various civil service acts; reciprocal trade act; lend-lease; price control and rationing; UNRRA; and the United Nations Charter and Bretton Woods.



## THE LEAGUE SERVES THE VOTERS

in many ways. Perhaps you first heard of the League when it reminded you to go to the polls. Or you attended a candidates' meeting where all candidates were invited to explain how they stand on issues. Such practical aids are a tradition with the League. Citizens depend upon them, knowing they will be accurate and non-partisan.



## THE LEAGUE IS NON-PARTISAN

It neither supports nor opposes candidates for public office. Its action is in no way influenced by political parties. It does support or oppose selected issues in the general welfare. The League's position is based upon facts and a thorough canvass of all points of view. League members belong to various parties and hold differing points of view on many problems, but are bound together by a common desire to improve democracy.



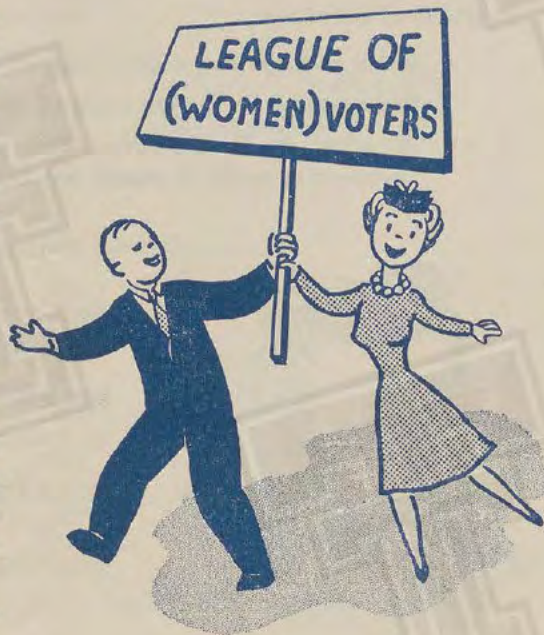
## MEN SUPPORT THE LEAGUE

THAT THE League is a League of Women Voters is an historic accident. The newly enfranchised women of 1920 hit upon the non-partisan method as a means of educating themselves for voting. Men quickly recognized its importance and came to welcome its benefits. Today, men support League work as vital to the welfare of the community. As someone put it "The women merely do the work."

*This is typical of what the men say about us:*

"I wish to say again that I am happy to have the opportunity of aiding in furthering the splendid activities of your organization which certainly deserves the admiration and support of all our citizens for the fine and worthwhile work it has done and is doing."

—A Contributor





## IF YOU'RE BOTHERED BY

political apathy, self depreciation or restricted activity, don't shy away from the cure.

The League starts where you are with your practical questions:

"Is my child getting a good education?"

"Should there be a state sales tax?"

"What will the United Nations Organization mean in a world of atomic bombs?"



Such questions lead to a great many more questions which the League helps you answer. Soon you will be watching the governmental wheels go 'round. Then you'll be in on it. You will be *making the wheels go 'round.*

YOU WILL BE FURNISHING THE POWER FOR  
A DYNAMIC DEMOCRACY



## THERE'S A PLACE FOR YOU

There's a place in the League for every kind of person

Some will prepare information.



Some will lead discussions.



Some will help the organization  
to run smoothly.



## *Everyone*

will read ACTION, the bi-monthly member's magazine, will participate in discussions based upon League publications, and will follow through by doing something to help solve the problems of democracy.

LEAGUE MEMBERS ACT TOGETHER THROUGH THEIR ORGANIZATION

EQUALLY AS IMPORTANT, THEY ACT AS INDIVIDUALS AND SEE TO  
IT THAT OTHERS ACT TOO

through such means as conversations, the distribution of broadsides and other League publications, and through expressing their views to their representatives and public officials.





**IF YOU WANT TO HELP  
STRENGTHEN DEMOCRACY**

you will feel at home in the League. It will help you to vote more thoughtfully. It will stimulate your thinking on some of the great issues of the day. And it will encourage you to speak and act for what you believe.

**YOUR CONVICTIONS ABOUT GOVERNMENT,  
YOUR ACTS FOR DEMOCRATIC GOVERNMENT**

*Are the source of power in these United States*

In 550 communities in 35 states

**THE LEAGUE OF WOMEN VOTERS**

is at work encouraging many citizens to perform better their job of government by the people.



*Power In a Democracy  
Ssprings From the People*

What you and I say and do about government can make democracy strong. *Together* we can do it—make freedom ring in these United States, knowing that if it rings clear and true it will be heard around the world.

THE LEAGUE OF WOMEN VOTERS  
INVITES YOU TO BECOME A MEMBER





by the  
consent of  
the governed!





## ● IF YOU BELIEVE

in democracy as "government  
by the consent of the governed"

and



do not  
prefer a  
totalitarian  
state

and

## ● IF YOU BELIEVE

that we who govern by our consent  
must assume our share of responsibility  
for the acts of government

and that

a democracy in which  
many do not vote  
many vote without wisdom  
many criticize  
but few think  
is dangerous to its people



## ● IF YOU FIND IT HARD

to gather information and facts  
about our government—local,  
state, or federal

not finding even by  
faithful reading of  
newspapers all you need  
for good citizenship



## ● IF YOU CARE

about government for the  
general good rather than  
for the good of some  
particular interest



putting wise measures  
above political  
preferment



● IF YOU BELIEVE A  
STRONG DEMOCRACY

can demonstrate that  
liberty is the best basis  
for human progress



that strong democracy  
requires citizens to get the  
facts, to discuss problems,  
to vote intelligently, to have  
a continuing interest in  
government

● THEN WE BELIEVE

you will want us to tell you  
about our organization

**THE LEAGUE OF WOMEN VOTERS**

We are a national  
organization with 35  
affiliated state Leagues,  
630,542 local Leagues  
44 College Leagues, 83,000  
A membership of 72,000  
Our national head-  
quarters are in  
Washington, D. C.



## WE WERE BORN

from the American woman's struggle  
to win the vote and her determination  
to use it wisely

Federal suffrage was won  
in 1920. Immediately Mrs.  
Carrie Chapman Catt  
projected the idea of the  
League of Women Voters

The League's purpose is to  
promote political responsi-  
bility in all citizens



## WE URGE CITIZENS TO TAKE PART IN GOVERNMENT

Democracy must be  
practiced as well as  
preached. A trip to the  
polls on election day is  
just one part of a voter's  
duty



## ● WE CHOOSE

a few issues in the public interest

They have to do with  
government.

The choice is made by members  
through their delegates at  
convention.

## ● WE GATHER FACTS

under the leadership of national, state,  
and local boards

The facts are published in  
short, easy-to-understand  
pamphlets.

Members visit government  
offices and study problems  
in their community.

Handbooks of voters' informa-  
tion are published.

## ● WE ENCOURAGE DISCUSSION

because finding points of agreement  
is basic to democracy

Many thousand small groups  
meet regularly.

Larger meetings and all day  
schools are held with well  
informed speakers.

Community wide interest is  
aroused by public opinion  
polls, door to door visits,  
distribution of flyers.

## ● WE ACT

in accordance with our findings  
and our common point of view

Citizens learn through doing  
when taking part in  
government.

League action helps to  
build individual habits of  
active citizenship.



## ● WE HAVE ACCOMPLISHED TWO THINGS

We have awakened thousands of people to their responsibility for government.

We have been a strong force in gaining definite improvements in government such as:

Better food and drug laws

Extension and improvement of the civil service

Trade agreements

City, county, and state government reforms

## ● WE ARE COMPLETELY NON-PARTISAN

individual League members are encouraged to work in the party of their choice, but the League itself is non-partisan

## ● WE NEVER ENDORSE CANDIDATES

we do endorse measures, and ask candidates if elected, to support them



## AT ELECTION TIMES

- 1.** We furnish information concerning the qualifications of candidates for office.
- 2.** We furnish information on the stands these candidates take toward the measures we want carried into action.
- 3.** We hold open meetings at which the opposing parties meet to discuss their aims and objectives and to answer questions we ask about their stands on our aims and objectives.
- 4.** We demonstrate the use of voting machines.



## ALL THE YEAR ROUND

- 1.** We promote attention to the responsibilities of citizenship.
- 2.** We strive to develop a more enlightened public opinion.



● WE HAVE HAD TWENTY-SEVEN  
YEARS OF EXPERIENCE

in studying problems of  
government and in helping  
citizens to do something  
about them

● WE ARE ATTRACTING

more and more women who  
find in our work a satisfying,  
exciting endeavor

● WE ARE WINNING

more and more respect  
from our communities

● OUR DUES ARE LOW

so that any woman who cares  
about government may join

● WE NEED CONTRIBUTIONS

from public spirited men and women  
who appreciate the value of our work

● WE ARE A PROTECTION

for democracy against

indifference  
inefficiency  
waste  
dictatorship



# LEAGUE OF WOMEN VOTERS

NATIONAL OFFICE

726 Jackson Place, Washington, D. C.



"By the consent of the governed!"  
Is the gift of three League friends  
in behalf of  
more members, more money — for more democracy

July 1947

Publication No. 95

5c per copy



LEAGUE OF WOMEN VOTERS  
OF THE UNITED STATES

Texas St. Pres 42  
P.S.  
Military

May 1, 1953

Mrs. William Sinkin  
[REDACTED]

Dear Mrs. Sinkin:

Mrs. Lurie was very much interested in your letter of April 13th enclosing a copy of Mrs Dillard's letter about military wives and the League of Women Voters. We can appreciate the problem posed to military wives.

The Montgomery, Alabama, League has successfully carried out several units at the Maxwell Air Force Base. They have had the complete cooperation of the commandant on the post and have been of real assistance to the members of these units. They have, as I understand it, allowed them to concentrate most of their attention on national program and voters service -- with particular stress on absentee voting.

The president of the Montgomery, Alabama League is Mrs. I. Berman, 34 Allendale Road, Montgomery, Alabama. Should you wish to communicate with her first hand about this problem, I am sure she would be glad to tell you of their experiences.

Yours sincerely,

Mrs. Newton L. Pierce  
Organization Secretary

BP/mg

C  
O  
P  
Y



AIR MAIL

[REDACTED]

Mrs. John G. Lee, President  
League of Women Voters of the United States  
1026 Seventeenth Street, NorthWest  
Washington 6, D. C.

Dear Mrs. Lee:

The enclosed letter was so very interesting I thought you might like to have it for Presidents' Council.

We have had suggestions of a similar nature for many years from members of the military but never one as concrete or as imaginative as this one.

Mrs. Dillard has done much thinking on the matter, and I know she would be pleased with any suggestions that might be forthcoming.

Your visit to Austin was a real treat, and we all learned a great deal. We hope someday soon you will make it as far South as San Antonio for I think you would be charmed by our unique and colorful city.

Sincerely,

Mrs. William Sinkin  
FS:PJ

C  
O  
P  
Y



*Eleanor*

**[REDACTED]**  
April 10, 1953

Dear Mrs. Sinkin,

As you know I am an Air Force wife and have now been an enthusiastic member of the League of Women Voters for almost a year. During this time I have considered the problem of League members whose husbands may be transferred to areas in which there is no local League.

Military base commanders would discourage any critical survey of local government, such as would be expected in starting a new League. But, what of "military wives" League Units, bypassing the local level, working with help of a State Military Unit Chairman and a National Military Unit Chairman? I can imagine first a mimeographed S.O.P. (a military term meaning "standing operating procedure") telling how to set up a unit on any military base, kept in the permanent file of the Wives' Clubs in the hope that a former League member or any wide-awake wife would see an opportunity. In this S.O.P. she would find her State Unit Chairman's address and a form to be used in applying for recognition of her Unit. On application she would receive, perhaps every two months, mimeographed "briefing" material on the State and National Items. It would be necessary, from the point of League finances, for all members to join the League after a trial of perhaps two unit meetings, and to subscribe to Publications Service. (A total fee of \$6.30 per year could not possibly be a hardship to military wives; therefore, I do not think it would be unreasonable to make this compulsory.)

In foreign countries League women could be wonderful unofficial representatives of the U.S. — where good representatives of military life are painfully needed, according to our press, at least. League units in foreign countries would necessarily have to bypass both the State and local levels, but reliable information on the National level would be most welcome. Here too, a two-month briefing sheet could be sent to Units around the world. Imagine the inspiration it could be to a woman far from home to know that she was working on something in common with other American women all over the world.

I am fully aware that women in droves will not flock to military units; however, this problem is not new to the League. (From a Wives' Club membership of about 600 we have here at Lackland Air Force Base an average attendance of 8 at our unit meetings.) On the other hand in the past year our small unit alone has lost 3 enthusiastic members who would welcome the opportunity to use such a plan, if it were available. For women like them the League would be doing a real service and, it seems to me, taking another step in the direction of world unity and understanding.

I would like very much to have your opinion of all this. I realize you will be able to clear up many points of organization which I have missed. Thank you so much for your attention; if I can be of any assistance do not hesitate to call on me.

Very sincerely,

*Jean W. Dillard*  
(Jean W. Dillard)  
Mrs. Peter H. Dillard



May 5, 1953

DALLAS  
MEMBERSHIP PLAN

1. CLASSIFICATION OF MEMBERS

- a. Prospective Member - Interested person in joining the League.
- b. New Member - Dues paid.
- c. Oriented Member - Old Member.
- d. Delinquent Member (Dropped after 6 months)

2. DUTIES OF MEMBERSHIP CHAIRMAN

- a. Call Committee Meetings
- b. Prepare Kits for members on Committee
- c. Work closely with all Committees and report to General Membership and Board meetings what we have done. This will include the number of new as well as oriented members we now have, and the number of invitations we send out each month.
- d. Keep record of all expenses, cost of literature, stationery, etc.

3. DUTIES OF RECORDS CHAIRMAN

- a. Take over duties of the Membership Chairman when she is not available.
- b. Keep Prospect and Membership File
- c. Mail letter of invitation, Facts and Bulletin to prospective members, together with application blank.
- d. Mail Membership list to all new members.
- e. Notify Bulletin Chairman if New Member list exceeds fifteen for 1 month.
- f. Mail invitations to new members for Orientation Meetings and keep Orientation Card record.
- g. Check with Treasurer two or three times a year for exact number of members and delinquent members.
- h. Return dropped members to Prospect File and treat as a new prospect.
- i. Keep record of prospects invited to join League and new members added to Membership File each month.
- j. Keep Membership List up to date for telephone and office.
- k. Treasurer will give you names of all new members she receives.

4. DUTIES OF SURVEY (PROSPECTIVE MEMBER) CHAIRMAN

- a. Make a survey of the city and think of ways and means to interest women in areas where the League is not represented, or is sparsely represented.
- b. Set up a Committee to work in Oak Cliff, Highland Park and Dallas.
- c. Suggestions for reaching these women:
  - 1. Contact the various organizations and supply them with a speaker from the Speaker's Bureau to explain the policy of the League.
  - 2. Dallas Business Reporter  
Collector's Stimulator Company  
Realtor's Association  
(This type of service will furnish all names of new people moving into Dallas)



3. Your Committee could work with Unit Organization Chairman and organize discussion groups where there are none in each district.

5. DUTIES OF NEW MEMBERS CHAIRMAN

- a. Will keep map in League office with pins showing the exact location of all members.
- b. Set up a Committee of eleven people, one in each district, to contact the new members, to welcome them into the League, and invite them to join the nearest discussion group shown on the map.
- c. Make sure new member has transportation to meetings.
- d. Urge them to become active in the League and to respond to Placement Chairman's call for workers.
- e. If they have friends who are interested, turn in their names.
- f. Furnish a Kit with instructions for each person on your Committee as to what to say when contacting new members, filling in questionnaire at the time she makes a house call or telephone call.
- g. Keep record of new members contacted for Membership Chairman's report to Board and General Membership Meetings.
- h. Mail questionnaires to Placement Chairman
- i. What do you think about a "Go See Projects"?

6. DUTIES OF ORIENTATION CHAIRMAN

- a. Will select people on her Committee to hold Orientation meetings in their homes and someone to conduct them.
- b. Arrange meetings.

7. DUTIES OF PLACEMENT CHAIRMAN

- a. Keep Activities File up to date.
- b. Select members for all Committees, that is, furnish the Committee Chairman with qualified members names for her particular job, being careful not to overload members who are already assigned to other Committees.
- c. Become well acquainted with whole membership, know their interests and capabilities.
- d. See that new members are given something to do as they come into the League.
- e. Staff the office.

8. DUTIES OF TELEPHONE CHAIRMEN (Divide among three persons)

- a. Each telephone chairman will contact the members of her telephone committee when asked to call the membership by the membership chairman.
- b. Have form written out and send to all telephone committee members showing what to say when they call about these meetings.



League of Women Voters of Texas  
2509 Washington, Waco, Texas

May 5, 1953

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4. DUTIES OF SURVEY (PROSPECTIVE MEMBER) CHAIRMAN

- a. Make a survey of the city and think of ways and means to interest women in areas where the League is not represented, or is sparsely represented.
- b. Set up a Committee to work in Oak Cliff, Highland Park and Dallas.
- c. Suggestions for reaching these women:
  - 1. Contact the various organizations and supply them with a speaker from the Speaker's Bureau to explain the policy of the League.
  - 2. Dallas Business Reporter  
Collector's Stimulator Company  
Realtor's Association  
(This type of service will furnish all names of new people moving into Dallas)



3. Your Committee could work with Unit Organization Chairman and organize discussion groups where there are none in each district.

5. DUTIES OF NEW MEMBERS CHAIRMAN

- a. Will keep map in League office with pins showing the exact location of all members.
- b. Set up a Committee of eleven people, one in each district, to contact the new members, to welcome them into the League, and invite them to join the nearest discussion group shown on the map.
- c. Make sure new member has transportation to meetings.
- d. Urge them to become active in the League and to respond to Placement Chairman's call for workers.
- e. If they have friends who are interested, turn in their names.
- f. Furnish a Kit with instructions for each person on your Committee as to what to say when contacting new members, filling in questionnaire at the time she makes a house call or telephone call.
- g. Keep record of new members contacted for Membership Chairman's report to Board and General Membership Meetings.
- h. Mail questionnaires to Placement Chairman
- i. What do you think about a "Go See Projects"?

6. DUTIES OF ORIENTATION CHAIRMAN

- a. Will select people on her Committee to hold Orientation meetings in their homes and someone to conduct them.
- b. Arrange meetings.

7. DUTIES OF PLACEMENT CHAIRMAN

- a. Keep Activities File up to date.
- b. Select members for all Committees, that is, furnish the Committee Chairman with qualified members names for her particular job, being careful not to overload members who are already assigned to other Committees.
- c. Become well acquainted with whole membership, know their interests and capabilities.
- d. See that new members are given something to do as they come into the League.
- e. Staff the office.

8. DUTIES OF TELEPHONE CHAIRMEN (Divide among three persons)

- a. Each telephone chairman will contact the members of her telephone committee when asked to call the membership by the membership chairman.
- b. Have form written out and send to all telephone committee members showing what to say when they call about these meetings.



ORIENTATION OUTLINE \*

for

New and "Old" Members

- - - - -

This outline is basic information needed to make new members effective members deriving greater satisfaction and benefit from their League membership because of an understanding of and reasons for its policies and procedures. It is not to be taken as a rigid course of study. The local Board and Membership Committee must use ingenuity and originality in presenting the material. They must emphasize its local application.

Because new members lack experience in the League, an orientation program will have to be personalized for them by the use of "props" (bulletins, programs, by-laws, Voters Service material, etc., and possibly "go and see" tours).

"Old" members need to be familiar with the content of this outline also and will find a periodic review of more and more interest as they relate the questions and answers to their accumulating day to day experiences in the League. It should never be assumed that all "old" members are completely familiar with League background, policy and procedures. Selective repetition is necessary. It is the responsibility of the local League Board to see that an effective orientation procedure for bringing this material to the membership is set up.

1. What is the purpose of the League of Women Voters?

- A. The League of Women Voters is interested in helping all citizens, League members and non-members become well informed about the structure and operation of their local, state, and national governments, important issues under consideration, and the ways the individual citizen can influence his government for the common good. Its aim is not reform in government but promotion of the democratic process whereby many citizens are informed about their government and actively participate in it.

(See National By-laws Article I, Section 1)

2. How does the League do this? (Through Voters Service and the League program)

*\*This section, although a part of "How To Get and Keep Members," may be purchased separately at 5¢ per copy.*



### 3. Explain Voters Service

- A. Provides factual non-partisan information on voting, candidates and election issues and as a year around service brings to the public information about the League program and pertinent issues of government. (See Local Leaders Handbook) (For National Voters Service see "Give the Voter a Hand", "Life of the Party", "Quiz", "Significant Roll Calls", "Self Government, USA". and "Individual Liberties, YSA". For state and local Voters Service obtain copies of local and state Voters Service publications, explain local or state Voters Service projects such as a birthday party for 21 year olds, a candidates meeting, a community meeting on a government issue, window displays, pro and con publicity, etc.)

### 4. The League Program

- A. Every two years nationally and every two years in the state and every year locally, League members jointly select one or more government issues of interest which they then study both pro and con, and decide on the basis of this study what appears to be best for the public interest. If the membership so decides, the League will follow through on this decision by actively promoting (or opposing) legislation on the subject. EMPHASIZE THAT ACTION ON THE LEAGUE PROGRAM IS NOT AN END IN ITSELF BUT A MEANS OF DEMONSTRATING HOW A CITIZEN CAN BE POLITICALLY EFFECTIVE. This does not mean that the program itself should not be directed toward an end of real importance. It must be in order to give satisfaction to the membership. (Give local, state, and national examples. Discuss recent and current national, state, and local programs, study, and action, if any, taken on each, results or hoped for results. Have on hand and use as props printed copies of national, state, and local programs, issues of national "Time for Action", similar state material and accounts of activities on local program items. Request local Board help in obtaining these materials. See also National By-laws Article XIII, state and local by-laws, and Local Leaders Handbook.)
- B. How do members "jointly select" League program? Review program making procedure to show it is a democratic process in which all members have a part. Emphasize that program is not decided by local, state, and national Boards. (See Local Leaders Handbook, National By-laws Article XIII, and state and local by-laws.) (Have on hand as props local by-laws for local procedure, and supplement this if possible with copies of local bulletin in which suggestions are requested or suggested program is presented, account of last annual meeting, or any other material pertaining to program making. Include also explanation of the function of units as a means of obtaining program suggestions from the membership. Repeat for state program using copies of state by-laws, copies of state bulletin letters to local Board from state Board asking for program suggestions, local membership and Board response, appropriate state bulletins, account of last state convention. Repeat for national program using national by-laws, letters from national to local League asking for program suggestions, summary of items suggested, and the resulting proposed program.
- C. Limitation on selection of program items. (See Local Leaders Handbook "Yardstick for Choosing Local Program". Emphasize that the League of Women Voters selects governmental issues only. For example, we may be interested in school financing, teacher tenure, school facilities but not curriculum which is a professional matter the League is not qualified to judge. As another criterion, the League limits itself to



issues on which citizens express their wishes either by ballot, referendum, or by electing representatives.)

- D. Explain "program", "current agenda", "platform", "continuing responsibilities".  
(See National By-laws Article XIII, Program Organization in the League of Women Voters - page 4, and Local Leaders Handbook.)
- E. Discuss current League program material and tools relating them to the current agenda. Use as props recent Memos, workshops, state program material, local Know Your Town survey, local program material. Emphasize factual presentation and authoritativeness. Describe how national publications are prepared. (See "Put Publications to Work".)
- F. Describe responsibility of League to publicize through meetings, press, radio, TV, etc., facts about items the League is interested in in order to "promote political responsibility through informed and active participation of citizens in government".

5. What is "taking action"? (On current agenda and platform items only)  
(See Local Leaders Handbook)

- A. Providing information first to League members and then to the citizens of the community, building public opinion by publicity, public meetings, "go and see" tours, etc., and supporting or opposing legislation decided by the membership.
- B. "Supporting or opposing legislation" means writing and promoting the writing of letters to government officials at the proper time as decided by the local, state, or national Board as the case may be, writing letters to the editor, appropriate Board member interviews with legislators, giving testimony.  
(Review specific examples of such action taken by the local and state Leagues. Have on hand reports of national Board to national convention or council on action taken on national program. This may be obtained from local League files. Point out that local Leagues can only take action on a state or national measure after the state or national Board has decided a consensus of the membership desires and supports it.)

C. Who decides, and on what basis, when action will be taken?

The Board decides when the time is appropriate and when it is sure a consensus of the membership thinks it is informed and wishes to take action.

What is consensus? Not a rigid majority but a significant body of opinion in favor of (or opposed to) specific action.

- D. Emphasize that if a member does not agree with the stand on an issue taken by the League as a whole, it is her privilege as an individual citizen to actively oppose it. She cannot, of course, speak in the name of the League. A local League may refrain from responding to a state or national "Time for Action" if the consensus in the local League is in disagreement with the League position. The local League, however, must notify the state or national League of the nonsupport with reasons and cannot actively work in opposition to a state or national stand. The local League also has the responsibility to inform all members of the request for action so that any members who wish to take action may follow through. If it appears that a



substantial number of League members question a stand previously supported by the membership as a whole, the state or national Board, as the case may be, may withhold action. (Example: League supported federal aid to education for many years but because of change in circumstances and League membership opinion, the 1951 National Council recommended not to continue support.)

- E. The local, state, or national Boards will not request action, even though there is a history of League support of a measure or principle, unless it believes the current membership is informed on the subject. (Example: Delegates to the 1953 National Council indicated personal agreement that the proposed Bricker Amendment was unwise but felt League members in their states were not sufficiently familiar with it and therefore recommended that further information be supplied to the Leagues to help prepare the membership to decide their position.

6. What are some of the issues the League has supported?

(National: See "History of the League Program", "25 Years of a Great Idea", and current and recent national programs.

State and local: Obtain help of local Board. Also, if possible, tell about some of the local programs of other local Leagues. This information may be obtained from the state and national offices.)

7. How is the League supported financially?

- A. From dues which are purposely kept low enough so that no one will be prevented from joining for financial reasons. In this League dues are \$ \_\_\_\_.
- B. From contributions from a small selected list of citizens interested in good government. This is not a general community-wide campaign. No gift is so large in proportion to the total budget that it could possibly be considered by the donor or anyone else as grounds for influencing League action. No contributions are ever taken from political parties, candidates, or political office-holders. Many members also give contributions to the League but this is not in any way considered obligatory.

Reasons for asking for contributions from non-members:

- (1) The League exists as a public service. It is an asset to the community, acting in the public interest. As such, it deserves public support;
- (2) the contributions technique has value beyond the money received. It affords an excellent opportunity for making friends and explaining the League to the community; and,
- (3) asking for money directly is the least time-consuming and most worthwhile way to raise funds for the League of Women Voters because League time should not be dissipated by projects which do not further League interests.

C. Discuss "integrated finance".

- (1) By Convention decision, all money for support of local, state, and national Leagues is raised by the local Leagues. Support



For the work of the state League is made through voluntary pledges by local Leagues at state conventions; and for the national League by voluntary pledges of the state Leagues. These pledges follow the amount suggested by state and national Leagues as necessary to carry on League work at those levels.

- (2) In a member organization, integrated finance places the responsibility on members for securing the maximum support for all League work from their communities, where the League program is carried out. One appeal only is made for the support of League work at all levels and contributors are spared the irritating duplication of calls.

8. How is the money spent?

- A. Explain membership participation in budget-making. The budget is a blue print of activity.  
(See copies of local and state by-laws and local, state, and national budgets.)
- B. All money spent is for League work only. The League does not authorize gifts to other organizations.
- C. Comparatively little is spent for overhead or professional staff. Most work is done on a volunteer basis.

9. Other important League policies

- A. Nonpartisanship (See Local Leaders Handbook, page 9.)
  - (1) The League of Women Voters supports issues as decided upon by the membership but never supports or opposes candidates or parties.
  - (2) League Board members cannot be active in partisan politics during their terms of office.
  - (3) As a final fulfillment of citizen responsibility the League expects that many of its members will "graduate" into political party activity because of the knowledge gained in the League (If possible, cite as an example a local League member who has done this.)
- B. League membership is open to any person who subscribes to the purpose and policies of the League of Women Voters. Women citizens of voting age are voting members, men and women non-citizens or women under voting age are associate members. Associate members may participate in all League activities but may not vote or be members of the Board.  
(See National By-laws Article III and Local Leaders Handbook.)

C. Our goal is to have a cross-section membership.

10. What structure does the League have to carry on all this activity?

- A. Describe positions and committees (with names of members) on local Board and their respective responsibilities. Describe nominating process.  
(See local By-laws and Local Leaders Handbook)



B. Same for state League. (See state by-laws and state Board list.)

C. Same for national League

(See National By-laws and have on hand list of Board members.)

11. Current membership in the League of Women Voters

\_\_\_\_\_ local Leagues in U.S. and territories, state and local

\_\_\_\_\_ individual members nationally, state-wide, and locally

12. How did the League get started?

(See "25 Years of a Great Idea")

13. How does a new member fit into the League?

A. Automatically receives NATIONAL VOTER, state and local bulletin and may order subscription service or order individual publications.

(See Publications List and How to Order Publications)

B. Units

(See Unit Organization in the League of Women Voters, The Briefing Session, the Jobs of the Leaders, the Members Job, and Program Organization in the League of Women Voters.)

(1) Explain what a unit is.

(2) Give time and place

C. Committees

Describe

D. Activities or Talent File

(Show a few cards as props)

Explain necessity of obtaining information and need for individual member cooperation. If possible, enter into a discussion as to what the member would like to do.

14. REPEAT AS A CONCLUSION "LEAGUE PROGRAM IS NOT AN END IN ITSELF BUT A MEANS OF DEMONSTRATING HOW A CITIZEN CAN BE POLITICALLY EFFECTIVE and achieve an important social objective in the public interest".



Seate

April 25, 1955

Mrs. Frank B. Nussbaum  
League of Women Voters of Texas  
2509 Washington Avenue  
Waco, Texas

Dear Mrs. Nussbaum:

Mrs. Lee has asked me to thank you for your letter of April 20, sharing with us your findings in regard to membership and workload. We are very glad to have your letter before the Council, so that it can enter into the discussion at Council.

Sincerely,

Mrs. Newton L. Pierce  
Organization Secretary

BP/cj



Mrs. John C. Lee, Pres.  
League of Women Voters of the U. S.  
Washington, D. C.

RE: ORGANIZATION

Dear Mrs. Lee:

In line with your request of sometime ago, addressed to state Leagues, I trust that the coming Council will have some suggestions of how the Organization committee may assist the local Leagues in lightening the work load, and still doing a good League job.

At the present, this problem seems to be the most pressing from the organization point of view. Whether the problem is real, or only the approach to it wrong, remains to be worked out. The fact is, that in almost all Leagues--especially the smaller ones---that is the main complaint. One League wanted to disband. When I insisted that we must try to carry on--their reply: "The women in this town have to do some PTA and church work, and there is no time for League. If you do a League job, you have no other free time." Another very intelligent woman said she would not even join the League because it meant giving up everything else. We are frightening prospective members. To my way of thinking, we are not getting a cross-section when it is impossible for a woman to do League work and at the same time lead a normal life in her community. Certainly we are not "Carrie Nations."

Am enclosing a sample of a questionnaire that I sent to all the Leagues in Texas this January. I received back twenty-one answers from the thirty-four Leagues. In each case--all 21--the weakness was membership. It was stated in various ways---membership participation--not enough leadership---lack of committees. All stemmed from the fact that we are not really integrating our members and making the most use of the womanpower we have on the paying membership rolls. Also, we are not making the right approach in securing new members.

This is just my view of one of the problems that we need to solve in working with our Leagues in trying to increase membership and vitality. Any help that the Council can give will be of much assistance to the Organization committee.

Sincerely,

Mrs. Frank B. Nussbaum, State Org. Chairman

cc state office



### ACTIVE MEMBERSHIP SOLVES OUR PROBLEMS

Local League Board are all concerned about how to get membership participation in League activities. The concern should be just as great on the part of League members. YOU hold the key to effective citizen participation. We have been celebrating our 20th birthday in Tennessee, and we are all filled with pride as we look at our past accomplishments. It is my earnest hope that we will be able to translate this pride into new vigor and vitality for surging ahead to bigger and better accomplishments.

In order to make NEWS, and enjoy good public relations we must have active members to dream up, discuss and initiate League programs and community projects and we must have good leaders to help us chart the course and carry out our ideas.

One problem, common to every League is membership participation. If each League member gave the "Key of active participation in government" to one friend, and showed her how easy it is to be active in getting the kind of government that is best for all of us, our membership participation problem could soon be licked. By the same token, if each Board member could give the active leadership Key to one other League member during the year it would be so easy to have full Boards.

I share with Mrs. Lee the belief that we can do anything we really want to do, and that the number of things we do is of less importance than the satisfaction we get out of doing them. Perhaps, then satisfaction is the Key to all of the rest.

I have an experiment I should like to see us try in Tennessee this coming year. I think the results might be astounding.

I should like to see every League and every League member fit everything it does into the purpose of the League. The purpose of the League is to stimulate citizen participation in government. In order to carry out this purpose we use certain tools and techniques and procedures within the framework of our by-laws. Our program is only a tool to help us be more effective citizens. It is not an end in itself. Sometimes we get in such a hurry to "take a stand" in support of or in opposition to legislation that we forget the real purpose of this tool. In other words we can't see the forest for the trees. To put this program tool in its proper perspective we soon see how our techniques, procedures, policies and by-laws become part of the whole pattern, and not trees that get in our way.

The purpose of the committee meeting is to ferret out the facts, to help us be informed citizens; the purpose of the board meeting is to chart the course, make broad plans and policies, so that our efforts can be more effective, not dissipated and ineffective; the purpose of the unit meeting is for free exchange of ideas and discussion of the facts; as a by-product of these discussion meetings we are able to reach agreement, and thus be more effective citizens. Sometimes we want to stimulate broader citizen participation in government so we take the League program to the community; or we plan our Voters Service projects to inform and activate more citizens.

If we stop a minute to reflect we soon see how all of our activities fit into carrying out our purpose. If, in our reflections, we find ourselves deviating from our purpose, we realize that our efforts and actions are being dissipated and our effectiveness destroyed. As I see Leagues in operation, I become more and more persuaded that the key to success lies in the attitudes of those participating. If you approach League work as a valued opportunity to carry forward your belief in American democracy, you will be rewarded by a knowledge that you are helping to make it a reality; in making democracy a reality enjoyment and satisfaction are inherent, and incidentally you will discover that League work is fun!

Martha K. Browning, Pres.



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Copied from  
THE TENNESSEE VOICE, JUNE 1936

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Martha E. Browning, Pres.



July 27, 1956.

Mrs. William B. Ruggles

Dear Mrs. Ruggles:

I will send a copy of this to the State Office, but did not know who to address it to there.

Our Membership drive has been most disappointing to me, because I have put forth every effort I know to do--other than going to see each person to collect dues. I sent out 47 letters to the old members and the new members (prospective ones), and to the 27 prospective new ones I sent a self addressed stamped envelope, and we still have not heard from very many of them. That has been my delay in sending in the names.

Here are the old names to take off of the mailing list:

Mrs. Robt. Lisbony---moved away.

Mrs. Robt. Gandy, 301 Austin, Edinburg---hasn't been well

Mrs. John Murray 848 S. 8th, Edinburg, unable to come

Mrs. Karl Bolls 1 1/2 miles E. Schunior, unable to attend

These are the only ones who have said they are not going to pay dues this year, altho there are 16 old ones who still have not paid, but I am sure will when we meet in September.

Here is a list of the new ones to add to your mailing list:

Mrs. E.D. Anderson 118 W. Van Week, Edinburg, Texas.

Mrs. J.M. Baker 1 1/4 Mi. N. State Hiway

Mrs. Robt. Baylis 2 mi. S. State Hiway

Mrs. Pledger Cate, 318 W. McIntyre

Mrs. H. C. Edgar, 116 W. Peter,

Mrs. Jim Holzem, 1030 S. 12th

Mrs. Marion Hughes, 412 W. Van Week

ALL EDINBURG,

Mrs. A. F. Janneck, 302 E. Samano,

J. F. Matthews, 940 S. 8th (Mrs.)

Mrs. Dwight Schroeder, ~~211 Austin Blvd.~~ Route 2, Box 16

Mrs. W. F. Tinkler, 211 Austin Blvd.

I am sorry not to have more to report at this time, but it is hard to do anything in the Valley in the summer time. I am sure I will have more to send in by October. Our Treasurer works all day and is not able to go out to collect dues, but when I have a little more time I may make some visits.

We have had two luncheons and have invited prospective members to them, and we have had one group just to hear about the League and what we do. My telephone committee and I contacted 250 people to see if they were interested in joining the league. It was heart-warming to hear so many of them say how pleased and grateful they were to be asked to belong. The trouble with most of us in the Valley is that our time just doesn't hold out long enough to do all the worthwhile things we all want to do. I have a good prospect list that I intend following up. If you have any further suggestions I would appreciate hearing about them.

Sincerely,

Mrs. K. C. Boysew



League of Women Voters of Texas

August 1956

To: The Membership Chairman

From: Mrs. William B. Ruggles  
State Membership Chairman



(An old friend in a New Hat!)

Greetings! My new hat is Membership and for the next two years we shall be working together to GET AND KEEP MEMBERS in the League of Women Voters.

It occurs to me as I wear this new hat and as I read and re-read LWV Publication No. 215, price 10¢, September 1953, How to Get and Keep Members -- active, interested and permanent -- there is very little that Dorothy Ruggles -- or Sally Victor herself -- can add. So I commend this publication to each of you and if you have it tucked away in your notebook, haul it out. Put it on your night table, in front of your air cooler, absorb it line by line. And when you have finished page seven, you will be a better membership chairman, and there will be more and happier members in your League. It really is that good.

There is one particular area, however, toward which Leagues in Texas should be giving serious attention. That scary-sounding word DROPS. The death knell, all hope gone, the final end, GLOOM! But many Leagues over the state, and throughout the country for that matter, have lost more members than they have gained members. Why, oh why? How, oh how? This just should not happen in the LWV! But it does. We have talked about this problem for several years -- now let's do something about it.

My first suggestion to you is -- try to determine and keep an accurate record of WHY a member does not renew her membership in the League. You may have to set up a whole new committee in your membership committee for this job. I am sure you feel as we do that these members are far too valuable to lose, but do they know you and the League feel this way? Practically, from a League point of view, you have much money and woman power invested in these members; let's spend a little more time and more money and try to keep them. It will pay off in the long run. They are a far greater potential as a strong Leaguer than an unknown prospect. At least once they cared enough to join the League and pay their dues. Your committee might want to work in September to rescue the DROPS.



Membership, page two

Also, we must do some thinking about how this information can be reported to the State Office. The Organization Committee should have the information, analyse it, consider it in relation to work on our Program, to see where we failed, to improve our approach. Maybe eventually to cut this number down to just "Deceased" and "Moved Away"! This may require someone talking to each of these former members, and it may be worth a personal visit. At any rate when we get together at the Area Conferences on Membership in November, we will have some concrete figures with which to work. If we can't come up with something then, we can have a workshop at the President's Council in the Spring.

The mechanics of handling this information differ from League to League. Will you write to me and tell me how you report DROPS? Should we bring the Treasurer of your League into this job? Will it be a joint effort between you and the Treasurer? What recommendations will you make to your Board in September as to what your League could and should do about the members whose names will be removed from the roster in October? Does each Board member feel this is part of her responsibility? During this new Fifth Season in the fashion world (but just the same old August dog days to the LWV) will you be mulling over this serious problem? Maybe under your new Fall Hat will be The Bright Idea.

[REDACTED]



League of Women Voters of Texas  
[REDACTED]

August 1956

To: The Membership Chairman

From: Mrs. William B. Ruggles  
State Membership Chairman



(An old friend in a New Hat!)

Greetings! My new hat is Membership and for the next two years we shall be working together to GET AND KEEP MEMBERS in the League of Women Voters.

It occurs to me as I wear this new hat and as I read and re-read LWV Publication No. 215, price 10¢, September 1953, How to Get and Keep Members -- active, interested and permanent -- there is very little that Dorothy Ruggles -- or Sally Victor herself -- can add. So I commend this publication to each of you and if you have it tucked away in your notebook, haul it out. Put it on your night table, in front of your air cooler, absorb it line by line. And when you have finished page seven, you will be a better membership chairman, and there will be more and happier members in your League. It really is that good.

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League of Women Voters of Texas  
[REDACTED]

OCTOBER 1956 BOARD MEETING

TO: The State Board of the LWV  
FROM: Mrs. William B. Ruggles, State Membership Chairman

A letter was sent to each membership chairman in the local Leagues suggesting the use of HOW TO GET AND KEEP MEMBERS and also to stress the importance of watching the loss of members in the League. An addressed envelope was enclosed asking them to let me know what plans they had for seeing that members already in the League renewed their membership as well as how this information was reported by their local Leagues. I have had no answers to this letter.

This leads me to a few conclusions -- partly from talking to chairmen in a few Leagues. One -- August is the worst possible time to send any kind of a letter and some of them had not yet seen it. Two -- many of them are new at their jobs and are unaware that they have any responsibility toward "keeping members" in distinction from getting them. They view their job as primarily one of getting members, and possibly of orienting them. There is a lot of work to be done on the total responsibility of the Membership chairmen, as well as the whole board, toward this portfolio. I have yet to find a League which has a specific plan to try to reduce the number of "drops".

In this area, as in all others, it seems the greatest help would be for state board members doing Board Training to stress this question of "drops".

Hope to work up some good suggestions on How to Get Members by the Area Conferences -- got two from the Waco League, via Mrs. Pettis, as she talked to the Arlington Provisional League.

Will make a talk on MEMBERSHIP to the general membership meeting -- a coffee -- of the Wichita Falls League on September 19th.



League of Women Voters of Texas  
1007 West 24th Street  
Austin, Texas

JANUARY 1957 BOARD MEETING

TO: State Board, LWV of Texas  
FROM: Mrs. William B. Ruggles, State Membership Chairman

As a section of the Area Conferences was on Membership in the local League, it seemed advisable to wait until after the reports of all of the Conferences were in and then write a letter to all of the Membership Chairmen. I have asked that this section of the final report be sent to me when it has been compiled in the state office. It may be that this will be some time after the state board meeting, and a letter will be sent out then.

A membership report on each local League is sent to me monthly from the state office, and this is very helpful to me in determining the status of each League. We might like to take a sharp look at these membership figures, not only from the point of view of just membership but also in relation to the budgets. There has been, as you know, a steady decrease in the membership of the League over the last five years and the general picture seems to be that the Leagues are getting new members and are not keeping the old members.

DROPS. Few Membership Chairmen answered the letter sent out in regard to drops, but I have been able to determine from Bulletins that they did make more effort this year to see that the members stayed in the League than they have in the past. Some Leagues have reported to me verbally what they did. I felt this should have been an important section of the Area Conferences, and I will be interested to know in how many places it was discussed. Also, I have learned that in many Leagues the Treasurer is responsible for seeing that memberships are renewed - not the Membership Chairman.

I would again ask that the board consider the value of having prepared a BASIC INFORMATION SHEET on each League. I submitted a sample of what this might be to the October board meeting. This would be very useful to all members of the Organization Committee and also to some of the board members. This information sheet could be enlarged, altered, anything - just so this information on each League was available in one handy place.



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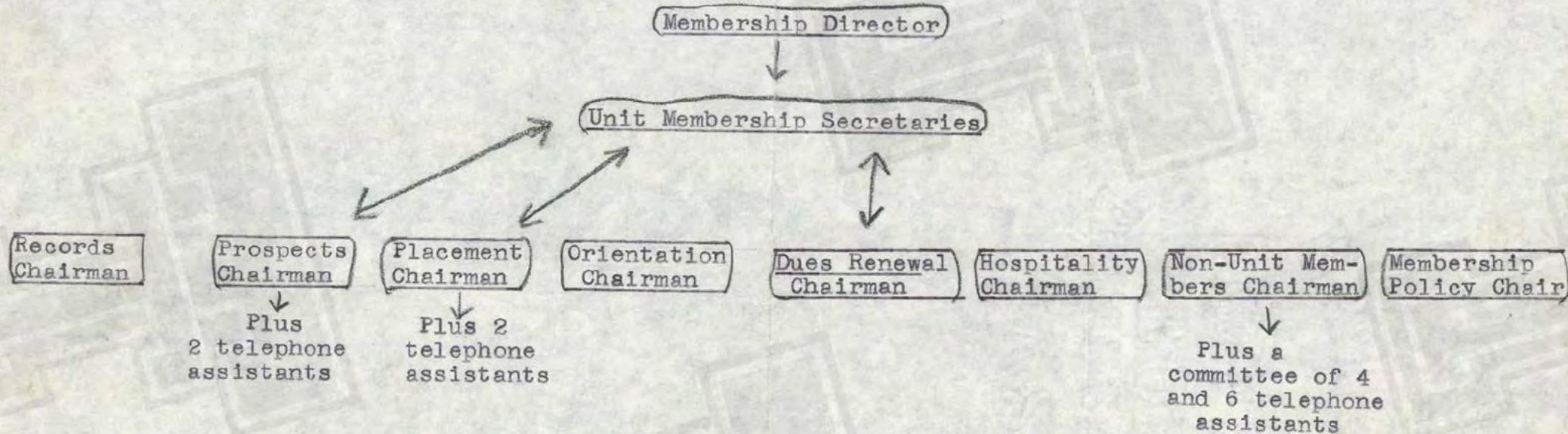
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MEMBERSHIP COMMITTEE  
League of Women Voters of Dallas



Footnote regarding arrows: The arrow lines drawn indicate only those chairmen who work most closely with the unit membership secretaries. For strict accuracy in describing the functioning of the Membership Committee, lines could be drawn between almost all of the different chairmen and the secretaries and the director.

6 copies



## THE MEMBERSHIP JOB

### Unit Membership Secretaries

In a large League, it is believed that sound growth is achieved through active membership work being done in the units. For this reason the job of the unit membership secretary is of the greatest importance. See attached sheet for details of her duties. *(Enclosure #1)*

### Records Chairman

1. Publish a roster in September of each year of all Dallas members, giving address, telephone number and unit identification. *(See Enclosure #2 - Roster)*
2. Keep an accurate card file of all members.
3. Keep available exact current figures on membership.
4. *Mail a roster and "New Member Kit" to each new member.*

### Placement Chairman

1. Mail placement cards on all new members to the membership secretaries of the units to be filled out by them and returned.
2. Mail placement cards on all new members with no unit designation to a telephone assistant. Duties of the telephone assistants are as follows:
  - a) Welcome new members to the Dallas League
  - b) Fill out placement card and return to Placement Chairman.
  - c) Seek to place the new member in a unit (see procedure of the telephone assistant to the Prospects Chairman below).
3. Keep placement file current on basis of answer to questionnaires. *(See Enclosure #3)*
4. Keep lists current of typists and telephoners for use of all board members and their committee members.

### Prospects Chairman

1. Keep a card file of all prospects, including both those who first become known to us through visiting a unit meeting and those who phone the League office independently or whose names are given us by friends or other League members.
2. Send literature to all prospects.
3. Consult periodically with unit membership secretaries as to whether names should be dropped.
4. It is the job of the telephone assistants to telephone each prospect whose name does not come in through a unit group. The prospect is encouraged to attend a unit meeting and if she expresses interest in a particular unit, her name is given to that unit's membership secretary who then phones her, invites her to the next unit meeting and subsequently invites her to join.



## The Membership Job - 2

### Orientation Chairman

Arrange several general area (North Dallas, East Dallas, Oak Cliff) orientation meetings during the year for new members. Secure a home, speaker and provide material. The use of the film strip "Yours is the Key" has been found particularly useful in this connection during the current year.

### Dues Renewal Chairman

1. Write a letter to each threatened drop. (~~See Enclosure #4~~ <sup>3</sup>)
2. Refer names of unit members who are threatened drops to their unit membership secretary who can remind them by telephone of the need to pay dues when she phones to tell them of unit meetings.

### Hospitality Chairman

Register all guests at general meetings and assist <sup>members</sup> in pinning on their own names by providing slips of paper and pins. She asks as many people to assist her as she wishes.

### Non-Unit Members Chairman

- (~~See Enclosure #5~~ <sup>4</sup> for report on this committee's work.)
1. Keep a card file of all non-unit members in categories as follows: a) Non-Unit Luncheon group, - those interested in meeting two or three times for a luncheon at which there is a program to keep them informed on League activities. b) Those who wish to be telephoned and notified of all general meetings in addition to written notice. A telephone committee of five does this work. c) Those who will attend general meetings but do not wish to be telephoned. d) Inactive or "reading" members.
  2. Plan, with the help of the other members of the Non-Unit Committee, the luncheon meetings of the Non-Unit Luncheon group, presiding and taking charge of details of the arrangements.
  3. Supervise the telephone committee, - alerting them when general phoning of the membership is requested by the President; when it is necessary to notify the Luncheon Group of a meeting for which luncheon reservations are necessary; when it is time to telephone those in category b) and the Luncheon Group to notify them of a general meeting.

### Membership Policy Chairman

The purpose of this committee during the previous year had been recruitment of new members through parties planned for special areas and through door-to-door canvassing in new neighborhoods. Little was done along this line, but the chairman stood ready to help in the event there was a request for such activity from a specific area or neighborhood.



(Enclosure #1)

The JOB of the

UNIT MEMBERSHIP  
SECRETARY

An active and capable membership secretary is basic to the success of a unit group. Her responsibilities can be summarized in the following outline:

I Handle arrangements for unit meetings.

- A. See that a meeting place is available.
- B. Notify, preferably by telephone, all unit members from 2 to 4 days before the meeting and tell them what the subject for discussion is to be. Arrange rides, if necessary.
- C. Most groups of the League spend the first half hour having coffee. Be sure that all members and guests are introduced during this time. Circulate a list for attendance. Have those present list name, address, telephone number, and whether they are guests or members. *(or: check your list and add name, address, telephone nos. of guests.)*

II Be a personnel director - really know all members of your unit.

- A. Keep a card file with pertinent information about each member.
- B. Go over the file periodically with the unit leader and assist her in finding jobs for all members who want them.
- C. *Complete* ~~Fill out~~ a placement card on each new member and mail this to the Placement Chairman. *A card will be sent you for each new member - with her name & address already filled in.*
- D. Try particularly to find a unit job for each new member.  
(Suggestion: If the new member seems suited to it, have her help you.-- This will lighten your work and help her more quickly know other unit members and feel more a part of the unit.)

III Seek to increase membership through the unit.

- A. Follow up guest-prospect. Show a personal interest in the woman who comes to a unit meeting for the first time. Be sure that she receives thereafter notices of future meetings. Try to find time to discuss with her what it is like to be a League member and see that she has an opportunity to join through you if she wishes.
- B. Follow up referrals by the Prospects and New Members Chairman. A prospect, who first shows her interest in the League by phoning the League office or whose name is given to the office, is then telephoned by the Prospects and New Members Chairman who seeks to place her in a unit. Similarly, a new member who has joined through



the office is telephoned by the same chairman for the same purpose. If the prospect or new member expresses an interest in your unit, her name will then be referred to you, and it is thereafter your responsibility to invite her to meetings and follow up as you do with other prospects and new members.

- Give names to*
- C. Evaluate reasons for threatened drops. ~~Work with Dues Renewal Chairman on this.~~
  - D. Be prepared to accept memberships, including dues, which are to be mailed to the Treasurer. Emphasize the value of League membership and the importance of paying dues so that one can receive notices and publications.
  - E. Give literature (Facts, etc.) to all prospects and new members who have not received any.

~~The JOB of the~~

UNIT RESOURCE  
PEOPLE

The responsibilities of each unit resource person may be outlined as follows:

- I. Attend all meetings of the resource committee, of which she is a member.
- II. Attend briefing sessions on subjects in her field.
- III. Cooperate with the leader in planning the unit meeting, and bring the charts, films, or other props to be used.
- IV. Participate in the discussion; give a very brief presentation of the facts pertinent to the discussion; comment, raise questions which stimulate thinking and supply information when needed.

- 1) Have receipt books or membership blanks.
- 2) Card file & cards available.
- \* 3) Give names of chairmen.



## MEMBERSHIP REPORT TO THE BOARD OF DIRECTORS

December 5, 1956

Our current membership on this date is 520. This includes the dropping on November 1 of 95 names because of failure to renew. New members since September 1 number 61.

Non-Unit Members. As stated in the membership report given in June it was believed that it would be of value to study the composition of that part of League membership which is not affiliated with units. A telephone survey of these members has now been completed and results are as follows:

One hundred and sixty-three members now fall in this non-unit category. Of these, 79 expressed an interest in attending a luncheon to be held specifically for non-unit members with the purpose of keeping them in closer touch with the League. (More will be mentioned about this luncheon group later). Fifty-one wished to be completely inactive, paying their dues and receiving League literature but requesting that they not even be telephoned for general meetings. Sixty-seven did wish to be telephoned and a telephone committee has been set up for this purpose.

In June we had 284 (or over 50% of our membership) in the non-unit group. It will be noted that this is considerably more than the present non-unit total of 158, which is approximately more 31% of our membership. The difference between these two totals is 121. The disposition that was made of these 121 members is indicated in the following breakdown:

Incorrectly designated non-unit.....	14
Unable to reach by telephone	
(letters being sent to trace).....	10
Dropped.....	51
Referred to units.....	42
Still being phoned.....	4

Non-Unit Luncheon. On October 31 the luncheon mentioned above was held at the Baker Hotel. Although 79 had expressed a desire for such a luncheon only 19 actually made reservations. A most interesting summary of League program and recent activity was presented by Mrs. Macdonald, Mrs. Solender and Mrs. Faris which was quite well received and followed by a lively question period.

At a meeting on November 27 it was the feeling of the Non-Unit Committee that the response to the luncheon had been disappointing in the number who attended. However, it was also believed advisable that one more luncheon meeting be held for this group in April or May, after which an evaluation could be made about the advisability of continuing such luncheons in the future.

Respectfully submitted

*Ruth Richmond*  
Membership Director



# LEAGUE OF WOMEN VOTERS

3215 Knox Street  
DALLAS 5, TEXAS

OF DALLAS



Telephone  
LO-2292

*Dallas  
Membership*

February 20, 1957

Mrs. Horton W. Smith  
Route 7, Box 63  
Austin, Texas

Dear Cookie:

My apologies for not getting this off to you sooner. I did want to do a thorough job and had difficulty finding the time for it.

As you may recall my saying in Austin, the Committee has not met as a whole all year. Rather, chairmen have met regarding areas of interest for their specific jobs. For example, recently there was a meeting of the Prospects and Orientation chairmen together with the Third Vice-President and myself regarding new literature we are planning for use with prospects and new members.

I should like to emphasize that the Third Vice-President plays a most important role in membership in the Dallas League. She attends most of our committee meetings and is always available to me for consultation and assistance as I have need for it.

My last enclosure (#5) is a copy of my December report to the Board which is almost wholly concerned with the survey made this fall of our non-unit members. I think you may be particularly interested in the way we have tried to meet the problem of the League member who is not affiliated with a unit.

If you have any questions or our procedures are not clear, let me know and I'll send more information.

Sincerely yours,

*Luth Richmond*

Membership Director

Report and chart, plus  
5 enclosures



# LEAGUE OF WOMEN VOTERS

OF DALLAS



Telephone



Dear League Member:

Time has a way of flying by before we know it. Sometimes things we intend to do slip by us without being remembered. We hope that is what has happened to your dues for this year in the League of Women Voters.

You know how treasurers are--always thinking of money and sometimes downright finicky about collecting dues! Our dues are payable in April. There is a little rule which forces us to drop members who have not paid dues within a period of six months. So you see it's almost time for us to begin dropping those members who have not paid by October 1. This reminder will be the last one you will receive.

We'd hate to lose you. The League needs and values every member, and of course, the more members we have the more effective our program can be. We've had a busy, good year, but we're looking forward to an even better one. We hope that you will play a part in supporting the League in its efforts this year.

Sometimes people do drop out of the League and it's very important for us to know why. If for some reason you have decided not to renew your membership, we would appreciate your helping us to make a membership analysis by checking the form below and returning it with your comments. The self-addressed, stamped envelope will make it more convenient for you. Thank you very much.

Your hopeful Membership Committee,

Dues Renewal Membership Chairman

.....

I have been planning to send in my dues all along, but since you are rushing me, here they are. (If checking this one, read no further. Congratulations!)

I regret that I must drop my League of Women Voters membership because:

1. I have ten children and am expecting twins.
2. I am not getting enough out of it.
3. I believe the League should do more on local issues.
4. I am too tired.
5. I have not been asked to have an active part in League work.
6. I am not in agreement with the League program.
7. Can't stand all those women talking.

.....  
Signature



Lemon

February 26, 1957

Mrs. M. B. Richmond  
[REDACTED]

Dear Ruth:

I couldn't be more pleased -- nor more impressed -- than I am with your report on how you are carrying out your job. This is the kind of on paper thing that I long to see all chairmen do. And, while your specific planning was done to fit the size of your League, your ideas about dividing responsibilities and attacking every facet of the membership job can be translated by a League of any size. I'm sure this will eventually find its way into a tool for all membership chairmen in Texas.

You know how grateful we all are to you for the time and trouble it took to prepare the report. I have a bad habit of hanging onto things like this that fascinate me, but I'm going to send this one right along to Pauline Lemon, and then she can send it along with her comments back to Dorothy Ruggles. This is one report that will have a long and useful life. Thanks again, so much.

Most sincerely,

Mrs. Horton Wayne Smith

cc-Lemon



Enclosure #3

Name \_\_\_\_\_ Classification \_\_\_\_\_

Date \_\_\_\_\_

A. Resource *Program*

[REDACTED]

G. Membership

[REDACTED]

B. Voters' Service

[REDACTED]

H. Finance

12

C. Public Relations

[REDACTED]

J. Employment

D. Office Committee

[REDACTED]

Firm

Position

Previous employment

Position

E. Unit Discussion Group

[REDACTED]

Teaching

Field

Level

F. ~~National~~ Publications

12

(see reverse side for chairman's comment)



LEAGUE OF WOMEN VOTERS  
MEMBERSHIP QUESTIONNAIRE

Miss  
Name: Mrs. \_\_\_\_\_  
Address: \_\_\_\_\_  
Tel: \_\_\_\_\_ Date: \_\_\_\_\_  
Business Address \_\_\_\_\_  
Tel: \_\_\_\_\_

Please check one or more of the following committees that you would be willing to serve on:

- PROGRAM*  
A. ~~RESOURCE~~: Research, experience, or action on the following subjects:  
1 International Relations \_\_\_\_\_  
2 ~~Economic Items~~ *Loyalty - Security* \_\_\_\_\_  
3 ~~Structure of Government~~ *Water Conservation* \_\_\_\_\_  
4 Education *T.C.R.* *9* Social Welfare \_\_\_\_\_  
6 Status of Women \_\_\_\_\_  
7 State Level Items \_\_\_\_\_  
5 *8* Local Program \_\_\_\_\_
- B. VOTERS' SERVICE: Includes the following:  
1 Preparing questions for candidates \_\_\_\_\_  
2 Compiling material \_\_\_\_\_  
3 Distribution of Voters' Guides \_\_\_\_\_  
4 *Collecting poll tax* \_\_\_\_\_  
5 *Other* \_\_\_\_\_
- C. PUBLIC RELATIONS:  
1 Newspaper publicity \_\_\_\_\_  
2 Speaker's Bureau \_\_\_\_\_  
3 Have you interest or experience in any phase of radio work? \_\_\_\_\_  
4 *Art Work* \_\_\_\_\_  
5 Cartooning \_\_\_\_\_ 6 Window displays \_\_\_\_\_  
7 Show Card writing \_\_\_\_\_
- D. OFFICE COMMITTEE: Volunteers needed, would you take it?  
1 One morning a week \_\_\_\_\_  
2 One morning a month \_\_\_\_\_  
Assist with the following at:  
3 home \_\_\_\_\_ 4 office \_\_\_\_\_  
5 Typing \_\_\_\_\_ 6 Shorthand \_\_\_\_\_  
7 Cut stencils \_\_\_\_\_ 8 Addressing and mailing \_\_\_\_\_  
9 Mimeographing \_\_\_\_\_
- E. UNIT DISCUSSION GROUPS: Meet bimonthly, Indicate preference for Morning \_\_\_\_\_ 1  
2 Afternoon \_\_\_\_\_ 3 Evening \_\_\_\_\_  
4 Would you offer your home for such meetings? \_\_\_\_\_
- F. ~~NATIONAL PUBLICATIONS~~: 1 \_\_\_\_\_  
Contacting educational and other organizations for distribution purposes.  
2 *Unit Publications Chairman* \_\_\_\_\_
- G. MEMBERSHIP:  
1 Organization \_\_\_\_\_  
2 Telephone: Checking address and telephone numbers \_\_\_\_\_  
3 Orientation: Would you offer your home for an occasional meeting? \_\_\_\_\_
- H. FINANCE: An annual drive for funds:  
1 Soliciting \_\_\_\_\_  
2 *Other committee work* \_\_\_\_\_  
If you care to answer the following questions it will aid us in our placement work.
- J. EMPLOYMENT: If employed, where?  
Position \_\_\_\_\_  
If previously employed, position \_\_\_\_\_  
If you have teaching experience \_\_\_\_\_  
Field \_\_\_\_\_ Level \_\_\_\_\_
- LEAGUE ACTIVITY RECORD  
Please list below your League activities outside of Dallas, giving location:  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Please return to:

Placement Chairman  
League of Women Voters of Dallas County  
[REDACTED]



# MEMBERSHIP COMMITTEE

League of Women Voters of Dallas

## Membership Director

### Unit Membership Secretaries

Records  
Chairman

Prospects  
Chairman

Plus  
2 telephones  
assistants

Placement  
Chairman

Plus  
2 telephones  
assistants

Orientation  
Chairman

Dues Renewal  
Chairman

Hospitality  
Chairman

Non-Unit Mem-  
bers Chairman

Membership  
Policy Chair

Plus a  
committee of 4  
and 6 telephones  
assistants

Footnote regarding arrows: The arrow lines drawn indicate only those chairmen who work most closely with the unit membership secretaries. For strict accuracy in describing the functioning of the Membership Committee, lines could be drawn between almost all of the different chairmen and the secretaries and the director.

2/26/57



## THE MEMBERSHIP JOB

### Unit Membership Secretaries

In a large League, it is believed that sound growth is achieved through active membership work being done in the units. For this reason the job of the unit membership secretary is of the greatest importance. See attached sheet for details of her duties.

### Records Chairman

1. Publish a roster in September of each year of all Dallas members, giving address, telephone number and unit identification.
2. Keep an accurate card file of all members.
3. Keep available exact current figures on membership.
4. Mail a roster and "New Member Kit" to each new member.

### Placement Chairman

1. Mail placement cards on all new members to the membership secretaries of the units to be filled out by them and returned.
2. Mail placement cards on all new members with no unit designation to a telephone assistant. Duties of the telephone assistants are as follows: a) Welcome new members to the Dallas League. b) Fill out placement card and return to Placement Chairman. c) Seek to place the new member in a unit (see procedure of the telephone assistant to the Prospects Chairman below).
3. Keep placement file current on basis of answer to questionnaires.
4. Keep lists current of typists and telephoners for use of all board members and their committee members.

### Prospects Chairman

1. Keep a card file of all prospects, including both those who first become known to us through visiting a unit meeting and those who phone the League office independently or whose names are given us by friends or other League members.
2. Send literature to all prospects.
3. Consult periodically with unit membership secretaries as to whether names should be dropped.
4. It is the job of the telephone assistants to telephone each prospect whose name does not come in through a unit group. The prospect is encouraged to attend a unit meeting and if she expresses interest in a particular unit, her name is given to that unit's membership secretary who then phones her, invites her to the next unit meeting and subsequently invites her to join.



## The Membership Job - 2

### Orientation Chairman

Arrange several general area (North Dallas, East Dallas, Oak Cliff) orientation meetings during the year for new members. Secure a home, speaker and provide material. The use of the film strip "Yours is the Key" has been found particularly useful in this connection during the current year.

### Dues Renewal Chairman

1. Write a letter to each threatened drop.
2. Refer names of unit members who are threatened drops to their unit membership secretary who can remind them by telephone of the need to pay dues when she phones to tell them of unit meetings.

### Hospitality Chairman

Register all guests at general meetings and assist members in pinning on their own names by providing slips of paper and pins. She asks as many people to assist her as she wishes.

### Non-Unit Members Chairman

1. Keep a card file of all non-unit members in categories as follows: a) Non-Unit Luncheon group, - those interested in meeting two or three times for a luncheon at which there is a program to keep them informed on League activities. b) Those who wish to be telephoned and notified of all general meetings in addition to written notice. A telephone committee of five does this work. c) Those who will attend general meetings but do not wish to be telephoned. d) Inactive or "Reading" members.

2. Plan, with the help of the other members of the Non-Unit Committee, the luncheon meetings of the Non-Unit Luncheon group, presiding and taking charge of details of the arrangements.

3. Supervise the telephone committee, - alerting them when general phoning of the membership is requested by the President; when it is necessary to notify the Luncheon Group of a meeting for which luncheon reservations are necessary; when it is time to telephone those in category b) and the Luncheon Group to notify them of a general meeting.

### Membership Policy Chairman

The purpose of this committee during the previous year had been recruitment of new members through parties planned for special areas and through door-to-door canvassing in new neighborhoods. Little was done along this line, but the chairman stood ready to help in the event there was a request for such activity from a specific area or neighborhood.



An active and capable membership secretary is basic to the success of a unit group. Her responsibilities can be summarized in the following outline:

**I Handle arrangements for unit meetings.**

- A. See that a meeting place is available.
- B. Notify, preferably by telephone, all unit members from 2 to 4 days before the meeting and tell them what the subject for discussion is to be. Arrange rides, if necessary.
- C. Most groups of the League spend the first half hour having coffee. Be sure that all members and guests are introduced during this time. Circulate a list for attendance. (or, check your list and add names, addresses, telephone numbers of guests.)

**II Be a personnel director -- really know all members of your unit.**

- A. Keep a card file with pertinent information about each member.
- B. Go over the file periodically with the unit leader and assist her in finding jobs for all members who want them.
- C. Complete a placement card on each new member and mail this to the Placement Chairman. A card will be sent you for each new member -- with her name and address already filled in.
- D. Try particularly to find a unit job for each new member. (Suggestion: If the new member seems suited to it, have her help you. -- This will lighten your work and help her more quickly know other unit members and feel more a part of the unit.)

**III Seek to increase membership through the unit.**

- A. Follow up guest-prospect. Show a personal interest in the woman who comes to a unit meeting for the first time. Be sure that she receives thereafter notices of future meetings. Try to find time to discuss with her what it is like to be a League member and see that she has an opportunity to join through you if she wishes.
- B. Follow up referrals by the Prospects and New Members Chairman. A prospect, who first shows her interest in the League by phoning the League office or whose name is given to the office, is then telephoned by the Prospects and New Members Chairman who seeks to place her in a unit. Similarly, a new member who has joined through



the office is telephoned by the same chairman for the same purpose. If the prospect or new member expresses an interest in your unit, her name will then be referred to you, and it is thereafter your responsibility to invite her to meetings and follow up as you do with other prospects and new members.

- C. Evaluate reasons for threatened drops. Give names to Chairman.
- D. Be prepared to accept memberships, including dues, which are to be mailed to the Treasurer. Emphasize the value of league membership and the importance of paying dues so that one can receive notices and publications.
- E. Give literature (Facts, etc.) to all prospects and new members who have not received any.



December 5, 1956

## MEMBERSHIP REPORT TO THE BOARD OF DIRECTORS

Our current membership on this date is 520. This includes the dropping on November 1 of 95 names because of failure to renew. New members since September 1 number 61.

Non-Unit Members. As stated in the membership report given in June it was believed that it would be of value to study the composition of that part of League membership which is not affiliated with units. A telephone survey of these members has now been completed and results are as follows:

One hundred and sixty-three members now fall in this non-unit category. Of these, 79 expressed an interest in attending a luncheon to be held specifically for non-unit members with the purpose of keeping them in closer touch with the League. (More will be mentioned about this luncheon group later). Fifty-one wished to be completely inactive, paying their dues and receiving League literature but requesting that they not even be telephoned and a telephone committee has been set up for this purpose.

In June we had 264 (or over 50% of our membership) in the non-unit group. It will be noted that this is considerably more than the present non-unit total of 153, which is approximately 31% of our membership. The difference between these two totals is 121. The disposition that was made of these 121 members is indicated in the following breakdown:

In correctly designated non-unit.....	14
Unable to reach by telephone	
(letters being sent to trace.....)	10
Dropped.....	51
Referred to units.....	42
Still being phoned.....	4

Non-Unit Luncheon. On October 31 the luncheon mentioned above was held at the Baker Hotel. Although 79 had expressed a desire for such a luncheon only 19 actually made reservations. A most interesting summary of League program and recent activity was presented by Mrs. Macdonald, Mrs. Solender and Mrs. Farris, which was quite well received and followed by a lively question period.

At a meeting on November 27 it was the feeling of the Non-Unit Committee that the response to the luncheon had been disappointing in the number who attended. However, it was also believed advisable that one more luncheon meeting be held for this group in April or May, after which an evaluation could be made about the advisability of continuing such luncheons in the future.

Respectfully submitted  
/s/ Ruth Richmond

Membership Director



Membership

February 26, 1957

Mrs. M. B. Richmond  
[REDACTED]

Dear Ruth:

I couldn't be more pleased -- nor more impressed -- than I am with your report on how you are carrying out your job. This is the kind of on paper thing that I long to see all chairmen do. And, while your specific planning was done to fit the size of your League, your ideas about dividing responsibilities and attacking every facet of the membership job can be translated by a League of any size. I'm sure this will eventually find its way into a tool for all membership chairmen in Texas.

You know how grateful we all are to you for the time and trouble it took to prepare the report. I have a bad habit of hanging onto things like this that fascinate me, but I'm going to send this one right along to Pauline Lemon, and then she can send it along with her comments back to Dorothy Ruggles. This is one report that will have a long and useful life. Thanks again, so much.


Most sincerely,

Mrs. Horton Wayne Smith

cc-Lemon



July 2, 1957

Mrs. Francis M. Koch  


Dear Hazel:

At last I can send you the Dallas Membership Committee plan, about which I spoke when I was in San Antonio. I must stress again that I am sending this along to you as a sample of the way one Membership committee operates, with the idea that you may get some ideas from it that you can use. Nobody's idea is apt to be transferrable in its entirety, but you may find membership jobs here that you haven't yet incorporated in your committee -- and which you may find useful.

Another idea I want to add about this committee -- Ruth Richmond, the chairman, reported at the Area Conference that she had never called the entire committee together for a meeting, but has had only those most involved with each other to meet. Otherwise, she has called on the chairmen individually, explained what needed to be done, left the necessary materials, and then kept in touch mostly by phone after that.

You'll need to talk with your Unit chairman about this, too. Don't be confused by the title "Unit Membership Secretary". This is what Dallas calls the person who is called in most Leagues the "Unit Chairman" (not the board chairman, but the one in each Unit who arranges and calls and makes announcements, etc., etc.) But this plan does call attention to the necessity of correlating and integrating the Unit and Membership jobs, doesn't it?



Mrs. Francis M. Koch, page two

I'm sending this typed copy to only four Leagues in Texas, as a kind of experiment. Now you can help us -- the state board and other Leagues in Texas -- by letting us know how valuable you found this plan, or any part of the plan. When we have had the reactions of you four Membership chairmen (early next Spring, if possible) we will know better what kind of material we can send to all Membership chairmen to help them in their job. We're going to whip this membership problem in Texas and you can be of great help if you will give us your advice about how your committee functioned and with what success.

Sincerely,

Mrs. Horton Wayne Smith

cc-Mrs. Wm. B. Ruggles



# League of Women Voters of Texas

*Membership*

MRS. HORTON W. SMITH, President



July 15, 1957

TO: Smith  
FROM: Bridwell  
RE: Several Things.

CITIZEN'S ADVISORY COMMITTEE: I would definitely approve the appointment of a member of the state board to the Citizen's Committee. Further, I would want to see Mrs. Horton Wayne Smith appointed to this position, subject to her ability to serve without conflict by reason of her duties as President of the LWV of Texas. My second nomination for this position would be Mrs. George Boler. It would be most valuable to the Citizen's Advisory Committee that we contribute a member who is thoroughly aware of the philosophy underlying the League position on Constitutional Revision, and these two board members I consider most capable of fulfilling this requirement.

*figure of speech!*

MEMBERS-AT-LARGE: Since our National Policy states that members-at-large shall not be encouraged unless there is a definite plan on the part of the State Board to continue from that step to form a provisional League, and also that members-at-large shall not use the name of the LWV in any of their activities, therefore I feel that there should be no "all-out effort to get as many as possible". If we have difficulty in orienting our active membership; if there is need for constant effort on the part of LL boards to keep the membership adequately orientated---then where would the member-at-large fit in to the picture?

Could we not limit our Members-at-Large to those members:

1. Who have moved into an area where there is no League, and or
2. Who are the unhappy remnants of a defunct League, yet seek to maintain their association with LWV?
3. Those who fulfill the Nat'l Policy (as potential PLs) ?

Would this not be a healthy policy?

HANNAH'S QUESTION RE:LETTERS: Could be, results will begin showing up in this next finance year. I am a firm believer in communication between state board and local chairmen, even tho the latter do not always respond in a satisfactory manner. This bears out my point that local League boards require training in self-confidence where communication with state chairmen is concerned. I doubt if a SB letter is ever wasted effort. (It does look as if anybody could answer a request for finance report, doesn't it)



September 1957 Board Report

TO: State Board Members  
FROM: Mrs. William B. Ruggles, Membership Chairman

Since the first of April, the only jobs I have been asked to do related to this portfolio are orientation sessions for the Dallas League, and a general membership meeting of the Tyler League where I spoke to the League membership and invited guests (prospective members) at a coffee.

Had decided from talking to several Leagues that possibly the best service we could give them this year would be along the line of THE NEW MEMBER -- sort of a "now you've her -- can you keep her". "Peter, Peter, Pumpkin Eater had a wife and couldn't keep her; kept her in a pumpkin shell, and there he kept her very well". What sort of pumpkin shells do we have in the League? I promise to get this at a slightly, very slightly, more adult level. The former Membership chairman and the present Membership chairman of the Dallas League were very anxious for something they could give the new member, something which told them about the League, something they could take home with them -- maybe from an orientation meeting (if they came) or from a Unit if they didn't. Sort of a "Getting to Know You" about the League.

Now a new idea has been born under the Hats of Mrs. Smith and Mrs. Richards, and we are all working on what will be called, for lack of a better title and my firm and abiding dislike of the word ORIENTATION,

#### A KIT FOR YOUR NEW MEMBER

We have lots of ideas; you have lots of ideas; the local League Membership chairmen will have lots of ideas; and if you will bring them to Austin in September, or if you will write them to me now, I will come up with a sample KIT which we will offer to the local Leagues. In it may be the material on "what is the National League" and "what is the State League" and then they will fill in "what is your local League" with as much ingenuity and cash as they have.

The KIT will be cheap, easy to read and to assemble, simple and of interest to a brand new member. It will assume they have paid their \$5 and are members of the LWV.

Right now I cannot envision a tool which would serve both the prospective and the new member, but I may be wrong about this. WHAT DO YOU THINK?



MEMBERSHIP

It's only a slight gain, but it's a GAIN this year in the number of members of the League of Women Voters of Texas, reversing a trend which began about three years ago. As of January 1, 1958, total membership in Texas was 3,369, with actual figures by Convention time somewhat in excess of that figure.

Much more important than statistics, however, is the increased knowledge in local Leagues of how to provide for participation of those members. Since our Area Conferences in November 1956, local boards have realistically planned to RE-MEMBER THE MEMBER, with increased emphasis on learning to use committees so that experience in League work can be shared by more members. Personnel files so that members' talents and preferences may be known; more readable, informative VOTERS so that communications may be improved; more attention paid to good orientation of new members through little Let's Talk League coffees.....these are some of the ways by which we can judge improvement in membership figures.

We've come to realize that membership participation is the "secret word" which brings about a successful job in the League. Our greater vision for financing our work, our increased prestige in our communities and state and nation, our expanded legislative influence.....all point to better participation than ever before.



# League of Women Voters of Texas

MRS. HORTON W. SMITH, President

AUSTIN 5, TEXAS



July 30, 1958

TO: Cookie, Betty, Halcyon  
FROM: Braunagel  
RE: Some alarming statistics

What a wonderful idea. It may help a great deal to have this matter brought to the attention of the LLs. Since league Program will keep everyone SC busy come fall, now would be a wonderful time for each of them to evaluate what is being accomplished and for each Board to decide if they are really doing as much as possible in the field of member participation.

The dateline of next Monday is good as I think it will get to all the Leagues in time for their August Board meeting.

I know the danger of saying too much at one time, but would you like to include the unit chairman and Program people in this good planning for fall activities? It seems to me that this years Program is one of the very best the LWV ever had to gain the interest of many different people in the community. In addition to each Leagues LCA (which is almost without exception good for local interest) we have the jury item, TCR with the leaflets, and Foreign Policy. If the unit chairman and the Program people worked with the membership chairman to formulate a good plan to get as many people as possible (both new and old) interested in what the League will offer this year, we might get a good many of them started in units beginning in Sept. and they would have a total picture of Program. There is enough variety to catch almost anyones interest if we can encourage each Board to see the possibilities.

I like the three year charts and I hope it will make the LLs stop and think. We simply have to sell them on member participation.

Now-----Braunagel sticks her neck out----- (Betty and Halcyons too.)

Since there is no longer a unit or membership chairman on the State Board, ( and I bet half the Leagues haven't noticed that) I think that it could be pointed out to the LLs that they are urged to share their success stories or their problems with their organization chairman.

Cookie, your idea is a good one and I do believe it may help. Too many local Boards are too busy getting the job done to stop and think about the member.



# League of Women Voters of Texas

Membership

Extra

August 4, 1958

TO: Local League Presidents and Membership Chairmen  
FROM: Cookie Smith  
RE: Some alarming statistics

I'm probably a very unfeeling creature to mention a PROBLEM to you while the thermometer and vacations would indicate this to be a time of indolence. But a trend has become apparent, here in the state office, which seems to warrant this letter. At the very least, you may be able to alert some members of your board -- and certainly your Membership Committee to the need for exceptionally good planning for fall activities, if the present trend is to be reversed.

Here's what I mean.....

In the summer of 1956 we had 145 added and 87 dropped members.  
In the summer of 1957 we had 160 added and 98 dropped members.  
In the summer of 1958 we have 96 added and 100 dropped members.

Now each League may have good and reasonable answers to this statewide picture, but such a general trend would seem to indicate that strong measures will need to be taken, beginning in September, to change this ratio of new members to dropped members.

Of course, there's the tried-and-true, absolutely infallible method -- a twin method, actually -- of being ready to have small "Let's Talk League Coffees" as soon as you get two or three new members, and of being prepared to give each new member something to do on a committee as soon as she's attended one of the little coffees and indicated a special interest in one of our activities.

The September Membership Coffee, with an interesting program for new and prospective members (usually on local Program), is a well-established technique in many Leagues. You make it very easy for people to join before they leave the Coffee, and you hand them something to take home which gives brief information about your local activities and League purpose, and the time and place of your next meeting. Other follow-up techniques will depend on your own initiative and imagination, and on how serious you are about the importance of membership in the LWV.

If you want to re-vitalize your approach to "getting and keeping members", your board members and other leaders might consider reading again all the valuable words we have published on the subject -- the Local League Handbook, "How to Get and Keep Members", the report from the Area Conferences of two years ago (Re-Member the Member). The answers are all on paper -- we tend to forget this as we get busier and busier DOING in the League.

And one more hint -- we also tend to forget our own reactions to League activities when we were prospective or new members. Perhaps one of the most valuable members on the Membership Committee might be one of the newest members, who can translate for us the thinking of those who just may be overwhelmed by the League, or unable to find for themselves the niche in the League which best fits a particular talent or interest.

I thought you'd like to know of these indications of trouble ahead. With enough warning, there's little reason to believe we can't solve this problem before it gets one digit bigger.



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August 4, 1958

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[REDACTED]

Mrs. Hill Baggett

[REDACTED]

RE: Membership Transfer from one  
local League to another

Dear Halcyon:

I continue to "worry" about losing track of good League members who move from one town to another- and sometimes from one state to another. I have thought about this quite a lot since our discussion when returning from Odessa in May of this year, but so far had not tried to get anything down on paper.

This matter is perhaps a very small item as far as League problems go, but it seems to me to be very important in that we find a small percent of women to be League material and therefore it is almost rank carelessness to lose even one who has talent and valuable potentialities to offer merely because she changes her place of residence. I do not know the situation in other areas of Texas or of the United States, but here in my local League the practice is to merely add the moved member's name to the drop list (often many months after she has moved) with no notation of where she is now living or any notice to the local League in her new place of residence- if there is one located there. Isn't this a cold-blooded, "gone-and-forgotten" attitude that we take? And, selfishly from our own local League's standpoint, wouldn't we love to get a notice that an experienced member is in our midst just waiting an invitation to join our ranks? I think if we could get her name as soon as she is unpacked the League welcome would mean more to her- and she would mean more to the League if we enlist her before other organizations grab her.

I personally know of women right here in Amarillo who have lived here for months- and in some cases years- before we one day accidentally learn of her presence and her former affiliation with a League. A few we have salvaged, but more have turned down the offer of membership because they have accepted membership in other organizations.

When we talked about this matter, I was thinking more or less on the basis of transfers in Texas, but with more thought it appears to me that anything successful would have to be on a national scale, for often the member-moves are interstate in nature. I notice that the Local League Handbook states: "A local League should extend membership to the end of the year, without payment of dues, to a League member who moves into its community. Names of members moving away, together with the name of their new community, should be sent to the state or national office." (Page 25)



Do you know of any place or places where the Handbook suggestion is followed? I am certain that Amarillo has never received official notice from either another local League or the state or national office stating there is a member recently moved into our community. I wonder if we could have available a form designed for this express purpose? If so, it should be put out by national, don't you think, to cover moves from state to state? Of course, Texas could start such a project and perhaps the idea would spread. Would a form something like this below be usable?

League of Women Voters  
MEMBERSHIP TRANSFER

*L'WV emblem* →



Date \_\_\_\_\_

Miss \_\_\_\_\_

Mrs. \_\_\_\_\_

Old Address \_\_\_\_\_  
(Street) (City) (State)

New Address \_\_\_\_\_  
(Street) (City) (State)

Portfolio Carried (if any) \_\_\_\_\_

Special Interests or Talents \_\_\_\_\_

Submitted By \_\_\_\_\_  
(Name of Local League)

Address of Local League \_\_\_\_\_

Make four copies--send three to state office.

If no state office, send three copies to national.

The above is too large- at least too tall. It could be squeezed down in printing. Let me know your suggestions and whether you think it worthwhile. I think we could all profit from the small effort involved. Sometimes acquiring just one really capable worker seems to mean the difference in our smaller Leagues- and wouldn't the stranger-member in a new town feel a warm glow at being League-ally remembered and welcomed in her new location?

Too, if the member is just dropped, she loses her state and national Voters for the rest of the fiscal year, since that class mail is not forwarded usually, I believe. If there is no local League at the member's new place of residence, she could be invited to be a member-at-large- or is the latter definitely on the way out?

cc-Pettis  
Braunagel  
30

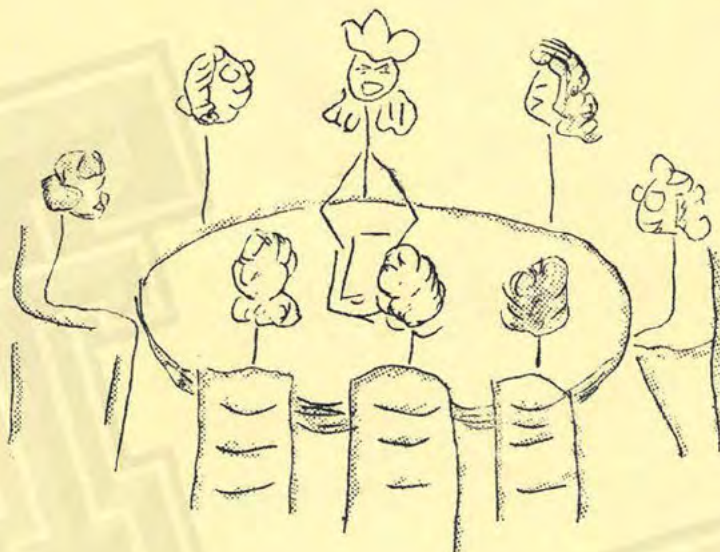
Love,

Mrs. Herbert C. Martin

*by state  
or national*



# MEMBERSHIP



This is a packet of Membership Memos that was prepared for the use of the Membership Chairmen in the 59 local and provisional Leagues in Minnesota in 1961-62.

The annual reports of the local Leagues in Minnesota indicated that 32 Leagues felt that the area in which they most needed to improve was on membership -- increase in membership, participation, orientation.

Therefore a State Membership Committee was appointed. The members were in most cases former presidents of local Leagues who had done well in membership. This Committee decided to prepare a Membership Memo a month, for eight issues. These Memos were sent to local Leagues with the monthly president's mailing for the use of the local membership chairman.

The subjects of the Membership Memos were:

Publications  
Talent File  
Buddy System  
Publicity

Orientation  
Membership Goals  
Keeping Members  
Membership and Unit Organization

The State Membership Committee felt these Memos had been a great help to our Leagues and decided that perhaps other Leagues in other states might like to use this idea. Therefore, this packet was prepared for sale at the National Convention in Minneapolis in May, 1962.

League of Women Voters of Minnesota, 15th & Washington Aves. SE, Minneapolis 11, Minn.

Price 30¢



# MEMBERSHIP MEMO #1

15th and Washington Avenues S.E., Minneapolis 14, Minnesota, Aug, '61

---

## PUBLICATIONS FOR MEMBERSHIP

- Local League Handbook - a knowledge of what is in this national publication is essential for all Board members. The specific section on membership is a minimum requirement.
- Publications Catalogs - both state and national catalogs are free; we suggest you put one of each in the hand of each member of your committee, since it is the place to check publications you might need for getting members, orienting etc.
- Local Bylaws, Budget - the budget is a guide to your spending on membership projects; the bylaws you should be familiar with as part of your overall knowledge of LWV.
- Facts, local, state, national - gives basic, condensed information on League. In this connection, it is important to have a counterpart on the local level; if your League does not have such a publication, it may be your job to initiate this.
- How to Get and Keep Members - the basic publication for membership chairmen, full of ideas. If you have used them all, use them over again with variations. The orientation section at the back is a good guide for you.
- Leadership for Effective Leagues - one of a series of booklets based on research conducted by University of Michigan..."there is abundant evidence that the basic concept, structure and procedures of the League are highly effective"... "effective local Leagues are far advanced in terms of sound democratic management." This booklet should give us great confidence in our organization.
- The Member and the League - another booklet based on the Michigan survey, the focus this time on the League member. It shows the value and importance of her contribution to LWV activity; it also suggests ways in which members and leaders, working together, can increase the member's participation in League affairs and the personal satisfactions that come to her from membership in the organization.
- Membership Talent File and Alphabetical List of members, and lists by unit membership, noting her League job - this should be in your notebook so that at a glance you can advise Board on likely prospects for committee appointments.
- Prospective Member Kit - contains a letter inviting membership (which you should personalize), a folder on unit system and a national brochure inviting membership in a folder which fits neatly into a #10 envelope.
- Let's Talk League - a rather comprehensive orientation booklet, designed for general membership orientation, can be used sheet by sheet monthly at unit meetings.
- Sample New Member Kit - includes a letter of welcome personally addressed to the new member and signed by the state president; sheets on publications, state Continuing Responsibilities and the unit system; state and national Facts, a Minnesota Voter, and sample state and national publications. All of this in a handsome portfolio type cover is sent to each new member in Minnesota on receipt of her name in the state office (no charge to local League)\*. We encourage you to supplement the contents of her kit with appropriate local publications, such as survey, voters guide.
- Sample Membership Letters - a summer letter to members, a prospective member letter, cartoon to one who missed a meeting, letter to member who dropped out of League.
- The League at Work in Minnesota - a new set of slides and script, with Minnesota emphasis, can be used for orientation of new members; add your local League slides to add interest; runs 20 minutes, borrow from state office, order early.

\*(The State Council Meeting of May 16 and 17, 1962 did not pledge sufficient funds to continue this as a free service to local Leagues. However, New Member Kits may be purchased in whole or in part by local Leagues from the state office.)



# MEMBERSHIP MEMO #2

15th and Washington Avenues S.E., Minneapolis 14, Minnesota, Sept., '61

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## TALENT FILE

WANTED: One membership talent file, up-to-date, cross-filed, legible, and convenient, so that this Board can make use of the tremendous talent that we know is lurking unused somewhere within our League. If you have one for sale please call your president or membership chairman - both of whom are vastly overworked.

Sound familiar? Or do you have a good one already? Most of us are convinced that Leagues need a talent file. The problem begins when we try to set one up, and continues when we try to use it. Very small Leagues can get by without a talent file; very large Leagues of necessity have one (and frequently a secretary to use it). Therefore, the greatest urgency for inaugurating such a file would seem to be in those 'middle-sized' Leagues just growing to a point where all members cannot be well acquainted.

Mrs. Donald Netzer, St. Cloud president and former membership chairman, completed a card file just before taking office which has been invaluable to her and to the Board as a whole. Mrs. Netzer personally telephoned and chatted with all 72 of her members and discussed League work, children, personal responsibilities, etc. After each call she carefully noted all pertinent points on the member's card.

Despite the time involved, she feels that the most usable file can be made with only one or two doing all the calling. Mrs. Netzer did all the phoning for her file - "for my own selfish interest on becoming president," she says. Consequently, she has all the information in her mind, as well as on cards.

After completing the first file, it is necessary to cross file according to interest matter. Use any number of cards for such topics as art work, telephoning, driving, stenciling, discussion leadership, etc., etc., etc. Then the double file is really usable.

It would seem that any League with up to 150 members could employ this system and really use member talent in the right places. Even such a difficult job as setting up an effective Board can be greatly eased by wise use of a good file. And be sure that all Board members use the file frequently!



September 1961

- DO have a person (or persons) who is very well informed about the League do the calling.
- DO complete the job in a relatively short period of time. (2 weeks?)
- DO remember that many persons will use the file. Record the material fully and in a legible manner.
- DO use the opportunity to explain many aspects of League work to members. It will pay off in many ways.
- DO keep file completely up-to-date.
- DO encourage all the board members to use the completed file.
- DO find for each member the spot in the League where her capabilities can best be used for her own satisfaction and for the good of the League.
- DON'T allow members to deprecate themselves. Lead them in conversation for revealing statements to indicate interests, abilities, attitudes, etc. Jot down important points.
- DON'T let members fill in their own cards. They will seldom give you the information you need, either from fear of 'getting another job,' or from modesty.
- DON'T send the cards to units to be completed. You will have lost the personal contact that you are primarily seeking.

GOOD LUCK !

Name		Tel.	Unit
Address			
League member since			
LWV Activities prior to 1961:			
Year	Activities	Interests and Talents	
1961			



# MEMBERSHIP MEMO #3

15th and Washington Avenues S.E., Minneapolis 14, Minnesota, Oct., 1961

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## INTRODUCING THE "BUDDY-SYSTEM"

Each year many Leagues plan a membership tea or special membership meeting to acquaint prospective members with the League of Women Voters. This is a friendly gesture and helps to promote good public relations but we know that this is not enough to secure the increased membership we need to accomplish the goals we have set for ourselves. Also, growth in membership is a year round job, taking time, patience, optimism and a firm belief in the League of Women Voters.

We all know that the League is not like any other organization -- the new member needs to know about and understand our purpose, our organizational pattern, our study-action program, voters service, nonpartisan policy, fund-raising activities.

We can't expect new members to grasp all this in one or two meetings so we are suggesting the personal approach that will carry through until we have another informed and active League member. It may be called the "buddy-system" or the "big-sister" idea, or as one husband chuckling suggested the "biddy-system." But whatever the name, the idea is the same -- an experienced member responsible for a new, or wavering member.

We know from experience that this method will bring results, not only in orienting and integrating the new members but also in providing a satisfying experience for the informed member who has assumed responsibility for another member under this system.

## EXPLANATION OF THE "BUDDY-SYSTEM"

1. Membership Chairman records a list of prospective, inactive and delinquent members.
2. She assigns an active member to each prospect. She may have a training session to prepare "buddies" for their assignment.
3. "Buddy" acquaints herself with prospect, including her background, interests, her talents and needs.
4. "Buddy" explains League, using publications, in relation to current events.
5. "Buddy" takes prospect to Unit Meeting.
6. Prospect is given or sent Prospective Member Kit.
7. This courtship continues until prospect makes a decision -- to join, we hope.
8. "Buddy" notifies Membership Chairman that prospect has paid her dues. At the same time "Buddy" gives Membership Chairman information for Talent File. Treasurer informs state and national office of new member's address, so she starts to receive the Voters, and from the state office a New Member Kit.
9. New member is given local recognition -- biographical sketch in bulletin, copy of county survey, local facts etc.
10. This "buddy" relationship continues until the new member is oriented, well established, and ready to be a "buddy" herself.



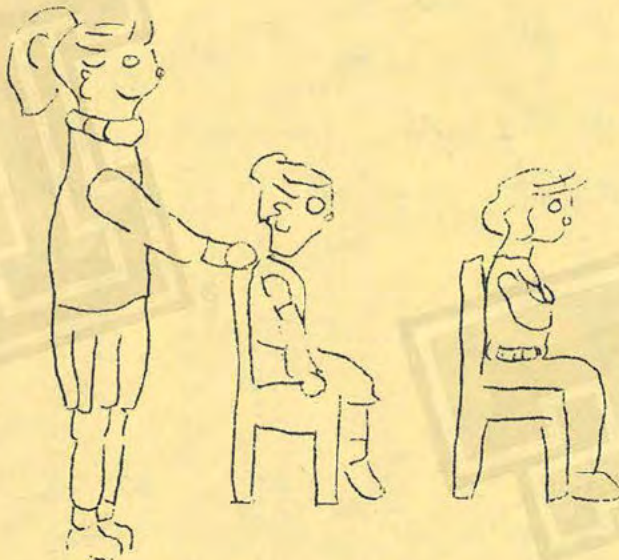
1. YOU, AN ACTIVE MEMBER, ARE ASSIGNED A PROSPECTIVE OR AN INACTIVE MEMBER.



2. ACQUAINT YOURSELF WITH HER, INCLUDING HER BACKGROUND, INTERESTS, NEEDS, TALENTS, ETC.



3. EXPLAIN LEAGUE TO HER



4. MAKE HER FEEL THAT YOU ARE HER LEAGUE "BUDDY" WHICH MEANS THAT YOU ARE RESPONSIBLE FOR HER UNTIL SHE IS A WELL ESTABLISHED MEMBER.





# MEMBERSHIP MEMO #4

15th and Washington Avenues S.E., Minneapolis 14, Minnesota, Nov., '61  
11/18/61

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Are we effectively using our LEAGUE PUBLICITY to gain new members?

Let us know how successfully you have used these ideas.

1. Try to incorporate in news stories an invitation to interested women to call a League member whose name and telephone number or address is supplied.
2. When Voters Service material is distributed, have stamped on it something similar to "If you wish to know more about the local League of Women Voters, call \_\_\_\_\_" and supply your membership chairman's name and address. When you do a door to door distribution of Voters Service material, add a personal invitation to "the lady of the house" to visit a League meeting and to join the League.
3. At public meetings sponsored by your League, have one of the membership committee seated at the publications display table. Never neglect to ask those who show an interest if they would care to attend a League meeting. The name and address received should open the door to personal invitations from assigned members.

Often it is possible at such a public meeting to extend an invitation during the opening or closing remarks of the League member in charge, for interested women to leave their names at the publication table.

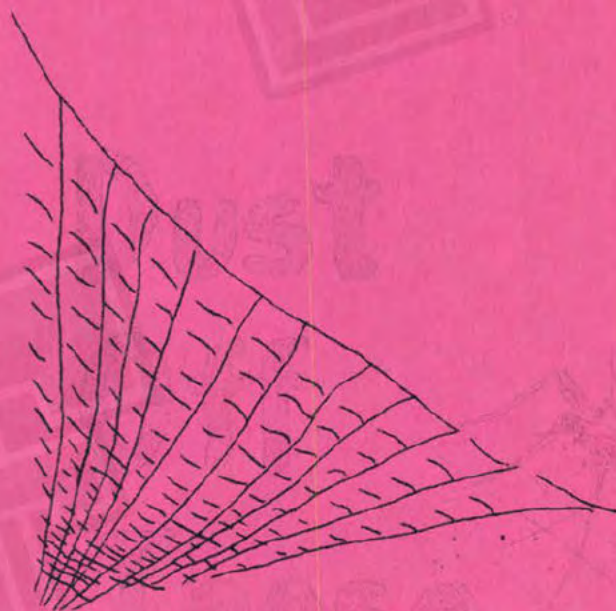
4. Occasionally it is possible at a League sponsored Candidates Meeting or similar public meeting to hand each woman a copy of a publication like "Dust Off Those Cobwebs!" (sample attached). Be sure the appended blank with name and address that prospects have filled in are collected and used.
5. Some Leagues have successfully used a cleverly worded advertisement in the local newspaper to encourage women to express their wish to join the League.
6. Letters to the Editor are often used by League members to publicize an issue. Since the writer's name and address is also published, often it is possible to include an invitation to others to feel welcome at League meetings.
7. If you have a Speakers Bureau, it is easy for the League speaker to issue an invitation to other women to join the League.
8. The fund drive is a fine opportunity to publicize the League. Does every contributor know that his wife and her friends are sincerely invited to become League members?
9. Has your League offered to send a member to Girl Scout Troop meetings to help with their citizenship badges? Be sure each girl carries home an invitation for her mother to become a League member.

Almost any publicity we employ can be used to encourage membership in the League. Remember there are thousands of women waiting to be asked to join.

SHARE YOUR IDEAS WITH US!



Dust  
Off  
Those  
Cobwebs!





(This flyer is not for sale  
but Leagues may copy and use  
the idea, if they want.)

When people discuss world  
problems do you sit with  
your mouth closed tight?

Do you wonder how the  
School Board spends your  
dough...does it keep you  
awake at night?

Do you know what's going  
on in the community..does  
your husband respect your  
views?

Or does your little world  
consist of nothing but  
the gossip kind of news?

We have the answer to all  
your problems....the cure  
to all your ills!

One dose of "The League  
of Women Voters" is much  
better than any pills.

Your husband will respect  
you....you'll be a woman  
"in the know."

You'll be part of your  
community..... make new  
friends .... and have a  
vibrant glow.

Get off that comfy sofa,  
turn off that TV Set.

Show yourself and those  
around you....

THERE'S A BRAIN IN THE  
OLD GIRL YET!!!

If you are interested in  
League work, write your  
name and phone number on  
the blank below.

Name \_\_\_\_\_

Address \_\_\_\_\_

Phone Number \_\_\_\_\_

\_\_\_\_\_  
League of Women Voters of

Membership Chairman is  
Mrs. X. X. XXXXXXXXXXXX  
Phone Number: \_\_\_\_\_



# MEMBERSHIP MEMO #5

15th and Washington Avenues S.E., Minneapolis 14, Minnesota, Dec., '61  
12/22/61

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We know that all Leagues in Minnesota are working hard to meet membership goals, and with some success, too. Since acquiring new members and orientation go hand in hand, here are a few suggestions.

## HAS ORIENTATION BEEN NEGLECTED?

We cannot over-emphasize the importance of orientation in satisfying our members. A strong League builds on a well-planned and well-executed year round orientation program. This should be worked out by the membership committee and approved by the Board as techniques will differ from League to League.

For the new member it is important to give some basic League information before confusion and frustration set in. Soon after joining she might be invited to a meeting of a few other new members with an informed member of the Membership Committee. At this simple coffee party background material about the League can be discussed in a friendly give and take manner. This might also be an excellent time to review job assignment possibilities with new members. A series of these small coffee parties given throughout the year might also be used for prospective members.

In conjunction with orienting new members, there should be a supplementary orientation program the year round to benefit "old" members.

Do our members fully understand how our items for study are chosen?

Do all members realize we each have the opportunity (the duty) to suggest nominations as well as vote for our officers?

Do our members understand how our Board functions? How can we recruit capable people if they do not understand the job?

Are we sure everyone understands that our fund drive is not to raise money for our own organization but merely to channel it through the League to make better citizens of all in our community?

Even if questions such as these can be answered in the affirmative, our members sometimes need to be reminded of the whole League picture which helps kindle enthusiasm.

With the Membership Chairman's leadership, the cooperation of other Board members will prove very helpful to carry out plans similar to these:

1. Each issue of the monthly bulletin could give some League facts.
2. At the beginning of each unit meeting some facet of League could be discussed that ties in with the ensuing discussion. Example: Finance policies of League at time of League's finance drive, Nonpartisanship policy at time of local elections. (See Let's Talk League, state pub.)



3. A lively quiz might be used at a unit meeting; this could be based on Orientation Outline for New and Old Members, (national publication, 10¢) or Let's Talk League, state publication, 25¢).
4. A general meeting is often an ideal place for orientation material to be given:
  - a) A clever skit might be presented.
  - b) Perhaps a state Board member or other prominent League person with an interesting personality might be a featured speaker on our organization.
  - c) A meeting could be built around the use of the slides and script, "The League at Work in Minnesota."

We should constantly be aware that when we lose members we may not have done a good job of orientation.



## MEMBERSHIP MEMO #6

15th and Washington Avenues S.E., Minneapolis 14, Minnesota, Jan. '62  
1/23/62

WHAT IS THE MEMBERSHIP SCORE IN YOUR LWV?

Remember, we set goals for ourselves this fall.....either your representative did this for you at the Membership Workshops in September, or your State Organization Chairmen "assigned" a goal to you, in the November, 1961, MEMBERSHIP MEMO # 4.

We hope that the information in the MEMBERSHIP MEMOS to date have helped you work toward your goals.

This is how you stand, with a little more than two months to go. Let's see how well we can do by April 1st. Then we'll celebrate our success at Council Meeting!

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* * * * *
*
*   M E M B E R S H I P   S C O R E
*
* Membership, 4/1/61 . . . . . 5,432 *
*
* Membership Goal for 4/1/62 . . . . . 6,071 *
*
* Membership as of 1/23/62 . . . . . 5,489 *
*
* * * * *

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League	Membership 4/1/61	Goal for 4/1/62	Membership 1/23/62
Albert Lea	50	65	38
Alexandria	31	40	32
Anoka	47	55	44
Arden Hills	52	60	66
Austin	168	170	149
Battle Lake	15	20	15
Bemidji	61	55	72
Bloomington	120	140	86
Brainerd	29	40	27
Brooklyn Center	66	75	62
Buffalo	16	24	16
Cass Lake	15	18	16
Columbia Heights	24	35	25
Crystal	40	50	34
Deephaven	67	82	70
Duluth	325	340	285
Edina	307	335	309
Excelsior	45	70	51
Falcon Heights	52	60	53
Faribault	44	50	37
Fergus Falls	35	47	42
Fridley	52	79	76



League	Membership 4/1/61	Goal for 4/1/62	Membership 1/23/62
Golden Valley	79	90	85
Granite Falls	27	35	26
Hibbing	111	120	106
Hopkins	32	35	32
Jackson	18	20	18
Mahtomedi	53	65	72
Maplewood	77	100	113
McLeod-Hutchinson	19	30	22
Minneapolis	1110	1150	1140
Minnetonka Village	109	121	114
Moorhead	63	50	75
Mound	71	70	62
New Richland	23	20	22
New Ulm	24	25	24
North St. Paul	31	30	31
Olivia	13	20	13
Owatonna	52	62	54
Red Wing	50	55	46
Richfield	96	110	99
Robbinsdale	44	50	46
Rochester	211	235	205
Roseville	166	160	143
St. Anthony	48	62	62
St. Cloud	71	80	64
St. Croix Valley	56	60	57
St. Louis Park	152	175	142
St. Paul	473	550	426
Shoreview	58	68	44
Silver Bay	52	60	64
South St. Paul	41	51	54
Virginia	45	55	48
Wayzata	74	75	73
Wells	24	30	25
West St. Paul	55	62	78
White Bear Lake	100	105	107
Worthington	20	25	42
*Willmar Provisional	23	50	50

(Note from the office: The figures in the last column are taken from membership records in the State Office. We haven't had a chance to check the complete membership lists of about 20 Leagues which have sent them in. If the figures of your League are far afield, and you have NOT sent in such a list, please have your Treasurer do so immediately. All lists will be checked in the next few weeks.)

(Results of Membership Contest, as of Council Meeting, May 16, 1962:  
Two Leagues, Bemidji and Worthington, were recognized for meeting their goals. The following six Leagues were given roses for surpassing their goals: New Richland, 22 (goal 20)  
St. Croix, 62 (goal 60)  
South St. Paul 53 (goal 51)  
West St. Paul 72 (goal 62)  
White Bear Lake 107 (goal 105)  
Willmar Provisional 53 (goal 50)

The total Minnesota membership, estimated, as of 4/1/62 was 5,347 (goal 6,071!) Disappointed as the Membership Committee was in not gaining membership statewide, they feel the Memos were helpful, and may bear fruit another year.)



# MEMBERSHIP MEMO #7

15th and Washington Avenues S.E., Minneapolis 14, Minnesota, Febr. 1962  
2/21/62

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## KEEPING MEMBERS

Many Leagues discover there is a high turnover of members. Your League may have highly successful membership drives each year, but if a large percent of these new members do not continue their membership or interest, the local Board should analyze the difficulty.

Some of the following suggestions can help your local League retain members and interest.

### 1. Communication

There should be good communication between Board and members. Your unit organization must be a good linking pin. Linking the Board, units, and resource chairmen is important; therefore, your Unit Organization Chairman must be skilled both as a leader and a member.

### 2. Effective Orientation

A good understanding of League is important. Your program of orientation should be a year around job to be certain that both new and old members understand the purposes of League and the physical make-up of the organization.

### 3. Local Item of Interest

A good local item can not only attract new members, but also hold old members. Emphasize that the League of Women Voters is both a study and action group.

### 4. Active Participation

Encourage members to participate actively by serving on committees. Members will feel they are doing something worthwhile. Do not overburden a few. Remember that participation expands the range of interest beyond the home.

### 4. New Units

Work toward establishing new units. Perhaps your League needs to offer a morning or afternoon unit. Does your League need to concentrate on an area of your city where you have few League members?

### 6. Attend Meetings

Urge your members to attend unit meetings. If a member cannot always attend her own unit, encourage her to visit another.

### 7. Encourage new and timid members to express opinions in discussion.



8. Effective Use of League Material

Utilize study material available. Encourage members to read material before unit meeting so that the discussion can be more animated and intelligent.

9. Interrelation of All Board Jobs

The Membership Chairman may need to remind her local Board of the interrelation of all Board jobs. The problem of membership does not rest solely with the Chairman.

10. Keep League Person to Person

Use the personal approach. Some members need a helping hand until they feel as though they "belong" and can contribute to the organization.

11. Explain the Finance Drive

The manner in which the League raises money should be thoroughly explained with the reason for the drive, rather than something like a bake sale, stressed. During the finance drive send your members in pairs -- a new one with a more experienced member or a timid member with one who has confidence in what she does.

Keeping members is a year around job and a job for every member in your League. If you can keep your older members in addition to adding new ones each year, you will find your League will be a more vital organization. League will contribute not only to your own development but can be of benefit to your community.

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LEAGUE OF WOMEN VOTERS OF MINNESOTA

# MEMBERSHIP MEMO #8

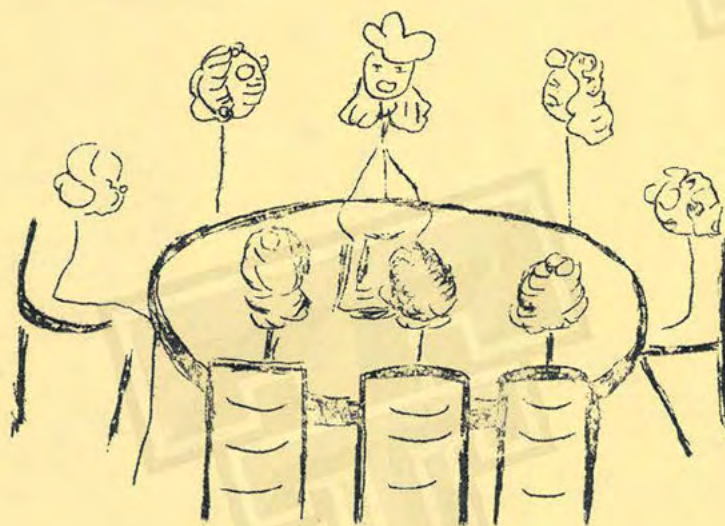
## FOR LOCAL LEAGUE

### MEMBERSHIP AND UNIT

### ORGANIZATION CHAIRMEN

15th and Washington Avenues S.E., Minneapolis 14, Minnesota, March 1962

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## MEMBERSHIP MEMO # 8

### For Membership and Unit Organization Chairmen

in Local Leagues

3/23/62

Since August you have received 7 Membership Memos prepared by your state membership committee to help you improve in membership, participation and orientation. These "helps" have included publication lists, a workshop, talent file, the "buddy system", League publicity, tips on orientation, a check up on your membership goals, and ideas for keeping members.

We all recognize the need for more members in order to fulfill our real purpose of promoting the responsible citizen who is so necessary in our democracy -- More Members to Reach More Citizens. We all know, too, that getting new members is not enough. We should be well aware of the fact that the benefits of membership expansion to the community and to the League member herself are directly affected by the extent to which she is active in League affairs.

The basic organization structure through which the member becomes active is her unit -- a small group set up for discussion purposes. If we are to keep the members we have and help them to become informed and active citizens, we must provide a satisfying unit experience.

There is no one set pattern for this unit structure. There are patterns and procedures, however, that have provided better or more satisfying results than others. Last summer we asked some of our local Leagues to help us determine the best patterns in our state by completing a questionnaire on Unit Organization -- 28 local Leagues responded. There were 9 sections to the Questionnaire including: Organization, Membership, Publications, Discussion, Briefing Meetings, Reports, Consensus, Action, General Comments.

As a result of the complete and thoughtful answers we received we could prepare a manual for unit organization for our local Leagues. This did not seem practical, however, when we are soon to receive a revised edition of our Local League Handbook which will undoubtedly answer many questions relating to this phase of League structure.

Nevertheless we thought you could use a summary of the answers to the questionnaires as a guide and a help in strengthening your own unit organization procedures and in keeping the members you have. Perhaps the easiest way for you to use the information is in a summary by sections. If there are questions, please feel free to write your state organization committee through the state office for further information.

#### Organization

Average unit membership in 28 Leagues reporting is 12. Six of these Leagues reported unit membership of over 25 -- these were all Leagues with over 50 members and only 2 units.

Experience has shown that an attendance of 15 is best for membership participation and discussion. When unit membership becomes too large, units should be divided thus providing a more satisfying experience for the members and providing an opportunity for growth in membership. If attendance in a unit falls too low, the Board with the help of the unit organization and membership chairmen, should determine the cause and work to remedy the situation, seeking the cooperation of the unit members when possible. Unit organization chairmen and membership chairmen are usually responsible with Board approval for organizing new units.



Units are mainly organized by time of day and in larger communities by geographical locations.

Twenty-one of the Leagues reporting have a Unit Organization Chairman on the Board while 3 delegate this responsibility to the Membership Chairman. Responsibilities of Unit Organization Chairmen vary, but are mainly:

- 1) in charge of unit organization and unit chairmen,
- 2) in charge of discussion leaders and briefing sessions,
- 3) assist Membership Chairman.

Six Leagues expect all three of these from their Unit Organization Chairman. Seventeen Leagues expect 1 and 3.

In 14 Leagues the Board and/or the Unit Organization Chairman appoints unit chairmen. In 14 Leagues the units either elect chairman or she is a volunteer.

The Local League Handbook recommends that the Board, not the unit, select the unit chairman because it is the Board's responsibility to see that the work of the units is carried on in an effective way. Board members should not assume this additional responsibility of unit leadership. The position of unit chairman can be a means of training for future Board membership.

### Membership

Only 1 League reported that the strength of units was assessed and then an effort made to place members into units where they were needed to strengthen the unit. In all the rest members are placed in units according to their wishes. Six Leagues reported that the members never change units.

Perhaps we have a tendency to allow units to go along in the same way, with the same membership year after year, with little stimulation or inspiration from new members so that they eventually become stagnant and pass out of existence.

Generally the Membership Chairman is responsible for increasing the membership of the units. In an isolated case or two this responsibility rests entirely upon the units. The Membership Chairman is rightfully charged with this responsibility but she should make every effort to make all members "membership conscious" so that everyone is working to increase membership.

In 7 Leagues the units are responsible for orientation of new members while in 13 Leagues the Membership Committee is responsible for orientation -- 3 Leagues reported special orientation meetings.

Perhaps we fail to take positive steps to help the new member to acquaint herself with our organization and to find her place in it. "Let's Talk League" is used but not as regularly as may be needed -- the time element seems to be the biggest problem. A better planned agenda for the unit meeting would facilitate matters. "Let's Talk League" is useful in continuous training for members as well as for orientation of the new members.

Fourteen Leagues reported that the unit chairman was definitely responsible for guests while in the other 14 the member bringing the guest was the only person responsible.

Use of some type of "buddy system" should assure you of proper consideration and follow-through for your guests. The unit chairman certainly should feel a certain amount of responsibility so that guests are properly recognized and introduced, that explanations of procedures and discussions are adequate so that guests have some comprehension, and that the name and pertinent information is passed on through the unit report to the Membership Committee.



### Publications

Twenty-three Leagues reported that a certain number of publications were provided for members but only 5 of these reported that this material was provided in advance of unit meetings.

As Membership Chairman you are interested in providing a satisfying experience for your members -- it is not satisfying to attend a discussion meeting without some knowledge of the subject under discussion. As a Board member help your Board plan carefully so that these publications are available and distributed ahead of time. Then work to motivate your members to make good use of their publications. (One League mails publications with its bulletin.)

Except for Leagues budgeting \$1 per member for publications, the material provided was limited because of cost.

In checking records it is apparent that many Leagues that have adequate amounts budgeted for member publications, still do not make them available. Most Leagues have money idle in the banks which would bring a much greater return when invested in our excellent League publications. Help your Board be more liberal in their thinking in this area!

The display of publications at unit meetings seemed to present problems and as a result it is usually neglected. There did not seem to be a set pattern for handling the selling of publications in units. Some of the suggestions given to get members to buy and use more publications were:

- Short, inexpensive publications -- we have our new trade publication

- Enthusiastic Publications Chairman

- Budget for purchase of publications for members

- Better timing -- proper scheduling of meetings and ordering publications ahead

- Better display

- Use of bulletins for reviews of new publications

- Planning time for the introduction and selling of publications at unit meetings

Many Leagues reported they did not have time for introducing and selling publications at unit meetings. If they were to analyze the procedures in the unit meeting, they would realize that the time for "presentation" of background information could be cut considerably if the members were informed through publications previously sold or distributed!

### Discussion

Seventeen Leagues reported that a resource person was responsible for leading discussions in units while 7 Leagues reported the use of discussion leaders -- 6 of these have special training sessions for discussion leaders, while 15 reported that the only training was given in briefing meetings.

It is apparent that our Leagues are not following the pattern as set forth in the Local League Handbook. The techniques of discussion leadership can be learned "on the job." It is not difficult when the group members are aware of their responsibilities as members of a discussion group and come prepared and sufficiently motivated to participate.

Your state organization committee has available a group of trainers of discussion leaders who will be glad to conduct a training session for your discussion leaders (it would help all concerned to set up such a session with two or three local Leagues cooperating).



In giving a sample agenda for a unit meeting, the amount of time for routine business varied from 10 or 15 minutes to an hour. Several had just 5 minutes of announcements by the unit chairman.

Business should be limited to routine affairs of the unit as much as possible but at the same time keeping open lines of communication between the units and the Board and back again.

Twelve Leagues reported formal program presentation followed by discussion as the usual pattern for unit meetings.

Length of meetings varied from  $1\frac{1}{2}$  to 3 hours.

Naturally these patterns vary according to number of meetings per month and the specific program item. We all know the recommended pattern is two unit meetings per month and the most vital, effective units try to follow this pattern.

### Briefing Meetings

The answers to the questions in this section were so varied that it is difficult to summarize. The emerging patterns, however, generally follow the procedures outlined in the Local League Handbook.

In 16 Leagues the Resource Chairman for the particular item is responsible for the briefing meeting. She may be assisted by the Unit Organization Chairman and/or the President. In 6 Leagues the Unit Organization Chairman is responsible for briefing meetings assisted by the resource chairman for the program item to be discussed.

Attendance at briefing meetings varies from 1 or 2 volunteers from each unit, a resource person and discussion leader from each unit, or just members of the resource committee who are then responsible for the program item in each unit.

In 4 Leagues unit chairmen also attend briefing meetings -- some time is then spent giving general information and presenting agenda for unit meetings as well as discussing unit problems where time permitted.

In the description of briefing meetings the greatest variation seemed to be in amount of time actually spent in working out techniques of presentation, discussion outlines and questions, and visual aids. In only 3 of the Leagues reporting did those attending briefing meetings receive material ahead of time so that they could intelligently discuss methods of presentation, discussion outline, etc.. When material was not given ahead, it was distributed at briefing meeting and those attending were given suggestions and expected to study and work out their own details.

The person from the unit who attends the briefing meeting is responsible to a large extent for the success of the unit meeting on that item. She will be better prepared to carry out this responsibility if she understands all that is presented at the briefing meeting and has a clear understanding of what is to be accomplished. Perhaps this is a good time to mention that the Board should feel responsible for having all units doing the same thing and covering the same ground at the same time. Each unit is a part of the whole and they should all be working together toward our common goal.

Fourteen Leagues have separate meetings for their unit chairmen. The number of meetings varies considerably. When meetings are less than monthly their purpose is generally orientation and job training.



Through the years we have tried to set up an organization structure whereby the Unit Organization Chairman was responsible for units and the unit chairmen were not a part of the Board. In all but 4 Leagues this structure has been accepted. Many Leagues do give their unit chairmen an opportunity to visit an occasional Board meeting. Many nominating committees strive to have as many units as possible represented on the Board. Some Leagues set up a definite schedule for Board members to visit units other than their own.

### Reports

Twenty-one Leagues use a written unit report form. Eight of these are adaptations of the form recommended by your state organization committee that can be cut into sections for the various Board members. (see attached copy). Thirteen Unit Organization Chairmen reported giving a summary report at Board meetings. Two Leagues use the report form for consensus reports. Many were interested mainly in attendance figures and names of guests. These figures should be analyzed to judge the effectiveness of the unit's program. Two Leagues use the reports for publication orders. Two were actually interested in member reaction to program discussion, etc.

Twenty-two answered a definite "yes" to having good communication between Board and units. Perhaps this question was poorly worded for good communication is a two way process. Of course it is important to have good communication from Board to units; it is also vital to have good communication from units to the Board so that the Board is aware of the members' thinking, ideas, reactions and suggestions, and as a result are continually working to provide a more satisfying membership experience. Too often we hear reports that local Boards give the impression that they are too busy to be concerned about the individual member and her suggestions.

### Consensus and Action

We have put these two sections together because they should go hand in hand. Unfortunately this is not generally true.

The majority of Leagues reported that their unit chairmen understood the meaning of consensus in the League of Women Voters. In half the Leagues reporting the unit chairmen are responsible for consensus while in the other the resource committee is responsible.

It is difficult to say one way is better than another for so much depends upon your procedures in planning for, presenting and discussing program items. It is important that the consensus as reported is the true convergent trend of opinion in your League and it is important too that the opinions of a strong minority be reported.

Action in carrying out the League Program includes: 1) providing information, 2) building public opinion, and 3) supporting (or opposing) legislation. We have a tendency to become so involved in providing information to our members that we fail to allow time for steps 2 and 3. We are organized to promote political responsibility through informed and active participation of citizens in government.

As a result of participation in a unit, each League member should feel a responsibility to act as an individual and also to become active in her organization. If this is not happening in your League, it is time for you and your Board to analyze your problems keeping in mind the goal of the League of Women Voters.



General Comments

Brooklyn Center -- "We try to keep a friendly and helpful atmosphere."

Edina -- "Some units that have been functioning well for several years really do not need a highly organized set up; however in new units and those that have lost members recently a tight organization helps them become better functioning units."

Fridley -- "Units do not have to be highly organized but they should be well organized to be more interesting to members as well as visitors....the closer the contact between members, the more successful the program and meeting attendance."

St. Cloud -- "At times groups from one unit have been urged to exchange with one from another unit. These exchanges have resulted in some change of membership and better feeling of unity in the League."

Silver Bay -- did not feel their units were too highly organized..."if we get any more organized, we won't have time for the important things like program."

Wayzata's recent Self Survey indicated that "perhaps the Unit Chairman should be doing more than she is. In the past the Unit Chairman usually has been a young League member not ready or 'reluctant to do committee work on a topic'." Decided unit chairman should "be a member with more experience and background in League." Now the unit chairman will "be in charge of the discussion with the assistance of the Agenda person. In this way we hope to enliven our discussion and make our Unit meetings more interesting."

White Bear Lake -- "From April to end of May the old and newly appointed leader (unit chairman) work together on some things to help new leader."

As Membership Chairman you have a three-fold job:

- 1) to increase the number of members in the League at a sound and reasonable rate,
- 2) to familiarize all members -- new and "old"-- with the League and how it operates,
- 3) to find for each member the spot in the League where her capabilities can best be used for her own satisfaction and for the good of the League.

Your success in all 3 is in a large way dependent upon what goes on in your units. Share this information with your Unit Organization Chairman and your Board so that you can all work together to improve every member's participation and satisfaction in her unit.

"Women join the League for all sorts of reasons and their motivations for remaining in the League or coming back to it vary widely. But one reason which we all recognize -- and for which we have statistical proof -- is association with intelligent and informed women. We tend to avoid the use of the term 'gregariousness' for fear it connotes a blind sheeplike huddling together. But the appeal of League membership is, shall we say, a selected gregariousness. Warm outgoing friendliness is an outstanding American characteristic. Let us not get so busy with organizational techniques or even serious substantive matters that we forget the individual human needs of the woman sitting next to us in a discussion group." Ruth E. Phillips



# MEMBERSHIP MEMO #1

15th and Washington Avenues S.E., Minneapolis 14, Minnesota. Telephone 373-2959  
August 1962

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There are over 132,000 members of the League of Women Voters of the United States in 1,120 local Leagues in our 50 states and the District of Columbia. As of April 1, 1962, 5,347 of these were members of the League of Women Voters in Minnesota. This figure represents a slight drop in total membership in Minnesota over the 1961 figures. During the League year 1961-62 extensive work was done on membership by the state Board through the workshops last fall plus the direct contact with local membership chairmen through the monthly Membership Memos. In addition, 1200 New Member Kits were sent from the state office directly to new members all over the state. The true picture then is that the League of Women Voters in Minnesota gained 1200 new members, but actually lost more than 1200. Why? The state Membership Committee had a long discussion on this problem. Do local Leagues work so hard to get members that they don't have the time to carry through on orientation? What can be done to keep members in the organization, as well as add new members every year? The results of this discussion and some of the possible remedies suggested will be the subject of the Membership Memos for this coming year. The emphasis will be on keeping members.

## YOUR JOB AS MEMBERSHIP CHAIRMAN

Since you have been selected as the Membership Chairman, chances are that you like and get along well with people and because you have assumed the responsibilities of this League Board job, you firmly believe in the League. You have probably asked yourself some of these questions:

- I. Why isn't every woman a member of the League?
- II. Why aren't there more members in my own League? Remember, in every town and city throughout the country, there are many women waiting to be asked to join the League, there must be several in your town.
- III. What can be done in my League to attract more members? We know that any woman finds time for what she believes is truly important. Is your League important in the life of your community?
- IV. The job of Membership Chairman....What does this entail?
  - A. First of all, you are a member of a local League board and as such you share in the overall plans and responsibilities. You can help make your League the organization that women will want to join.
  - B. Your specific assignment is that of membership with its specific responsibilities.
    1. You will not work alone; no matter the size of the League, you should appoint a committee selected from the membership. The size of your committee, however, will vary with the size and needs of your League.



2. You will meet early in the year with your committee to make plans for increasing League membership and the promotion of activities. Make a map of your town, and put dots on it representing League members; make a plan to reach new members in areas of the town that are blank; use the publications available; divide the work among committee members. You as the Chairman will present these plans to the Board for approval or modification. After your plans have Board approval, it is up to you and your committee to carry out the details. ("You and Your Committee" is the subject of the next Membership Memo.)
  3. In addition to the help of the committee, you need the assistance of your entire Board.
    - a. Board members may and should supply leads for new members.
    - b. Resource Chairmen should help with orientation in League program.
    - c. The Discussion Unit Chairman as well as unit leaders should help in all phases of membership. Particularly, they can welcome the new and prospective member by making her feel that she has an important and real place in the League. The Discussion Unit Chairman should provide you with a list of members by units. Her assistance will be valuable, too, in the placement of members in units.
  4. You and the Treasurer need to work together in order that your membership records are accurate and up to date. New paid memberships should be reported promptly to state and national offices, so that state and national Voters can be sent just as promptly.
  5. Your Bulletin editor will welcome your ideas on membership for your local Voter. Work with your Public Relations chairman on publicity geared toward attracting members; perhaps a member of your committee could be part of the speakers bureau. The suggestions for cooperation are endless. You may have new and better ideas. Try them.
- C. The new Local League Handbook lists the three broad aspects of the membership job -- recruitment, orientation and promotion of activity.
1. Recruitment -- getting members. Sounds simple, but we know from past experience that getting women to join the League is a year 'round, time consuming job that requires a lot of tactful perseverance. We also know that most members joined the League through friends and neighbors, since this method of recruitment comes naturally with a little shove now and then by the membership chairman. This is the method that should be emphasized year 'round. Now and then, other methods should be tried. Perhaps you've tried everything in the book.... "How to Get and Keep Members;" look over your membership files; some of your old ideas may be worth trying again. Does your League have definite plans for contacting newcomers to your town? A personal call on these people with voting information, and information about their new home town would be most welcome. Invite them to join your League before they have had time to join seven other organizations. We also suggest giving them a copy of the July-August Minnesota Voter which includes the article "Why A League of Women Voters?" Copies are available from the state office 2/5¢.

Speakers Bureau. Many Leagues have excellent Speakers Bureaus which provide speakers on League program to other organizations in the town; have you thought of seeking speaking engagements for the purpose of selling League as the organization to which all women should belong? Such a speech need not be long or difficult to do. Use "Let's Talk League" for basic information; be sure to add local color and facts. Distribute amendment flyers or the July-August Minnesota Voter or both. Show, sell or give away recent local surveys.



Object: New Unit. With the cooperation of your Discussion Unit Chairman and the approval of your Board, plan an "Hour with the League" in an area in your town where there are no League members. Take along your latest and best Voters Service information, your local survey, and other timely local, state and national publications. Talk about League briefly--explain your publications. Here again, the Amendment flyers would be excellent for distribution. Make arrangements to take the women who attend your meeting to a candidates meeting or a unit meeting. Follow through and see that interested people are placed in units. If substantial interest is shown by the group, suggest a subsequent meeting for the purpose of organizing a unit.

These suggestions are only a beginning. What you will do in membership is up to you and your committee.

2. Orientation -- The new member must understand the purpose of the League and its basic policies; she should know what the program is and must understand her role as a member. Her orientation to League is the most important facet of the Membership Chairman's job. The new member needs to be brought up to date on League program so that she will have some understanding of League positions which she accepted when she paid her dues. She needs some background information on the present programs. If the new member is new in your community, basic information on local government should be provided and explained. In fact, the state Membership Committee feels strongly that orientation to government on any level is neglected in many local Leagues. The subject of the October Memo will be "Orientation of the Member to Government." Make good use of it.

The important business of orientation should be carefully and promptly done so that the new member doesn't have time to become frustrated and discouraged. An orientation meeting or a series of them should be planned by the Board as they are needed. Some of the best jobs are done on an individual basis by an active League member assigned to accompany the new member to meetings.

Since it seems necessary at times to review and refresh old members on basic League information we suggest the use of "Let's Talk League" at unit meetings. This publication was designed for use in sections, one section at a time; it should take from 5 to 7 minutes of your unit meeting time and could be assigned to various experienced League members. Choose the sheet that fits the activities of the League at the time. Another useful orientation device is use of the slides and script "LWV at Work in Minnesota." These 35mm. slides (with accompanying script) should take about 20 minutes. Make reservations through the state LWV office.

3. Promotion of Activity -- Finding the right spot for the new member in your League is the best way to keep your members; it insures a happy and satisfying League experience. Attendance at meetings and some participation in unit discussion is all that can be expected of some new members; others will want to take on additional responsibilities gradually, while a few will want to go ahead fast. Committee work is the logical spot for most members, but be sure that they are placed in the work that gives the most satisfaction and that the member is ready for work on a committee. To help you know your members and to find the right spot in League activities for them, a membership talent file should be developed. For details as to how this can be done, refer to Membership Memo #2, 1961. A well kept and up to date talent file has a variety of uses. One example -- as Membership Chairman you will be able to suggest names of promising members for special assignment, committee or Board appointments.

A big job, isn't it? But a challenging one and fun, too!



# MEMBERSHIP MEMO #2

1962 - 1963 Version

15th & Washington Aves. S.E., Minneapolis 14, Minnesota.  
OCTOBER, 1962

Phone: 373-2959

## YOU AND YOUR COMMITTEE

### PURPOSE OF A COMMITTEE

members and the promotion of activity. so that no one member is overburdened.

You and your committee are responsible for drafting plans for the year's increase in A committee helps distribute the work load

### HOW TO CHOOSE A COMMITTEE

Try to make your committee representative of differing backgrounds. This can help eliminate the appearance of League being a "select" group. Refer to the section on membership in your Handbook.

Evaluate carefully the talents and qualities of those you ask to serve on your committee.

### SIZE OF YOUR COMMITTEE

You may find that having a member from each unit will work well. Keep your committee small enough to function efficiently. It is much better to have a small number of active workers than to have a large committee with a great deal of "dead wood."

The size of your League may determine how many women will serve on your committee.

### ASSIGN SPECIFIC DUTIES

1. Talent File. There are several ways to compile facts for your talent file. One is a questionnaire to be filled out by each member; another is the personal interview. If your League is small and you prefer the interview, perhaps you as chairman may wish to do this personally. If you use others to assist you, select these women with care. Try to keep this file up to date. Refer to last year's Membership Memo # 2 for other ideas.

2. Member Drop Evaluation. The Treasurer of your League has the names of those members who did not renew membership. Assign one or two to call these women and attempt to discover why they no longer wished to be League members.

3. "Buddy" System. A member of your committee can be responsible for the job of contacting a dedicated member and ask her to be personally responsible for a new member in her unit. Membership Memo # 3 of last year gives more details.

4. Coffee, Teas, Luncheons. Assign someone to plan several of these throughout the year. There could be small neighborhood coffees; perhaps one large tea or luncheon would be successful in addition to coffee parties.



5. Newcomers in the Community. A member of your committee could be responsible for contacting those women who move to your city or town.

6. Orientation of new members. Assign to a member of your committee the job of planning one or more meetings to inform new members about League. Be sure to include background information on Program items particularly regarding the local items.

OTHERS WHO ARE MEMBERS OF YOUR COMMITTEE--1. Units Discussion Chairman is a liaison between the units and your local League Board. She should give to you regular and faithful reports of those who attend meetings and also names of guests.

2. Resource Chairmen can be of assistance in the orientation of League program.

3. Unit Chairman is a vital part of your committee by making new members and guests feel welcome. It is also her responsibility to keep the Unit Organization Chairman posted on names of those present at each meeting.

4. Every Local League member is a part of your committee. Experience has shown that most members come into League through friends, neighbors and acquaintances.

#### OTHER TIPS

1. Make sure that each committee member understands her responsibility.
2. The "personal" approach is very important until a new member understands League and its purposes and becomes a dedicated Leaguer.
3. At general meetings make an effort for you and your committee to personally greet new members.
4. Study your Handbook and the file of the previous chairmen in your League.



LEAGUE OF WOMEN VOTERS OF MINNESOTA

# MEMBERSHIP MEMO #2

1962 -- 1963 Version

15th & Washington Aves.S.E., Minneapolis 14, Minnesota. Phone 373-2959  
NOVEMBER, 1962

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## ORIENTATION OF THE MEMBER TO GOVERNMENT

This Membership Memo #3 is for the purpose of helping the new League member become acquainted with government -- what is her district, where does she vote, for what offices, when? Many people join League hoping to learn about these matters, and get so busy so fast with program and study and voters service and finance, that they never do learn what they joined League to learn.

This information may also be added to the Orientation Kit "Let's Talk League." It could be used as a subject of a unit meeting, or a general meeting, or for a meeting of a few new members. It might be the subject of a program for a study group or luncheon club which asks for a League speaker. You could adapt this idea to any local election time in your town.

Ask for the help of your Voters Service Chairman in getting the answers for your members to the questions on the sheet, "What Every League Member Should Know."

As an additional idea, how about helping your Treasurer by offering to fill out the "political address" on the back of the Membership Card she sends to members each year on payment of their dues. With a map handy, you could indicate ward and precinct and Congressional and Legislative districts, especially valuable in this year of newly apportioned districts.



Many women join League of Women Voters in order to know more about citizenship.... how to vote, where, when, for what offices. For that reason we believe that orientation of the new member in League should be not only an introduction to the patterns, policies, practices and program of the organization but an introduction, also, to government. To that end, we have prepared the following questionnaire; the answers may be found in the attached pages or by asking your local League Voters Service Chairman. Discussion of such questions could be the subject of a valuable unit meeting, a session with new or prospective members, or of a panel presentation by your Speakers Bureau.

WHAT EVERY CITIZEN SHOULD KNOW

1. What are your election districts?  
Congressional \_\_\_\_\_  
Judicial \_\_\_\_\_  
Legislative \_\_\_\_\_  
County \_\_\_\_\_  
Ward \_\_\_\_\_  
Precinct \_\_\_\_\_
  - 1a. How and when do you register? \_\_\_\_\_
  - 1b. What about absentee voting? \_\_\_\_\_
2. Where is your polling place? \_\_\_\_\_
3. Do you vote by machine or paper ballot? \_\_\_\_\_
4. When you vote, where do you find the statement of ballot issues?  
If on voting machines \_\_\_\_\_  
If on paper ballot \_\_\_\_\_
5. How is the State Constitution amended? \_\_\_\_\_
6. Why is it important to vote on amendments? \_\_\_\_\_
7. What proposed amendments will be voted on at the next general election? \_\_\_\_\_
8. When are officials elected?  
National \_\_\_\_\_  
State \_\_\_\_\_  
County \_\_\_\_\_  
Municipal \_\_\_\_\_  
School \_\_\_\_\_
9. When is the primary election? \_\_\_\_\_
10. When is the general election? \_\_\_\_\_
11. What is the form of your municipal government? \_\_\_\_\_
12. How can changes be made in the form of municipal government? \_\_\_\_\_
13. What are the major political parties in Minnesota? \_\_\_\_\_



Although the basic and most cherished tenet of the League of Women Voters is its policy of nonpartisanship, the League urges its members (as well as all citizens) to be active workers in the political parties. The League believes in a two-party system of government and recognizes that one of the best ways to improve government is to improve the political parties by working with them and within them. The only restriction the League places upon its members is that members of League Boards of Directors may not work actively in a political party and that no member may speak for the LWV at political functions or meetings without proper authorization. The League, and League Board members, neither support nor oppose candidates. The League's concern is with issues of government.

The major political parties in Minnesota are the Democratic-Farmer-Labor (DFL) party and the Republican (GOP) party. Membership in a party should be a matter of personal choice, based on party platform and policies. Further information on these subjects may be obtained from the State Central Committee of each party:

THE REPUBLICAN PARTY

Endicott-on-Robert Building  
St. Paul, Minnesota  
Telephone: CA 2-2541

THE DEMOCRATIC-FARMER-LABOR PARTY

1637 Hennepin Avenue  
Minneapolis, Minnesota  
Telephone: 335-9421

Becoming a member of a political party is simply a matter of attending precinct caucuses, donating to party funds, or volunteering to work for the party and its candidates.

Minnesota has an "open" primary election, where the voter may vote for candidates of either party, without previous registration of party affiliation. Certain candidates, such as legislators, county, and municipal officials file for office and campaign without party designation, although they may also have been endorsed by a political party.

Who Can Vote in Minnesota?

A person must be 21 years old, a citizen of the U.S. for at least 3 months preceding an election, a resident in the state for six months and in the election district (precinct) for 30 days.

Change of residence within municipality -- A person who changes his residence from one precinct to another in the same municipality within 30 days of an election shall be entitled to vote at such election in the precinct of his former residence only.

Change of residence from one municipality to another -- A person who changes his residence from one municipality to another in the state within 30 days of an election may apply for a certificate of eligibility to vote in the precinct of his new residence and may vote only in the precinct of new residence. He would make this application to the Commissioner of Registration.

Who Cannot Vote in Minnesota?

Any person who has been convicted of treason or any felony, unless restored to civil rights; any person who is under guardianship over his person; any person who may be non-compos mentis or insane; any person who is not properly registered where registration is required -- these are the persons who cannot vote in Minnesota.

Registration

1. Registration is required in municipalities of more than 10,000, optional elsewhere.
2. Voter applies in person to Commissioner of Registration (or other certified registrar) any time except 20 days preceding an election.



3. Registration is permanent. Exceptions: the voter must re-register if he:
  - a) fails to vote at least once in four consecutive years.
  - b) changes his name by marriage or court action.
  - c) moves to different municipality requiring registration; when voter moves within municipality more than 30 days before an election, he may notify the Commissioner of Registration by mail and then be eligible to vote in the new precinct.
4. Where no registration is required:
  - a) Voter must have necessary constitutional qualifications.
  - b) Voter must take an oath administered by any election judge swearing that he is so qualified.
5. Registration is waived for one election only when voter moves to a different municipality within 30 days of an election and presents a certificate of eligibility at polls.

#### Absentee Registration

Any qualified person who is unable to register in person because of absence from the precinct, physical disability or religious discipline may register by mail by applying to the local commissioner of registration. Absentee registration will be accepted any time except the 20 day period immediately preceding an election.

#### Absentee Voting

Any qualified person may request an application for ballots from his county auditor, fill it out, and return it in order to receive ballots. The executed application will be accepted by the county auditor as early as 30 days before and not later than one day before the date of the election. Ballots will be mailed to the voter as soon as they are available.

Voter receives the ballots, a white envelope and a brown envelope. After marking his ballot, he places it in the white envelope and seals it. This envelope remains sealed until it is received by the election judges. The sealed white envelope is then put into the brown envelope for mailing. This brown envelope must be notarized. Marked ballots must be received by election officials not later than the day of the election. All official communications with the commissioner of registration or the county auditor must be notarized. In cases of persons who are incapacitated, the absentee ballot may be mailed by any attendant, employee, volunteer worker, or friend.

#### When do I vote and for whom?

##### National Officials:

President	every 4 years (years divisible by 4)
Vice President	every 4 years " " " "
U.S. Congressmen (8 in Minnesota)	every 2 years
U.S. Senators (2)	vote for 1 every 6 years

##### State Officials:

Governor	every 4 years (not the same even-numbered year as Presidential election)
Lieutenant Governor	
Secretary of State	" "
State Treasurer	" "
State Auditor	" "
Attorney General	" "

Railroad and Warehouse Commissioners--every 2 years you vote for 1 (who has 6 yr. term.)



Justices of Supreme Court:

1 Chief Justice, 6 year term  
6 Associate Justices, 6 year staggered terms

every 6 years vote for one  
every 2 years vote for two

Judges of District Court:

2 or more for each of 10 judicial districts  
6 year terms

varies according to district

State Legislators:

Senators (67)

every 4 years

Representatives (135)

every 2 years

County Officials: All are 4 year terms; all are nonpartisan offices.

Commissioners - these terms are staggered

Sheriff - all rest of officials are elected in even-numbered year, not the

Judges same year as Presidential election

Clerk of District Court

County Auditor

Attorney

Coroner

Court Commissioner

Register of Deeds

Superintendent of Schools

Treasurer

The Primary election is held the 2nd  
Tuesday in September.

The General Election takes place on  
the first Tuesday after the first  
Monday of November.

Ballot Issues.

Constitutional Amendments may be submitted to the voters at a general election, provided they are authorized by the State Legislature. Such proposed amendments to the State Constitution are presented to the voters on a pink ballot sheet where voting is by paper ballot, or they appear at the top of the voting machine.

It is of vital importance to understand such ballot issues and to vote on them. Failure to vote on an amendment counts as a vote against the amendment, since passage of the amendment is determined by a majority of the votes cast in the election.

There is no initiative or referendum provision in the state Constitution in Minnesota. This Constitution was adopted in 1858 and has been amended over 80 times, but never re-written.

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A DIGEST OF MINNESOTA ELECTION LAWS, DW of Minnesota, February, 1962, Minneapolis, Minn



# MEMBERSHIP MEMO #4

1962 -- 1963 Version

15th & Washington Aves. S.E., Minneapolis 14, Minnesota. Phone 373-2959  
NOVEMBER, 1962

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RE: THE LWV MEMBER WHO ISN'T

In this memo we are concerned with the member who doesn't pay her dues come April 1st. Suddenly we know we are losing a member. What can we now do to prevent this loss? Did we fail this member -- where? How?

\* \* \* \* \*

This last year we concentrated our membership efforts upon getting new members for the Minnesota LWV. Annual reports show that we were successful in this area. BUT--we did not actually increase our statewide membership. There was no net gain because we subtracted more members than we added. Therefore, we now realize that we are summoned to constant double-duty: "make new friends but keep the old!"

Nowadays we hear and read about preventative medicine. Here we suggest that there are preventative measures we can take to keep from losing members. First we look for the symptoms:

1. Absenteeism  
Unit reports (which record the names of every member and visitor in attendance) when checked against master membership list show absenteeism.
2. Inactive Status  
A member pays her dues but requests that she be considered inactive. She is still interested in League and would like to attend an occasional meeting and receive publications, but she feels she cannot work.
3. Leave of Absence  
A member does not pay her dues, and she explains that she has too many responsibilities and must reduce her activities in the community. But--she enjoys the League and promises to return in a year or two.
4. Change of Interest  
An enthusiastic member gradually shifts her enthusiasm to some other organization. Perhaps her husband or children or employment involves her in some other activity which seems more important.
5. Interest-loss  
An active member becomes disinterested. She refuses responsibility and doesn't attend meetings as regularly as when she joined. Her excuses suggest that she probably won't join next year.



How do we treat these symptoms? How do we keep our old members?

1. Let's spend more time with our prospects and more time on orientation, thus eliminating the "interest-loss" member. She may be a restless "organization-hopper," or she may be someone who didn't think through her needs before she joined. Every woman voter is not a potential League Member because every woman voter is not interested in government -- even though we think she ought to be!
2. Try to nip absenteeism before it becomes serious. Check Unit attendance reports every month, and if a member is lagging, find out why. She may need a ride, or she might be happier in a different Unit, or she might need more orientation, etc.
3. Find out why a member is "going inactive," or taking a leave of absence. If she offers a convincing explanation, don't argue with her about it. BUT KEEP IN TOUCH WITH HER. This is important, because once she loses contact with League, the next step is to lose her forever. Try to see that she attends meetings of special interest. Alert her neighbors and friends who are members so they will keep her informed of League program and activity. Election-time is a particularly expedient time to re-awaken an old interest. Use publications.
4. There isn't much you can do about the member who shifts her interest to something else. Every organization has turn-over, but we want to keep ours to a minimum!



# MEMBERSHIP MEMO # 5

1962 -- 1963 Version

15th & Washington Aves.S.E., Minneapolis 14, Minnesota. Phone, 373-2959. Jan., 1963

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## TIPS ON MEMBERSHIP FOR THE BULLETIN EDITOR

Just as the whole Board shares responsibility with the membership chairman, you must be alert to encourage any ideas that aid in holding and enlarging membership. Explore particularly those avenues which aid in communication and that increase membership involvement so that each member realizes she is an important part of her own organization.

Preface the schedule of unit meetings each month with a reminder that members invite interested friends and neighbors.

Acquaint your members with the names of recent joiners. In small Leagues it is often possible to print brief profiles of each new member.

Some bulletins regularly include a "box" with material supplied by the membership committee. Responsibility for that might act as a spur to the committee itself as well as the membership as a whole.

Often membership reminders can be used as small fillers. "Did you talk about League at your P.T.A.meeting"? "Did you arrange to take a guest to your unit meeting"?

No doubt your League has had a series of informal orientation coffee parties for women newly interested. When these are fully reported, the names of future guests or hostesses often result.

Has your League planned a day especially to lure prospective members? Sometimes a brief report of what other Leagues have done will encourage suggestions from the general membership. A summer "Kaffee Klatch" has been the approach of some units to stimulate interest in the L.W.V. in a neighborhood. Report of special ideas from such a unit meeting may encourage others....for instance, using neighborhood children to distribute invitations, displaying brief, self-explanatory wall charts on the history and purpose of the League.

Have you tried a "Clip and Save" page in your Bulletin? On it could be listed, when timely, officers and Board members with portfolio of each; the members of special committees such as nominating, budget etc.; a list of unit chairmen, co-chairmen or discussion leaders and the scheduled meeting time of each unit; the current agenda, national, state and local.

League members regularly act as observers at various civic meetings. Members would be interested in a schedule of such meetings with dates and names of LWV observers.

Keeping the needs of members in mind, the bulletin editor can often suggest additions to articles. For instance, when resource chairmen supply background material for the month's study, suggestions for additional readings and where they can be found would be helpful, in addition to pertinent LWV publications, their price and where to order them. We shall watch with interest for new ideas from you in future Bulletins.



# MEMBERSHIP MEMO<sup>##</sup>6

1962 -- 1963 Version

15th & Washington Aves.S.E., Minneapolis 14, Minnesota. Phone, 373-2959. March, 1963

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## AN ACTUAL MEMBERSHIP CAMPAIGN

Here is an actual report on a membership drive which brought such an increase of members to our New Ulm League that we think other Leagues would take heart from their example. Their membership chairman, Pat Piehl, tells us as a P.S. that they have added 19 paid members and have set a goal for 10 more by next fall. The letters have been edited a bit to shorten them and names have been changed to protect the innocent. Thirty-seven is today's membership in the New Ulm League.

DEAR IRENE.....

This will be a combination letter and report to you on our membership drive. I'd like to start at the very beginning so that you will get a full picture. I'm afraid it's going to sound like I'm trying to take all the credit for any success we have had, but I can only tell you about the things I am responsible for as the membership chairman. I'm sure you know that this was a team operation and all the people involved did their utmost to assist me in whatever way they possibly could.

The most important thing to do primarily was to raise the spirits of this group and to get them to start thinking positively again. They were so discouraged; had lost several League leaders because of illness etc. There is nothing more contagious than negativism, and they were tired. But I felt that if these women had been willing to work so hard over the years with so few to call upon, they would surely rise to the challenge, put in its proper perspective, of keeping the League going and growing!

In any event, I asked them if they would permit me to put into operation some ideas I had been thinking about and they all said to go ahead. So here, step by step, is what we did.

I selected two people to assist me -- Mrs. A. for her common sense, general knowledge of League work, and frank appraisal of ideas; and Mrs. B. for her personality, which was warm, friendly and responsive, and for her ideal situation, owning and working in a local business where contacts with many are normally made every day. And most importantly her talent for sizing up people almost unerringly. I felt she would be invaluable in giving me a list of people whom she thought were worth a try. How right she proved to be!

They put their heads together and came up with a list of thirty names. One of the husbands, an expert in sales, suggested a minimum of twenty-five prospects since our immediate goal was to bring our membership up to an operable twenty-five, and he had surmised that our batting average would be one out of five. I asked if I could carry on from there. I think it is important that one person do all the calling, letter writing and interviewing. She can then keep complete control of the situation and knows exactly who has been contacted and when.

The first telephone contact was made. Sample conversation: "Hello, Mrs. J? This is Mrs. Piehl with the League of Women Voters here in New Ulm. We're having our membership drive at this time and your name was mentioned several times to me, so I thought



I'd just give you a call and see if you might be interested in joining us." Most of the responses to this barrage were encouraging. I would go on to say that we were planning an informal coffee to talk about League and that I would call back in a few days and make a definite date. Of the thirty people I called in this manner, I got a positive reaction from twenty-two, which was much better than the one of five we had expected.

After I had talked to all the people on my list and had determined the number of interested prospects, I called our president and asked her to assist me in finding four members who would be willing to have the coffees. I wanted to reach everyone so set times for morning, afternoon and evening. We set up two afternoon meetings and one morning and one evening one. The President quickly made the arrangements for me and I set about calling everyone back, asking which time would be convenient, whether or not they would need sitters, transportation, or prior information on League so as to feel more comfortable, etc.

I have attached hereto a copy of the follow-up letter sent out to each person before the coffee klatches. Even though these people had twice been contacted by phone and now had been sent a letter, I still felt that one more call should be made to insure against "cold feet." So the day before they were to come for coffee, I called each person and said, "This is Mrs. Piehl again. You're going to think I'm awfully stupid, but I can't remember whether or not you needed transportation to the coffee tomorrow." This didn't seem to annoy anyone and served the purpose of a final reminder without appearing to be one.

Attached also you will find a copy of the welcoming letter that each person received as she walked in the door. The purpose of this was to really sincerely welcome her, to remind her again of why she was there, and to give her something to do so that she wouldn't be sitting there like a bump on a log waiting for us to get started. A good ice breaker, too, we found. Each person was also given a folder containing a couple of League pamphlets and a membership blank. I told them to just hold those and I would talk about each item during the meeting.

Although I did stand by a table full of League material which I intended to talk about, the meetings were all very informal. We saw to it that everyone was introduced and told something about the ones she hadn't met before, and that they were comfortably seated with refreshments at hand before we did anything. Then I took my position and started by asking the group what questions they might like to have answered; what they had heard about League, etc. This proved to be a sound approach because we got questions right away and could then get a discussion going. I illustrated how our studies are conducted and passed around some material representative of all three levels. (I would interject here that we had key people at each coffee. Ones whose knowledge of League was general and whose backgrounds qualified them to answer questions more lucidly than others might have been able to.) Enthusiasm was the by-word and I think we were successful in communicating our love for the League to everyone we talked to. We had several people sign their membership blanks and pay dues right at the meeting. However, the majority wanted to wait until they had attended a Unit Meeting before making a final decision.

About one week after the coffees had been held, I called each person who had not yet joined to determine whether or not she would like to be called about the next Unit meetings. All but one said they would. This last telephone contact served its purpose very well in giving us an over-all picture of our effectiveness and in giving me the opportunity to answer questions on the material we had sent home with each prospect: The pamphlets WE'RE THE LEAGUE OF WOMEN VOTERS and IN OUR TOWN IT MAKES A DIFFERENCE..., plus the first three pages of the excellent state publication, LET'S TALK LEAGUE.

Of course the next thing will be to call all of these people and find out which of the three Unit meetings they wish to attend. Our total picture will be clear to us in the response we get at those meetings. This will be the clincher on our sales program,



and I will let you have the details as soon afterward as possible.

This being our very first experience with an all-out drive, we still have very much to learn about our job. I would so appreciate hearing your views on what we have done, where you think we could have done better, and any suggestions you might have for our next effort. Your MEMBERSHIP MEMOS proved to be of much assistance and I am setting up the suggested files and following the procedures outlined in the Handbook, also. I think that we who are new to a job too often tend to forget that others have gone before and done very well and that we should certainly profit from their work and experience.

I have not touched on the other things we have done pertaining to drop-outs and those who may have considered dropping when our League was so small in number. We have been successful in regaining some of the old members and in forestalling the resignations of the other, so far.

As you so aptly said, it is an up-hill fight. But I find it fun, fascinating and so very worth while.

Sincerely,

Pat Piehl

#### COPY OF WELCOMING LETTER

We are so glad that you have shown an interest in the League of Women Voters, and hope that you will decide that it is important that New Ulm continue to have a local League.

As active members ourselves, we can truthfully say that this wonderful organization has given each of us opportunity to become much more effective as women who are interested in good government. The League gives us a stronger voice as citizens than just our vote alone. Through planning, discussion and self education, we can help others to better understand the vital issues that affect our community, our state and our nation.

If you cannot decide today that you can join us, please give it your most serious consideration. The League of Women Voters wants and needs your active participation.

#### COPY OF FOLLOW-UP LETTER

We are looking forward to meeting you at Mrs. C's on Tuesday evening. We want to talk to you about the League and hope that you will decide to join us in our studies and discussions of issues, local, state and national.

As you probably know, the League of Women Voters is comprised of women who are interested, primarily, in good government. Our mission is to impart information after we have educated ourselves. The League was founded in 1920 with the stated purpose of teaching women how to use their voting privilege wisely. Since then our goal has expanded to include helping all citizens to be better informed on vital issues. We are always non partisan, although our members are encouraged to participate in partisan politics as individuals.

If anything should occur that would make it impossible for you to come to our Tuesday get-together, please call me at the number below so that I can arrange another coffee klatch soon.

Both letters signed by Membership Chairman



*Membership*

April 8, 1963

TO: Martin, Macdonald, Murphree, MacLaren  
FROM: Brown  
RE: An idea - first suggested by Gwen and seconded by me

Ruth, I have the darnedest feeling that there are many things I should have done to bring you up-to-date on what happened at Council. So far, I've found little time to really think about all the things you should know, etc., so I think I'll leave it to you to question me in regard to actions that you think may be important to you. The delegates did direct the state Board to pursue the TCR item as had been suggested in the Workbook - the cost of piecemeal revision and a firm stand for state financing of further research. We adopted a good budget - made possible by an unexpected surplus in the 1962-63 budget and the addition of money to be received in interest on the Reserve Fund this year. The latter fund has now reached its \$5000 limit so income from reserves should go into the operating account - this will amount to about \$200. There was about \$1000 surplus brought about by two "savings" - we spent about \$500 less for Board meetings than had been budgeted; we sold far more Voter's Guides than we had thought we would. The budget allows for one new Board member -- Beulah Casperson will be VOTER editor; \$9000 pledge to National; all proposed for Field Service; and five issues of the VOTER. You will be getting all this in the Post-Board mailing which is due to go out of here April 18.

Now to the idea. One of the major emphases of my address to Council was in the area of membership. This is the area where we have not kept pace with the other developments in the LWV of Texas. This is the major point I'm making in the "From the President's Desk" column for the May VOTER and it's the area which is receiving serious consideration from local Boards, the national Board and the state Board. National promises us "plans affot for a breakthrough of membership" at Council the first week in May.

So this brings me to several questions:

Can we provide help to LLs on membership?

What can we do to encourage members-at-large?

Is it time to consider area conferences or such on membership again?

Can we consider state tools for local membership chairmen? Or do we need to?

Why I am writing this to you, Ruth?

With the lessening of the TCR workload imminent, WW I think we can use your considerable talents and organization ability in the membership field. We have not had a membership chairman on the state Board for several years; I'm not at all certain what a state membership chairman can or should do or what help she could be to the LLs. But I think the problem is serious enough to warrant a state Board portfolio devoted to it. Membership is now our number one problem in Texas. Despite a rapidly souring population in Texas and particularly in the urban areas where there are Leagues, we are not seeing this trend reflected in the League. Membership has been virtually static for three or four years and we have actually lost 1,052 members since 1955.

We "Wonder why our members went?" and we also need to start wondering where more are coming from. I have not asked the Board's approval of



the addition of this portfolio but there is general agreement that we need to begin thinking of what we can or should be doing in this area. I think it might prove most satisfying to devote some of the time at the June Board meeting to a brainstorming session on this question and I would hope that if you agree to take on this job, you would come prepared to lead such a discussion. (Of course, I have done nothing yet about the Agenda for that meeting but I think this is important enough to warrant spending at least 90 minutes ~~XX~~ on it.) For unless we do something to help solve this problem, we may well be spinning our wheels.

I think Marion has had some thoughts on this that should be communicated to you if you will accept this responsibility. I'm enclosing for you only, Ruth, a copy of my speech to Council so you can see where I placed the emphasis. I'll also send you whatever comes from National Council as soon as I get back from Washington (Council is May 7-10).

Do say you will take this assignment - this could be the most important thing this 1962-64 state Board has done or will do. I'll be anxiously awaiting your reply.



Membership

APR 19 1963

April 16, 1963

TO: Brown cc-Macdonald, Murphree, MacLaren  
FROM: Martin  
RE: Dorothy's Membership "Idea"

The idea is certainly timely and I suspect long overdue, for there is no doubt that getting and keeping members is one of the glaring weaknesses of the League.

I think this project is one that will take much time and thought to ~~effect~~ worthwhile results. Assuredly it is one demanding full attention of the entire State Board.

There are many doubts in my mind regarding whether you have made a wise choice of personnel to lead the proposed brainstorming discussion during the June Board meeting. I know there are many others who could and would do a more creditable job than I am. However, if you all feel you would like for me to make an effort in this field, I will tackle it. Naturally, I will need and expect the advice and assistance of each of you.

Marion, I will be glad to have your thoughts on this.

Thanks for the copy of your Council speech, Dorothy. It sounds excellent. Wish I could have heard you in person. Will be looking forward to what you acquire on membership at Council.

Virginia and Gwen, I am sure that each of you have many fascinating thoughts in this field. Please send them along.

(membership)

As for me? Things have still remained hectic. I am again getting ready to go to Fort Worth and Dallas. I hope that this trip will improve the status of that piece of business and that it will not require so much time. All should be better for me all around after about May 10th. With Gwen, Peggy and others carrying the workload on TCR through the legislative season, I should be able to devote some time to anything we might decide to attempt in the area of membership. TCR should be very light after the Legislature adjourns.

Dorothy, I appreciate your taking time to write me the highlights of Council. I am most pleased at Beulah's appointment and have written a welcoming note to her.

Marilyn Wicker reported that Council was excellent. She seems to have gained a lot from it. All of you will be glad to hear that she is working hard to do something about this sick local League. She has some clever ideas and seems determined to see some of them carried out. She needs more help. I have not been able to do much in that direction--just little bits along that could be sandwiched in. A group met here this morning to rehearse the membership tea skit to be given April 25th.

This is all for now.

Have a good trip to Washington ~  
Pat



Membership  
APR 29 1963

April 22, 1963

To: Martin, Brown, Macdonald, Murphree  
From: MacLaren  
Re: Membership portfolio on State Board

Dorothy's speech to Council was excellent and I wish I had a copy to review it - and also I wish I had a much better memory!

And I do not know just what Dorothy had in mind in the next to last paragraph of her letter to us four - dated 4/8/63. I guess my theme song for some time has been an attempt to make a plea for the LL member who is "just a member", not on any Board and so often just plain forgotten by all we board members at all three levels. We do tend to get so interested in and so excited about our own level of activity at any given moment - that we never get back to the status of the LL member who joined the LWV to learn about government and how it works.

I am very sure that our most serious problem is our inability to KEEP members. It is hard enough to GET them, but keeping them is even more difficult apparently. I just checked the Finance History figures in the Council workbook and found that we gained only 65 members last year - and our brand new San Marcos League reports 70 members, so we are really in reverse. Well, the new president of the Waco League quoted ~~himself~~ in their April VOTER certainly seems deeply concerned. I do not think there is a League in Texas, unless maybe Midland or Texas City, where MEMBERSHIP is not the number 1 problem.

What a Membership Chairman on the SB can do, I don't know. Perhaps personal attention and a great deal of tender loving care with every LL membership chairman would be the best procedure right now. But I firmly believe that all the other chairmen on both the local and state boards MUST begin to think and work and plan in terms of what is going to be worthwhile, stimulating, exciting, educational, satisfying and even fun for the MEMBERS, - - - over and over again we hear about what wonderful experiences and thrilling times some of board members have. Well, I am certainly glad we are at last going to have a couple more issues of the Texas Voter this year - and I hope and pray every issue will be interesting and fun to read.

You all know I am one of those people who wonder and worry about this great grassroots organization of ours and about how much, or how little, the majority of us really know and understand about the League or government local, state or national. I guess I am hoping we can simplify rather than complicate what we do, that we can adopt an optimistic, enthusiastic rather than a pessimistic overburdened approach. Enthusiasm certainly generates enthusiasm and I think we would do well to attempt to revamp the image of SB people so prevalent in some LLs - that we are overworked, overburdened old drones.

Maybe the Membership Tea the Amarillo group has on April 25th will be just the right perscription for every LL membership chairman in Texas, and Ruth can take right off from that base!

Dorothy - I hope you strike a gold mine at National on this subject!



A TIME FOR ACTION ON MEMBERSHIP

TO: Local League Presidents, Membership Vice Presidents, Membership Chairmen  
FROM: Mrs. Maurice H. Brown  
RE: Steps to increase MEMBERSHIP GROWTH as a means to carrying out the purpose of the League of Women Voters more easily and effectively.

The regrettable, almost static, condition of League membership is not a problem newly risen; rather it is one with which we have lived, struggled, and long been concerned. We talk about it, but in facing up to this dilemma we must admit that we have not yet done too much about it. To fulfill the purpose of the League -- ". . . to promote political responsibility through informed and active participation of citizens in government."--many, many more members are necessary to help with League activities.

Nationally, the League last year grew by only some 3000 members. Is this enough growth for such an organization with the widespread prestige and enviable status of recognition and respect it maintains?

In Texas, total membership dropped more than 1000 between 1955 and the present time. Is this the image we have of the League? Are we satisfied with such a small increase nationally and with such a deplorable decline within our State?

What can we do without members? The membership is the League. What could we do that we are not now doing if we had a sizeable increase? Do you wonder where the members went and why? Why are so many members on the drop list each year? Is keeping members more of a problem than getting them? How can we keep members active, interested, permanent? Why are not more women attracted to the League--as you and I were and are? Thousands of women in Texas are interested in things governmental. Why do they not join the League--long-noted for the effective work it does in the public interest--to further their interests? Are we failing in this area some way? Do we stay too busy to really give membership the time and attention it deserves?

Mrs. Robert J. Phillips in her President's Report\* to the National Presidents' Council in April of this year, devoted most of her talk to the subject of membership problems. In voicing her concern, she discussed numerous possible "barriers" to getting and keeping members--barriers now needing thoughtful attention of all League members.

Your state president when giving her Message\* to the 1963 State Presidents' Council projected a challenge to members of the League in Texas to increase membership by at least one-fifth in 1963-64. Reasons for this proposed increase are obvious. Numerous whats, whys and hows--were posed all well-worth our immediate and careful consideration.

What could your local League do with one-fifth more members? What could the Texas League do with that many more? The National League? Do the possibilities give you a heady feeling? Isn't this the time to do something?

....review all League procedures on all phases of League activities  
with emphasis on Membership

\* Mrs. Phillips' Report available from national office - price 10¢; Mrs. Brown's from state office - price 5¢.



....give the same amount of emphasis to membership that we have long given to program, finance and voter service

....increase the appeal of the League so many more women will hasten to join and remain interested members

Will YOU accept the challenge? Will YOU help in each Step planned for the Membership campaign?

STEP I Your State Board put a great deal of time and thought into initiating plans to help get and keep members. This TIME FOR ACTION is "STEP I",

STEP II ACTION ON MEMBERSHIP. A series of eight very informal MEMBERSHIP WORKSHOPS are to be held in August--our first membership meetings on a state-wide basis since November 1956. The WORKSHOPS will be one-day affairs, and locations have been selected to require only a minimum of driving time. The month of August was chosen -

....to allow usage of new ideas gained from the WORKSHOPS at September coffees and teas, if desired

....to avoid conflict with Fall and Winter League activities

....because IMPORTANCE of the Membership situation demands NO FURTHER DELAYS in beginning this vital undertaking.

NOW IS THE TIME FOR ALL MEMBERS TO COME TO THE AID OF THE LEAGUE.

Plan now to be at your WORKSHOP. Be ready to help name the symptoms...diagnose the ailments...prescribe remedies. Start today to alert all members to the time and place...explain the IMPORTANCE of these discussion WORKSHOPS...urge each member to attend.

TWO SPECIAL REQUESTS 1) Each League is asked to bring for Workshop display samples of Membership Handbooks or any other publications or tools used in getting and keeping members. 2) Your hostess League will appreciate knowing the approximate number of members that will attend from your League.

#### SCHEDULE OF WORKSHOPS

August 6	Lubbock, hostess,	Abilene, Amarillo, participating.
August 6	Denton, "	Dallas, Richardson, Irving, Fort Worth, Wichita Falls.
August 8	San Angelo, "	Midland, Odessa.
August 8	Corsicana, "	Tyler, Longview.
August 13	San Marcos, "	Waco, Austin, San Antonio, Victoria.
August 13	Baytown, "	Beaumont, Port Arthur, Houston, Pasadena.
August 15	Lake Jackson, "	Freeport, Galveston, LaMarque, Dickinson, Texas City.
August 15	Edinburg, "	Corpus Christi, Harlingen, Brownsville.

TIME: 10 A.M. - 3 P.M.

FEE: \$1.00 or under

LUNCH: Hostess Leagues will arrange at lowest possible cost.

SPECIAL TREAT: A 15 minute film, "A WOMAN'S PLACE" borrowed from the Iowa League will be shown at each Workshop.

=CHECK YOUR JULY TEXAS VOTER FOR WORKSHOP INFORMATION=



Membership

SEP 12 1963



# LEAGUE OF WOMEN VOTERS

O F T H E U N I T E D S T A T E S

1026 SEVENTEENTH STREET, N.W., WASHINGTON 6, D.C. NA 8-3684

Mrs. Robert J. Phillips, President

Zip Code: 20036

September 9, 1963

Mrs. Maurice Brown, President  
League of Women Voters of Texas  
612 N. 18th Street  
Waco, Texas

Dear Mrs. Brown:

The pencils for the national Board meeting were distributed this morning. There were many comments on the cleverness of the Texas League in coming up with such a gimmick. We hope that it increases your membership in Texas quite considerably.

Best wishes.

Sincerely,

*Dixie Drake*

Dixie Drake  
Executive Secretary

DD:mw

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LEAGUE OF WOMEN VOTERS OF INDIANA  
506 ILLINOIS BUILDING INDIANAPOLIS 4

PRESIDENT  
MRS. W. FOSTER MONTGOMERY



Affiliated with the  
League of Women Voters of the United States

SEP 13 1963

September 10, 1963

Mrs. Herbert Martin  
League of Women Voters of Texas  
612 North 18th Street  
Waco, Texas

Dear Mrs. Martin:

Will you be good enough to send us a copy  
of your Membership Swap Shop when it comes  
out?

We are looking forward to meeting with some  
of the Texas LWV board members in Chicago  
the first of October.

Sincerely,

*Louise Montgomery*

Mrs. W. Foster Montgomery  
President

LN:nh

*sent 11/20*



*Membership*

SEP 17 1963

September 13, 1963

Mrs. Carl Kamrath  
[REDACTED]

Dear Genie:

I am most anxious to hear the tape that Houston has prepared, and wonder if your League could send it to the State Office at the time of our October State Board meeting. We meet on the 9th through the 11th.

I would like to play it for the membership committee and I feel sure the entire Board will want to hear it.

Report from the Lake Jackson and Baytown workshops where it was played showed the tape was most popular.

If you can spare it for the few days, (please do not hesitate to say so if you expect to be using it) we will send it back very promptly after hearing it.

Best wishes to you and to the Houston League. Hope to see you at Convention.

Sincerely,

Mrs. Herbert C. Martin  
State Membership Chm.  
[REDACTED]

cc-Brown



*Membership*

SEP 17 1963

September 13, 1963

TO: Schwind, Brown  
FROM: Martin  
RE: Members-at-large

Winnie, do forgive me for not answering your memo sooner, but after getting Dorothy's on the subject I felt you really would not expect to hear from me.

The reason I am writing at this late date is that the membership committee will be tossing the idea around a bit between now and during committee meeting in Waco next month. Whether or not the committee will feel any recommendation should be made to the board is problematical.

Personally, I doubt this committee will want to do more than possibly make some recommendation to next years membership chairman (if there is one) and next years board.

The workshops did not bring out anything on this question. I think anything that is done would have to come from the SB as an entirely new project. A great amount of thought would need to be given such initiation before starting it.

As for the budget, there will doubtless be some room to secure such funds as might be needed for service to m-at-large, and income could always be handled under miscellaneous or some such. I doubt it would be a very large amount on either side of the budget. Of course should this years board decide to do something in this area, there would still be time for adjusting the budget accordingly.





League of Women Voters of Texas

Membership  
SEP 20 1968

Monday night

✓  
TO: Brown, Braunagel, Linehan  
FROM: Martin  
RE: Swap-Shop

Best laid plans of mice and.....Herbert came home this evening and said let's take a weeks run to the mountains. I can't say no. We leave early Wednesday morning. Will be back by mid-week.

Needless to say, I do not have the copy of Swap-Shop ready to send you three. It will now be the latter part of next week before I can get it out.

I still hope that we can get it finalized by board meeting time. Sorry for the delay.



October 1963

TO: Members of the Board, LWV of Texas  
FROM: Beulah Casperson  
RE: Chicago Workshop - State Board Conference, October 1 - 3, 1963

TOPIC: STATE BOARD'S ROLE IN HELPING LEAGUES THINK CREATIVELY ABOUT MEMBERSHIP

Suggestions for consideration:

- 1) What kind of members?
- 2) Would the Program structure change help or hinder?
- 3) How can State Board help to get LLs to think creatively?
- 4) Ohio and Texas workshops.
- 5) "Membership Matters" - past issues and ideas for the future.
- 6) "ABCs of Government" - new National publication

Some women who want to join something that "gets things done in a hurry" find the discipline of the League wearing. For faster involvement and participation - stress orientation in government... let League orientation come along more slowly.

Motto for the first year of a new member - "Tender, Loving Care" - New members should have information concerning government even if they don't attend League meetings. Suggested "Go See Tours".... "Walking Tours"

Ohio workshop report had nothing new to offer. Our President's report of the 8 Membership workshops held in Texas during August was received with much interest ... many questions asked about it. "The Case of the Missing Member" with the provocative questions was considered unusual and effective. Obviously it will be copied.

Available material: Cleveland, Ohio has produced an eye-catching leaflet entitled "Are You a Leaguer Without Knowing It?"

Ohio prepared kits for new members called PTP (Person to Person). Contains pertinent information on National and State Program .... particular emphasis to dates of local meetings... officers... committees, etc. Followed by keeping in close contact with member.

To be mailed out soon by the National Office:  
"If You Believe" and "The Role of the Member".



October 1963

TO: Members of the Board, LWV of Texas  
FROM: Beulah Casperson  
RE: Chicago Workshop - State Board Conference, October 1-3, 1963

TOPIC: FINANCE ADVISORY COMMITTEE REPORT and NATIONAL BOARD RECOMMENDATIONS

FROM Finance Advisory Committee: Questions asked as they considered their assignment: Is the present method still adequate? Do changes need to be made?

These are Committee Recommendations: 1) That a nationwide finance drive be held with coordinated national publicity. 2) That a nationwide advisory committee composed of well-known men be appointed to give advice and add prestige. 3) Late winter or early spring recommended as best time for the drive, with planning to start immediately and a probable 2 to 3 years for all Leagues to make the change if national drive does not coincide with their present time.

Further recommendation: That the League "go to work" on changing its tax status. That the National Board advise LLs to raise dues. The average now is \$4.00. Strive for \$7.00 dues in two years and \$10 dues in 5 years. (With attention to the necessary local bylaw change)

Other discussion by the committee: That projects not be definitely ruled out for help with finance - but they should be League connected. That local Leagues could pursue underwriting by business of Voters Service material and other factual information. Different classes of membership could be explored - these could provide different services (and also could be complicated). The role of State Boards in finance should be emphasized - and the role of Program in connection should be emphasized to implement Finance. Finance Chairman should learn to ask for and get additional time throughout the year.

#### National Board Recommendations:

- 1) LLs should look forward to a combined National Leagues campaign- lasting two to three weeks in late winter or early spring. March 1965 possible starting date. Perhaps a national symbol can be used for this to implement and identify national publicity. National Board would set up the National Men's Committee. This will be discussed at the convention in Pittsburgh, 1964.
- 2) Tax Relief - recommends exploration by a small committee of possible pertinent legislation. This is quite different from Committee's recommendation.
- 3) Increase dues - Leagues give serious consideration to increasing member contributions also.

Discussion and further explanation: National publicity would carry over to Leagues who could not for valid reasons participate at time of drive.

Legislation which could give tax relief would be short term action item. Would undoubtedly cover "public interest groups" and probably include political parties.

CONSENSUS of those attending: Plans for National Finance Drive good. Proceed. Tax relief - no true consensus, but general feeling that League image actually helped rather than hampered by non-tax deductible status at present. Would not want makeup of League to change to expedite change in status. In connection with raising dues - State Boards know their own local Leagues best - and would know where, how and when to encourage raising dues. Effort should be made.

Much enthusiasm for new National prestige publication "IT MAKES A DIFFERENCE" with recognition of its value in Finance Drives and many other areas of League work.

Usual League discount for quantity: 10% off for 10 copies or more

20% off for 50 copies or more, etc.



OCT 11 1963



# League of Women Voters of Ohio

## OFFICERS

### PRESIDENT

MRS. JEROME R. BERMAN

### VICE PRESIDENTS

MRS. HARRY M. BRODER  
MRS. HOWARD T. MOORE

### SECRETARY

MRS. RALPH E. JOHNSON

### TREASURER

MRS. R. J. NANCE

October 9, 1963

Mrs. Maurice Brown, President  
League of Women Voters of Texas  
[REDACTED]

Dear Mrs. Brown,

I understand that Texas had a very successful workshop called, "The Case of the Missing Member". As membership chairman for the League of Women Voters of Ohio, I would like very much to have an outline or copy of the workshop. Would it be possible for you to send this to me? Thank you kindly.

Very truly yours,

*Mrs. Lyndon E. Abbott*

Mrs. Lyndon E. Abbott  
[REDACTED]

*Send her set of  
materials used.*

*sent  
11/20*

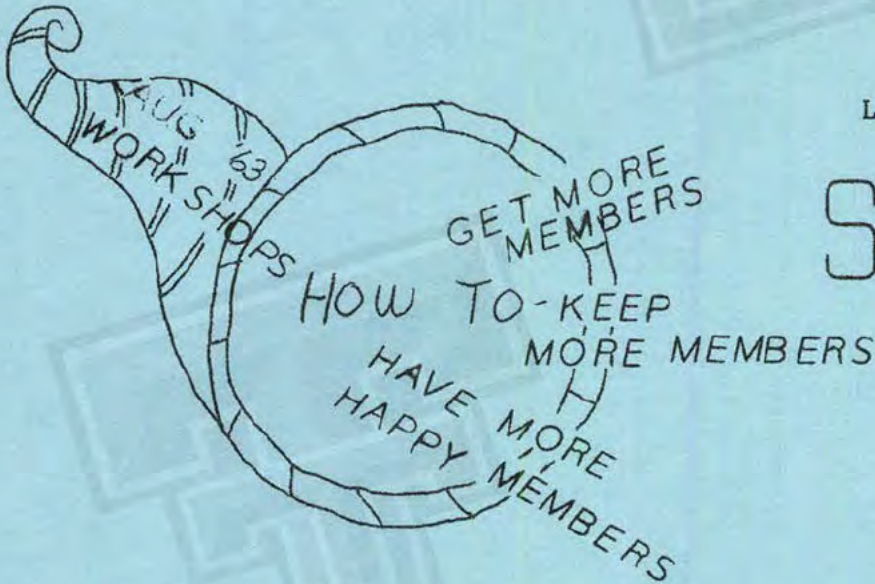


LEAGUE OF WOMEN VOTERS OF TEXAS

# SWAP SHOP

for a  
MEMBERSHIP HARVEST

October, 1963



WHAT? From the cornucopia of the eight Membership Workshops held in August, 1963, poured an interesting and valuable potpourri of ideas and techniques for grappling with the problem of the critical shortage found in most membership rolls. We took a serious and critical look at ourselves. Result? We recognized that some of the causes of this distressing situation are real but that often others are imagined and are used as excuses. Many techniques were considered important but one idea predominated as the best possible way to get and keep members.

HOW? This best way that emerged involves the combined and sustained efforts of each member to 1) constantly try as individuals to recruit more members, 2) constantly give more personal attention to new and prospective members, 3) constantly talk League at every suitable moment and 4) constantly "sell" the LWV - a product we all know is good.

WHEN? NOW is the time of the BIG PUSH for the attainment of our goal of at least 20% increase in membership by the State Convention in March, 1964. Until then, neither pigskins nor spooks and goblins, turkeys nor Santas, should be allowed to distract us from this top priority undertaking. When we pause at Convention to check our progress let's hope we can celebrate our success - a success brought about by all of us in our usual capable and diligent manner.

Below are most of the ideas and techniques which evolved from the Workshop discussions. Some are old, some are new. Some are tried, some are untried. Some will fit your League, some will not. But, from these ideas can be chosen those that seem best suited. And perhaps a word of caution should be interjected here. Before someone says, "Oh, we've done that!" or "We tried that and it didn't work!" think about this thoughtful point made at one Workshop: "We must keep trying those methods that have proven successful often and try again on those found unsuccessful. Because something has been tried and found wanting does not mean it will not work the next time."



T H R E E   W A T C H   W O R D S

1. WATCH Your Step in acquainting prospects or new members with the League, its purpose and the way it works.

..... avoid lengthy orientation at first . . . substitute plans to learn about local government by arranging go-see tours to meetings of city, county and school governmental units.

..... make it easy for a new woman to learn gradually about the League by substituting "Let's Talk League" sessions for the old scary kind we called "orientation", remembering to administer in very small doses that can be easily assimilated and easily remembered.

..... arrange for participation in small ways at first. . . ask a new member to help on a committee, to telephone or do addressing. . . help her to feel useful and vital without being overburdened with too many strange duties.

..... find out each new, and old, member's interests and talents so she can be best fitted into activities . . . keep a card file with a card filled out for each member in order that this type of information will be readily available.

..... never, no never, allow yourselves to sigh out loud or to wear a weary look about that time-worn, sometimes overemphasized bugaboo "workload" which, so the story goes, only the hardy have been able to survive. . . explain instead (cheerfully, of course,) about past projects undertaken and the resulting accomplishments. . . about how stimulating and worthwhile this all was and is . . . and tell about the fascinating opportunities the League offers now . . . make her wish she had been there then and anxious to join the excitement now . . . for, we have so much fun doing this important work!

..... remember when you were a little girl and big sister helped you with the big words and otherwise lent you a guiding hand while she explained just what was going on?. . . remember how lost you felt when you first joined the League?. . well, don't let this happen to your new member . . . each Workshop emphasized the importance of a Big Sister, Co-Partner, Buddy or other equivalent system as an aid to assist new League-ers in boarding that fast-moving League train which has been adding cars and cargo and picking up momentum for more than forty years . . . numerous Leagues are already assigning each new member to an experienced member whose job it is to make her feel at home, and comfortable, and not so alone . . . to make sure she knows when, where and why the next meeting is to be . . . to be certain she has a way to get there with a friend who will see that she does get there.

..... make the League more fun for all members. . . many suggestions were made for substituting a "light touch" occasionally, that perhaps we are just a little too serious sometimes to attract and hold members. . . it is possible to "League with a lilt", you know.



## 2. WATCH Your Image

... reflections sometimes seen on the mirror are, so some said, images of members who are "too militant" or "too smart" or too intellectual... that although we do not feel that way sometimes the public gets that impression and it frightens away women who lack leadership training and a master's degree... needed is fast public relations with modest explanations about how long we have been members, how long it took us to understand all about the League, and that well, really, we do not know all about it yet!

## 3. WATCH Your Language

... remember when League Lingo sounded like some foreign language, and when all those abbreviations evidently were some secret and confusing code talk? ... example: "You know, this is program-making time - we're deciding what to have for CAs and CRs on all three levels. . . Personally, I hope we keep SLR, TCR, VR and TEL. . . still, we must leave time for VS, and for PR. . . then we have to have orientation. . ." (Quote from most any experienced League-er).

### M S S N G L N K S

... where are the M S S N G M M B R S? New ones are everywhere, so said the Workshop participants. . . they are in other organizations, clubs and civic groups; among our other groups of friends and acquaintances; among newcomers; right in our own neighborhood and all over town. . . many would join if they only knew. . . if we could really let them know they are welcome, wanted and needed. . . we say it often, but do we say often enough that membership is open to all women interested in good government? . . . do we make it a point to hold meetings in public places part of the time to draw women who might be too shy to go as a stranger to some member's home?

... old members somehow slip away and are scattered all around. . . do we really know why they dropped? . . . true, some move away, but what about that long list of others? . . . did they become disenchanted? . . . if so, why? . . . they once cared enough to join. . . were they asked to do too much? . . . too little? . . . many thought more members would remain members if meetings and programs were made more appealing and interesting. . . if pertinent publications were given more distribution and usage, especially preceding discussion meetings. . . if local bulletins were more fully utilized to keep each member informed about what the League is doing. . . if a card file system were used to aid in placement of members according to special talents or desires. . . if more personal contacts were made to keep the member in touch and feeling useful and wanted. . . if more care were exerted to prevent overloading. (Even a willing worker who is tired may not make a good selling card for the League.)

### L W V C A L L I N G

#### Have You Tried -

... a speaker's bureau prepared to supply enthusiastic members to talk to other women's groups? . . . telling them a little about the League? . . . inviting them to join and to come to the next meeting?



. . . . . use of Welcome Wagon services to distribute League materials (Facts, Voters Guides, Voters Key, Know Your Town and a list of local officers and their telephone numbers) and an invitation to join the League?

. . . . . making sure people can easily contact the League? . . . many Leagues cannot afford a telephone listed in the name of the League, but the names, addresses and telephone numbers of the president and at least two or three officials can be filed with the Chamber of Commerce and with other information-giving groups.

. . . . . getting lists of newcomers from city agencies and making personal calls on these women to interest them in joining the League before their lonesomeness disappears and they join too many other groups?

. . . . . letting members tell in meetings before visitors why they joined the League and how this membership has satisfied a need and enriched their thinking and lives?

#### TAKE ME TO YOUR LEAGUE

. . . . . do we always remember to make it a regular practice to ask prospects and new members - or old ones losing interest - to come go with us to meetings? Workshop participants thought this personal touch most effective in getting and keeping members.

#### SOME SUGGESTED TECHNIQUES

. . . . . recommended for trial and tried by some local Leagues is the compiling and mimeographing of a simple HANDBOOK made up of some brief information about the League and its activities to be given to prospective and new members. . . others have made these up in KIT form, using large envelopes containing selected pieces of League material.

. . . . . suggested by one League is use of newspaper publicity including a picture such as they did of six or seven League members ranging from grandmothers to very young mothers and from business and professional women to housewives to show that the League is the place where all women can find satisfaction and excitement in working for good government and effective citizenship.

. . . . . pioneered by one League and now adopted and repeated by numerous others is the use of SKITS and other clever programs to get the League's message across in an intriguing manner at membership teas and other large meetings.

. . . . . use of the film "A WOMAN'S PLACE" for recruiting or for "Let's Talk League" meetings. (See last page of this Swap-Shop for information about obtaining this film.)

. . . . . placement of LWV signs at the edge of the town as service clubs do.

. . . . . analysis of the list of names of dropped members to find out why they dropped.

. . . . . visiting dropped and prospective members in their homes to "Talk League".

. . . . . use of printed invitations to get prospective members to a tea.



... advertisements in newspapers (paid, if necessary) to let women readers know League membership is open.

... training sessions for telephone workers to help them be better saleswomen for the League and its meetings.

... have short, ready-made talks on the League of Women Voters on file for use by the Speaker's Bureau and making the most successful of them available to other Leagues.

... use of a card file with each member's card showing her interests and talents with this information made available to committees by the membership chairman.

... stress "Come learn about the League" rather than just "Join the League".

#### M O R E   M E M B E R S H I P   T A L K

Membership teas are good, but it is necessary to have a year-round sustained drive, too, in order to increase our number.

Setting a goal for this increase in order to provide a challenge is important. It is the local Board's responsibility to set the goal, arrange for publicity and for meetings designed to interest women in joining.

The local bulletin can be used to the fullest extent to attract new members and hold the interest of all. Bulletins from other local Leagues are a source of ideas being tried by them.

"Let's Talk League" is probably more effective for orientation when used by small groups in a number of successive meetings. However it is wise to continue acquainting members with League terms, policies and philosophy from time to time as the demand and occasion arises, in both large and small meetings.

The image of the overworked League member is bad. It prevents women from joining.

A good local Current Agenda item is most important for recruiting and keeping members.

Follow-up calls to yesterday's visitors reminding them again that we are glad they came and hope they will come again to the meeting next \_\_\_\_\_ are very worthwhile.

A new member can be helped to feel useful by being given some responsibility even if it is only something of a minor nature such as baking cookies.

League nonpartisanship is frequently misunderstood by the public, so it is important that this policy be made quite clear to prospects and new members by emphasizing that the League sometimes supports issues in the public interest but never supports candidates.

The appearance that the Board does all the work is not good even though it may be easier to do it ourselves than to help the inexperienced. It is important that a two-way communication system be kept open between the Board and the membership.

It is each member's responsibility to share a continual drive for more members.

RECIPE FOR MEMBERSHIP PROGRESS: Combine two parts enthusiasm, two parts learning-while-doing and one part fun. Do not store, but continue adding and using ingredients daily.



THE BEST TOOL

One Workshop agreed that "The best tool (for getting and keeping members) is an enthusiastic old member".

A D D E N D U M

The only limit to the growth and progress, quantity and quality of membership is the limit we place upon ourselves.

NATIONAL LWV MEMBERSHIP TOOLS

MEMBERSHIP MATTERS -- June, 1963  
MEMBERSHIP MATTERS -- September, 1963  
National Board Report - May, 1963, pages 29 and 30  
National Board Report - October, 1963, section on Membership  
HOW TO GET AND KEEP MEMBERS  
Mrs. Phillips Report to National President's Council, 1963  
("A Passionate Intensity")  
"IT MAKES A DIFFERENCE---There is a League of Women Voters" -  
September, 1963  
"A WOMAN'S PLACE" -- film in color adapted from Iowa League film  
(reproduction shown at August Workshops) with script for  
reading by narrator. May be purchased for \$4.00. (See  
National's September 3, 1963 memo.)

STATE LWV MEMBERSHIP TOOLS

Mrs. Brown's Message to 1963 State President's Council.  
A TIME FOR ACTION on Membership - June, 1963  
"A WOMAN'S PLACE" - color film reproduced from Iowa LWV film  
with sound tape. On loan from State Office for postage  
only.  
MEMBERSHIP SWAP-SHOP - October, 1963



NOV 8 1963

# LEAGUE OF WOMEN VOTERS OF MINNESOTA

STATE ORGANIZATION SERVICE, UNIVERSITY OF MINNESOTA, MINNEAPOLIS 55, MINNESOTA

November 5, 1963

League of Women Voters of Texas  
[REDACTED]

Dear Leaguers:

Will you please send us two copies of your  
leaders outline used at the Texas Membership Workshops  
last August, entitled "A Mystery: The Case of the Missing  
Member."

If you will enclose a bill, we will be happy to remit  
by return mail.

Sincerely,



Mrs. E. C. Williams  
Executive Secretary

*Sent 11/20*





*Membership*  
NOV 20 1963



LEAGUE OF WOMEN VOTERS  
O F T H E U N I T E D S T A T E S

1026 SEVENTEENTH STREET, N.W., WASHINGTON 6, D.C. NA 8-3684

ZIP CODE 20036

*Mrs. Robert J. Phillips, President*

November 22, 1963

Mrs. Maurice Brown, President  
League of Women Voters of Texas  
[REDACTED]

Dear Mrs. Brown:

We read with great interest your report on the Membership Workshops held in Texas last August. As you know reference was made to the "Brown tape" and that it was well received. We would like very much to hear it if you could lend it to us for a few days. No hurry.

Sincerely,

*Mary Ann Guyol*

Mrs. Alexander P. Guyol  
Public Relations

MAG:hsh

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Mrs. Vernon C. Stoneman  
Belmont, Mass.

Miss Barbara Stuhler  
St. Paul, Minn.

Mrs. Alexander A. Treuhaff  
Shaker Heights, Ohio



November 27, 1963

Mrs. Alexander P. Guyol  
League of Women Voters of the U. S.  
1026 17th Street, N. W.  
Washington, D. C.

Dear Mrs. Guyol:

The enclosed tape is the "Brown tape" referred to in the report of our August membership workshops.

Since we have other copies and the tape will probably not be used again as it is topical, you are welcome to keep this copy for your files.

Sincerely,

Mrs. Maurice H. Brown,  
President

jb

cc: Martin  
MacLaren



FEB 17 1964

*Membership*

LEAGUE OF WOMEN VOTERS OF INDIANA

[REDACTED]

MEMORANDUM

Texas

TO State Membership Crm FROM Mrs. Allen C. Sheldon

DATE February 12, 1964

I was told that you have an excellent piece of membership material for leaders called "A Mystery: The Case of the Missing Member"--in four parts (August 1963). Having received and profited by your October 1963 Swap Shop, I am hoping I can borrow more of your good ideas.

If possible please send me a copy withing the next two weeks; state board meeting is almost upon me. I will be most happy to pay any costs.

Thank you,

*Mrs AC Sheldon*

Mrs. Allen C. Sheldon  
Indiana Membership Chairman

[REDACTED]

*sent 2/19/64*



Membership

50

MAR 10 1964

TO: Linehan, Brown ✓  
FROM: Braunagel  
RE: Membership Resolution

In spite of all Katie's nice flattery, I am far from expert at this sort of thing. I have sort of a "bug" about Resolutions which made this a bit difficult for me. However, I am not suggesting a change at this date. My idea of a certificate of merit or something of the sort is closely related to the Resolution idea and will be quite suitable, I think. I don't know if Dorothy is at home yet or not but I do wish she could give a final okay on this.

I made a few minor corrections on the form by Katie which I'll send back to her and will write out my other suggestions. The minor corrections--take off BY; Membership Chmn. which I imagine Katie inted to do anyway.--delete #1 and delete the first "by" in last sentence of Resolution where it says "be commended for increasing its membership (by)\_\_\_%".

Third WHEREAS, ~~XXXXXXXXXXXXXXXXXXXX~~ many members are needed to  
1) inform the public on voting procedures, 2) assist citizens to register, 3) encourage an informed vote, 4) inform the public on governmental issues, 5) prepare factual information on candidates, 6) help citizens understand the structure and function of government, 7) choose and study governmental issues at local, state and national levels, 8) take action in their communities to build support for measures in the public interest, 9) finance League work through contributions from interested citizens, and 10) ~~XXXXXXXXXX~~

I can't think of a good way to word effecient administration but I do think this could be included.

Does this help at all Katie? The new wording seemed to me to be a bit less awkward especially in some areas.



April 1964

## THE STORY OF A MEMBERSHIP DRIVE

### IN A BIG SPRAWLING CITY

(But don't be misled - what might seem a deluge elsewhere is but a light April shower in New York City)

#### Frame of Reference:

The New York City local League is divided into 23 branches. These vary greatly in size, and are located in many parts of the five counties (boroughs) of the city of New York. Each branch has a chairman and a full executive committee, which is the counterpart of the Board of Directors of the local League. The branch chairmen, together with the Board of Directors, make up the Council of the New York City League, which meets monthly.

So now, let's tell our story in monthly installments.

September, November, December: Discussion, appraisal, misgivings on all levels - the Board, the Council, the branch executive committees. Shall we have a membership drive? What is the best time? What shall be the goal? What will it mean in terms of time, effort, money? ALL RIGHT! Let's have it - and for goodness sakes, let's mean business.

Goal? We'll shoot for a 10% increase in total membership for the year. On second thought that was not so realistic. Our membership had been static or dropping slightly in the last few years, averaging about 3,100. A 10% increase would mean a year-end goal of 3410. Oh well, as one of our members described it - "this is a stairway to the stars".

Time of the drive? We decided it was to be from February 10 to May 8.

January: Actual planning for branch and citywide events - big pow-wow of branch personnel (membership, public relations, others) to review the time table and outline (pink sheet) and to exchange ideas.

A letter (white sheet) announcing the drive and asking for names of prospects was drawn up, ready to go out to each member early in February. The P.I.V. quiz (available) was printed in quantity for mailing with the letter.

February: We held the citywide "kick-off" on February 21 at the Washington Square Arch, to tie in with Washington's Birthday (a natural). Senator Jacob K. Javits and the Hon. Paul R. Screvane, President of the City Council, were on hand for the event. They posed for pictures with us, took our P.I.V. quiz (and passed), praised the League of Women Voters (and froze - it was 10 degrees in icy winds). Many League members from all parts of the city were present, carrying banners and posters. The event was photographed and covered by several of the metropolitan dailies, and mentioned in the evening news broadcast on a major TV station - quite an accomplishment, since this was neither a boycott nor an earthquake.

(Over)



Simultaneously with the city-wide "kick-off", branches held all sorts of projects in their own communities with a great deal of publicity in community papers. (There are 60 weekly community newspapers in New York City). City Councilmen and State Legislators were photographed with League members giving them the quiz. (We let them peek at the answers beforehand.)

The Sunday following the "kick-off", the President of the City Council, Mr. Screvane, appeared on DIRECT LINE (a weekly half-hour television program produced by NBC in cooperation with the NYC League) and gave an enthusiastic endorsement of the League and an excellent pitch for membership. As a result of all this newspaper, radio and TV publicity, and a direct request to every member, we received a total of 419 prospects in just 6 weeks.

A committee of volunteers was recruited and has been working steadily with the Membership Drive Committee in servicing prospects with membership material.

March: SPOT ANNOUNCEMENTS were sent to 35 radio and TV stations, promoting the membership drive. Many of the stations used them and have continued to do so - "for free", of course. We know that one has gone over the waves when we get a surge of telephone inquiries in the office.

A briefing was held in the office for a one-session practical politics workshop on "The ABCs of Electing the President". Equipped with fact sheets and outline, the briefed members will give workshops in their branches for both member orientation and member recruitment.

April: April 19 was proclaimed LEAGUE OF WOMEN VOTERS DAY on DIRECT LINE by Mayor Wagner. The League President gratefully accepted the proclamation. An announcement was made to viewers to call or write to the League if they wished to attend an OPEN HOUSE at the League office, and an invitation would be mailed.

Members planned to hold "TV Viewing Parties", with discussion and refreshments, after the program.

May: OPEN HOUSE, for new and prospective members, on May 6 (evening) and May 7 (afternoon) to accomodate all. The program will include a brief talk on what makes membership in the League of Women Voters the most exciting way to learn about government, "The ABCs of Electing the President", and the unveiling of a beautifully framed, colorful, and embattled banner carried in the suffragette parades (circa 1915) - and socializing and refreshments, of course.

So far, the drive has produced excellent results. Within the first 6 weeks of the drive we netted 156 members. Last year we listed 146 in the four months, from February to May inclusive.

From now on we hope to keep collecting dividends in the form of new members. We hope, too, that the membership gains will become cumulative, with new members bringing in their friends.



January 1964

LEAGUE OF WOMEN VCTERS CITYWIDE MEMBERSHIP DRIVE

Time of Drive: February 10 to May 8, 1964

Goal: 10% more members than the 1963-64 goals for the city and for individual branches.

Special Events:

1. Citywide publicity on radio and TV will highlight the membership drive. Each branch will wish to hold its own kick-off project in February. The Political Quotient Quiz may be used in the branches in conjunction with a membership tea or for a special project to interview citizens in the community and to get local newspaper publicity.
2. New impetus to be given the membership drive through a special program on April 19 to celebrate the 5th anniversary of Direct Line. League members will appear on show.
3. The Mayor will be asked to proclaim a LWV Day in April.

Materials and activities to use throughout the drive:

Materials:

1. Political Quotient Quiz - hints for use:
  - a. At branch meetings
  - b. To community - as in Inquiring Photographer Poll
  - c. For individual member use:  
as a gimmick to open conversation about the League  
to interview friends and neighbors
2. Fact sheet on "Choosing the President" - to be used with Practical Politics Workshops.
3. Membership promotion flier WHY BELONG TO THE LWV - to be used for member recruitment.

Branch Activities:

1. Use all scheduled meetings and activities to recruit members, to invite prospects and to publicize the League.
2. One session Practical Politics Workshops - these should be used throughout the drive for both member recruitment and member orientation. Branches can cooperate in setting these up. (Outline will be available before the opening of the drive)
3. Go-See trips to City Council - may be arranged by branch City Affairs Chairman.
4. "Meet the League Kaffee Klatsch" - Each branch should encourage individual members to invite their non-League friends, neighbors and acquaintances for coffee and cake. Good program items to present at these coffee hours would be "Know Your Congress" and "Choosing the President". A branch leader (past or present) would explain the purpose of the League and answer questions.
5. Branch newsletters: Keep interest alive in the membership drive each month with slogan, editorial or success story. In addition to welcoming

(over)



new members, thank the persons who brought them and the members who gave "Kaffee Klatsches" in their homes.

Help needed: Recruit volunteers as soon as possible and throughout the drive for office assistance to help with prospects, new members and renewals. Send names to Membership Committee at the League office.

#### TIME TABLE AND CHECK LIST

##### JANUARY

Membership Chairmen's meeting - Jan. 23, 1 P.M. at office: To set procedures for carrying out the drive; to tailor activities to each branch; to plan cooperative activities with other branches.

Branch membership meeting: Arouse interest in the drive; recruit personnel needed for branch work and for clerical help in office.

Apportionment meeting: Bring Prospects.

##### FEBRUARY

Council: Discussion of branch plans and use of materials.

Executive Committee meetings: Final plans for branch kick-off projects; check on assignment of personnel and on arrangements for publicity. Schedule Practical Politics Workshops during the drive. Start discussion of plans for activities in April to highlight LWV Day if it is proclaimed by the Mayor.

Branch Activities: Hold branch kick-off function.

Concentrate on getting prospects. (A memo to all members from the President will be inserted in February newsletters asking them to submit names of prospects who are likely to join the League.)

At office: Briefing on Practical Politics topic "Choosing the President" to be held on February 20 at 10:30 A.M.

##### MARCH

Council: Report on branch activities; success stories; outline plans for April.

Executive Committee: Plan April activities; orientation for new members.

Special Membership Chairmen's meeting on drive - progress, plans and problems Tues. March 17, 1 P.M. at office.

##### APRIL

New push for membership drive with special anniversary program on Direct Line and with hoped-for proclamation of LWV Day by Mayor.

##### MAY

Wind up of drive - plaudits for accomplishments at convention.



League of Women Voters of the City of New York  
[REDACTED]

OR 7-5050

February 1964

Dear Member,

For the first time in its history, the League of Women Voters is launching a MEMBERSHIP DRIVE.

Will you help?

Recent events underline the need for more citizens who understand and participate in their government. Many of these citizens are women you know - your friends, neighbors, relatives. Tell them about the League - then send us the names of those whom you would like us to follow up for new member development.

Use the enclosed political quiz as a conversation piece to pique curiosity and point the way to an understanding that "Politics is People" - and this is best expressed through membership in the League.

Sincerely yours,

*Elizabeth J. Schack*

Mrs. J. A. Schack, President

Tear off and return

To Membership Committee: The following are prospective members -----

name	address
name	address
name	address
name	address
name	address
your name	branch

Use reverse side for additional space.



# Quiz for a P.I.V.\*

You may be a V.I.P. but are you a P.I.V.?

## TRUE OR FALSE

1. Leap year and Presidential elections come every four years.
2. Citizen and voter are synonymous.
3. Candidates for President and Vice-President are nominated by conventions of each national party.
4. Only a native-born citizen may be the President of the United States.
5. The Electoral College is an educational institution in Washington, D. C.
6. The term of office for U. S. Senators and Representatives is four years.
7. Each state has two U. S. Senators.
8. A President cannot be elected without a majority of the popular vote.
9. A state's vote in the Electoral College is equal to the number of its senators and representatives in Congress.
10. On Election Day, 1964, the ballot will include candidates for the State Senate and Assembly, U. S. House of Representatives and U. S. Senate.
11. The New York State Legislature meets in Albany from January through June each year.
12. The State Legislature consists of one body, the Assembly.
13. State legislators are elected for six-year terms.
14. Only enrolled members of a political party may vote in that party's primary election.
15. Enrollment in a party requires you to vote for that party's candidates in the general election.

\*P.I.V.—Politically Informed Voter.

*(Answers on reverse side)*

## THE LEAGUE OF WOMEN VOTERS OF THE CITY OF NEW YORK.

a nonpartisan organization. welcomes as members all who believe that it is important to know about their government and participate in it. JOIN NOW.

131 East 23rd Street

New York City 10010 • ORegon 7-5050



# Quiz Answers

1. *True.*

2. *False.* Voters must be citizens but citizens must be registered and meet age, residence, and literacy qualifications before they can vote in N. Y. State.

3. *True.* The Republican Convention will be held in San Francisco in July; the Democratic Convention, in Atlantic City in August.

4. *True.* The President must also be at least 35 years old. Naturalized citizens may be elected to other office. U. S. Senators must be at least 30 years of age and residents of their states for at least nine years; Representatives, 25 years of age and 7-year residents of their state.

5. *False.* (see 8 and 9 below)

6. *False.* Senators have a six-year term; Representatives, a two-year term.

7. *True.*

8. *False.* The President is elected by a majority of the Electoral College. This generally reflects the popular vote but three presidents have received less than a majority of the popular vote.

9. *True.* New York State has 43 electoral votes since it has 41 U. S. Representatives and two Senators.

10. *True.* In addition to these and names of candidates for President and Vice-President, the ballot will also list candidates for local judgeships.

11. *False.* The Legislature meets from January through March or April each year.

12. *False.* The Assembly, with 150 members, is the lower house of the State Legislature; the Senate, with 58 members, the upper house.

13. *False.* Both State Senators and Assemblymen have two-year terms.

14. *True.*

15. *False.* You may choose from among all the candidates listed on the ballot for a particular office on Election Day.



SAMPLE CALENDAR FOR MEMBERSHIP GROWTH  
League of Women Voters of the U.S. -- April, 1964

APRIL	MAY	JUNE
<ol style="list-style-type: none"> <li>1. Annual Meeting--Membership Chr. reports. Sponsors bring new members to first Annual Meeting.</li> <li>2. Financial Drive--recruit wives.</li> <li>3. Personnel Chr. places new members in committee work for new year.</li> <li>4. Membership committee organizes and makes preliminary plans for Board.</li> </ol>	<ol style="list-style-type: none"> <li>1. Board OK's Membership Committee Plans.</li> <li>2. Special Committee meets and prepares for Know Your National Election meetings in June.</li> <li>3. Membership Committee sends invitations, includes contributors wives.</li> <li>4. 2 sets units -- recruit sponsors.</li> <li>5. Full blast publicity.</li> </ol>	<ol style="list-style-type: none"> <li>1. Know Your National Election series of 3 or 4 meetings. Sign up - get dues - appoint a sponsor for each new member. Give (or sell) new members catch-up publications on UN - FEP - NCRs.</li> </ol>
JULY	AUGUST	SEPTEMBER
<ol style="list-style-type: none"> <li>1. Beach Party taking portable radio to listen to Convention. Take Know Your National Government for fill in at dull moments.</li> <li>2. Membership Committee sends special invitation to new members and prospects.</li> </ol>	<ol style="list-style-type: none"> <li>1. Picnic to cover the other national Convention. Membership Committee sends special invitation to new members and any new prospects.</li> <li>2. Helps plan Membership Tea.</li> </ol>	<ol style="list-style-type: none"> <li>1. Membership Tea. Some orientation -- opportunity to sign up for big or little job. Sponsors responsible to bring new members or prospects. Speaker on LCA. Campaign to sign everyone for Local Publications Service.</li> <li>2. Catch-up meeting on state Program in preparation for fall work.</li> <li>3. Begin Speakers Bureau (VS Com)--use to recruit or get names for next drive.</li> <li>4. Observers Corps-use to interest and orient in government.</li> </ol>
OCTOBER	NOVEMBER	DECEMBER
<ol style="list-style-type: none"> <li>1. UN public meeting used to recruit UN enthusiasts by League UN enthusiasts. Take to next FP Committee meeting.</li> <li>2. Units state Program, sponsors responsible to bring new members.</li> <li>3. Voters Information Booth--gets names, addresses of prospects.</li> <li>4. Continued use of Speakers Bureau and Observers Corps to recruit and orient.</li> </ol>	<ol style="list-style-type: none"> <li>1. Elections--make maximum use of new members on VS project, also to get prospects names.</li> <li>2. Units new local Program Sponsors bring new members.</li> <li>3. Units new national Program--Sponsors bring new members.</li> <li>4. Speakers Bureau and Observers Corps continue activities.</li> </ol>	<ol style="list-style-type: none"> <li>1. Christmas Party Review of state CRs Sponsor job finished here except in regard to Annual Meeting.</li> </ol>
JANUARY	FEBRUARY	MARCH
<p>Bargain Basement Days related to-----</p>	<p>GO See State House chance for new recruits.</p>	<ol style="list-style-type: none"> <li>1. Local Elections</li> <li>2. Finance drive publicity stresses open membership.</li> <li>3. Treas. bills include place to put down name of prospect to be invited to June meeting.</li> </ol>
<p style="text-align: center;">NATIONAL PROGRAM WORKSHOP INVITE HEADS OF OTHER ORGANIZATIONS INTERESTED IN SUBJECT</p>		

APRIL 1965  
STATE CONVENTION

SEND NAMES OF NEW MEMBERS TO STATE AND NATIONAL



League of Women Voters of the U.S.  
1026 17th Street, N.W.  
Washington, D.C. 20036

MAR 28 1964

March 23, 1964

TO: Leaders for Membership Meetings at Convention: The national Board, nominees to the national Board, the following state Presidents: Mrs. Hastings of Alabama, Mrs. Koss of Maryland, Mrs. Benson of Massachusetts, Mrs. Snelham of Michigan, Mrs. Greenawalt of New York, Mrs. Treumann of North Dakota, Mrs. Teska of Oklahoma, Mrs. Brown of Texas, Mrs. Phelps of Vermont, Mrs. Edwards of Washington, and Mrs. Clusen of Wisconsin; and Mrs. Hamm, Mrs. Long, Mrs. Sharpe and Miss Urban.

FROM: Mrs. Campbell

RE: Plans for Membership Meetings.

First of all, many thanks to the state Presidents and nominees to the Board who so graciously accepted this assignment. Your help is not only welcome but needed. We look forward to seeing you all at 1 o'clock Sunday afternoon. The Planning Meeting will be at the Hilton. The desk will have the room number. The list of "Membership Meeting Assignments" is enclosed. Board members not listed have other assignments for Thursday evening. As you will see on the assignment sheet there will be three leaders for each meeting. The first name listed is expected to be the moderator. There may need to be rearrangements in assignments so don't become "wedded" to your group, though we thought it would be helpful insofar as possible for you to know the size League and classification by type of community with which you will be working. We will insert for each of you the name of the League or Leagues in your state which fall in the category to which you are assigned.

Though the moderator will chair the meeting, all three leaders are expected to take the leadership at one time or another during the meetings.

Enclosed is the Tentative Agenda. Final decision on the order of discussing the three main sections II, III, and IV will be decided at the planning session. It will be valuable between now and the planning meeting if each leader will list under the subsections for discussion all the valuable ideas which she would like to see brought out under each. These can be pooled at the planning session.

Leaders in the three sections which include the large Leagues may need to use part of the time at the planning meeting to adapt the agenda and/or prepare helpful ideas for the very large Leagues which have to gain hundreds of members a year to replace hundreds of losses.

A copy of the sample Calendar listed under Section IV of the Tentative Agenda is included in this Kit.

Membership Matters #1 and #2, the ABC's and cover memo, and the sections on membership and Voters Service in the National Board Report for May 1963 are good materials to review in preparation for the meetings. We also suggest the chapter on Membership in the 1962 edition of the Local League Handbook. We are sending the nominees the two issues of Membership Matters and the ABC's. If any of you need any of the other materials will you please let the office know and they will be dispatched at once.



League of Women Voters of the U.S.  
1026 17th Street, N.W.  
Washington, D.C. 20036

March 23, 1964

MEMBERSHIP MEETING ASSIGNMENTS

I. LEAGUES LESS THAN 80 MEMBERS

- A. Small towns, usually population smaller than 20,000 and having a "town" rather than a city flavor, also rural counties.

Hirsch                      Macdonald                      Treumann of N.D.

- B. Small cities, more or less industrialized, usually population over 20,000.

Toomey                      Clark                      Hastings of Ala.

- C. Communities largely residential in nature; suburban, exurban or mainly academic.

Montgomery                      Long (staff)                      Phelps of Vt.

II. LEAGUE OF 80 THROUGH 130 MEMBERS

- A. Largely residential, suburban, academic communities, or one of a cluster of Leagues in a large metropolitan area, not central city.

Morgan                      Fraenkel                      Clusen of Mich. *Wio*

- B. City, own identity, more or less industrialized.

Stoneman                      Sharpe (staff)                      Teska of Okla.

III. LEAGUES FROM 131 THROUGH 250

- A. Largely residential, suburban, or primarily academic communities, or one of a cluster of Leagues in a large metropolitan area, not central city.

Wood                      Shinn                      Edwards of Wash.

- B. City, own identity, more or less industrialized.

Rosenblum                      Hamm (staff)                      Brown of Tex.

IV. LEAGUES OF MORE THAN 250 MEMBERS

- A. Large industrial cities, most members live in the city, League surrounded by suburbs which have Leagues of their own.

Briscoe                      Urban (staff)                      Benson of Mass.

- B. Large industrialized cities, draw membership from city and the surrounding areas.

Stuhler                      Christopherson                      Greenawalt of N.Y.

- C. Large suburban Leagues.

Zurbach                      Snelham of Mich.                      Koss of Md.



League of Women Voters of the U.S.  
1026 - 17th Street, N.W.  
Washington, D.C. 20036

*Rosenblum - 2426*  
*Hamm - 1918*

March 1964

TENTATIVE AGENDA  
MEMBERSHIP MEETINGS AT CONVENTION  
8:00 to 10:00 p.m., Thursday Evening

I. Introduction. Why talk about membership?

1 to 2 minutes.

II. Drives and Recruitment

Explanation of what we mean by drives and why we think they can be effective.

Story of a successful drive by delegate chosen in advance, 5 minutes,  
followed by questions addressed to her. *Wichita, Kansas*

Discussion:

(1) Value of drives and/or year round recruitment.

*attracts* (3) ~~(2)~~ *is it about the League that* What ~~appeals to~~ the prospect, both over-all appeal and appeals  
to special types of individuals. *How do you reach them?*

(2) ~~(2)~~ Sources of membership -- age groups, interest groups, neighbor-  
hood groups, new residents, etc. *Give picture of broad  
diversity of interest.*

Total time -- 40 minutes.

III. Orientation in Government.

Explanation of what we mean by orientation in government and what we  
see as its purposes.

Story of a successful project for orientation in government by a  
delegate selected in advance, 5 minutes, followed by question period.

Discussion:

(1) Kinds of orientation in government including Go See Tours, use  
of ABC quizzes, meetings on practical politics, meetings or  
quickie courses on local government, etc.

(2) Uses of such projects to get members, to educate members, for  
the public, as action on Program.

Total time -- 40 minutes.

IV. Year round planning for membership growth. Calendar form distributed.  
Meetings divide into buzz groups to fill in calendar with activities  
of the Board and plans for year round work to get and keep members.

Discussion by the leaders as a panel of a sample calendar prepared ahead  
of time and distributed to meeting after the buzz session.

Total time -- 40 minutes.

*Recruitment flyer last*



III. B (City, own identity, more or less industrialized.)

LEAGUES FROM 131 THROUGH 250

ARIZONA

2 Tucson

CALIFORNIA

2 Central Santa Clara Valley  
2 Oakland  
2 Richmond

1 Torrance

*Davis III-B*

CONNECTICUT

1 Manchester

2 New London

COLORADO

2 Boulder

FLORIDA

2 Jacksonville  
2 St. Petersburg

1 Tampa  
2 West Palm Beach

GEORGIA

1 Macon

1 Savannah

ILLINOIS

2 Decatur  
1 Peoria

2 Rockford  
2 Springfield

INDIANA

2 Bloomington  
2 Fort Wayne

1 Hammond

IOWA

2 Iowa city

KANSAS

2 Wichita

MASSACHUSETTS

2 Springfield

MICHIGAN

2 Dearborn

1 Flint

MINNESOTA

2 Austin

2 Rochester

MISSISSIPPI

1 Jackson

NEBRASKA

2 Lincoln



## NEW JERSEY

2 Camden County

1 Morristown

## NEW MEXICO

2 Albuquerque

## NEW YORK

3 Albany  
2 Broome County  
2 Kenmore  
2 New Rochelle

2 Poughkeepsie  
2 Schenectady  
2 White Plains

## NORTH CAROLINA

2 Charlotte

## OHIO

2 Akron  
2 Hamilton  
2 Lima Area

2 Wooster  
2 Greater Youngstown  
2 Middletown

## OREGON

2 Eugene

## PENNSYLVANIA

1 Erie County  
2 Lancaster

2 Wilkes-Barre  
2 York

## TENNESSEE

1 Chattanooga  
Knoxville

2 Nashville  
2 Oakridge

## TEXAS

2 Austin  
2 Corpus Christi

2 Midland  
2 San Antonio

## VIRGINIA

1 Lynchburg  
2 Norfolk  
1 Richmond

## WASHINGTON

1 Spokane

2 Tacoma

## WEST VIRGINIA

1 Charleston

## WISCONSIN

2 Neenah-Menasha



LWV:US  
Brown  
Linehan  
Murphree  
Anderson  
Pettis  
capperson

*Membership*

APR 30 1964

Miss Dixie Drake, Executive Secretary  
League of Women Voters of the United States  
1026 17th Street, N. W.  
Washington, D. D.

Dear Miss Drake:

As membership director of the Texas LWV, I'm interested in stepping up recruitment of members-at-large and in providing increased services to them. We have a few members-at-large....former league members and people who have joined because they are interested in forming a local league and whom we haven't been able to help because of the size of their community or from lack of sufficient Field Service funds.

Present memberships-at-large entitle the member to state and national Voters, a selected Program materials as they are published and to a selection of Voters Service materials.

One of our continuing problems is geography....the size of the state, the distances between local leagues as well as their scattered distribution. We are handicapped particularly when involved in a state-wide campaign such as our do-or-die effort to repeal the Texas poll tax. Certainly this points up the very real need for organizing additional local leagues and for creating the climate which will make people feel the need for them.

The problem is, as I see it, to interest people in non-league communities in joining the league, to provide materials to strengthen their interest and to encourage them to form the nucleus for new leagues, meanwhile concentrating on the kind of Field Service budget which can make this possible.

I'm thinking of press releases to non-league community newspapers, of course....information about how to join the league, what services are available and who might be interested. This would be the opening gun in a sustained campaign. Thus, I'm in need of the facts about memberships-at-large in other state leagues. How do they get, interest and keep members-at-large? Can you tell me? If not, perhaps you can give me names of other state leagues who are actively working to strengthen their membership-at-large program.

Thank you!

Mrs. Raymond Freedman  
Membership Director  
League of Women Voters of Texas



## Here are some of the **PLACES** you'll see...

Historic architecturally and interesting city halls, county courthouses and capitols.

Unfrequented as well as crowded highways and by-ways of your town. (*After study, the League tackles such local issues as zoning, schools, sewage disposal, and housing.*)

The charms and beauties of your native state. (*The League thinks state government is important and does something about it.*)

The magnificent countryside. (*The League is at work on such issues as recreation and parks, stream pollution, water conservation.*)

Washington, D. C., and London, Paris, Saigon and other places around the world without the need of airsick pills or passports, etcetera. (*National Program includes the UN., foreign economic policy as well as domestic issues.*)



## **PEOPLE** you'll meet...



Other fascinating, adventuresome leaguers



Legislators



Businessmen, labor leaders, educators



Citizens from all over



?

## **THINGS** you'll do...

Whether you are extrovert, introvert, organizer, doer, cookie-baker, picture-taker, listener, reader, speech-maker, writer or researcher, there is a place for you in exploration (*study and research groups*), campaigns (*to get out the vote or explain the issues or build support for League goals*), travelogues (*preparation and publication of materials*), and just plain travel (*visiting legislators, distributing Voters Information, etcetera*).

**P.S.**

*as useful*

Besides, you'll feel as if you had joined the Navy, for League members serve their communities, their states, our nation. To help build a better future . . .

STAMP

To:

From:

Name:

Address:



I am interested. Please send me more information on the LWV.

I am very interested. I would enjoy having a League member visit me (I understand she will telephone first).

I'll join. Please send me membership forms and other materials.

My name is

Address

City

State

Phone

See your local  
**LEAGUE** \*  
**RECRUITMENT** \*\*  
office today!



The League is a nonprofit nonpartisan organization whose purpose is to promote political responsibility through informed and active participation of citizens in government.



Any woman citizen is eligible who is of voting age and is interested in public affairs. Dues are

LEAGUE OF WOMEN VOTERS

Do you  
want to see  
the world?



(AND THE NAVY DOESN'T NEED YOU...)

THEN **JOIN** THE  
**LEAGUE** of **WOMEN**  
**VOTERS**



League of Women Voters  
of the United States

MAY 11 1964

*Membership*  
**Memorandum**

1026 17th Street, N. W. - Washington, D. C. 20036

May 5, 1964

This is going on  
Duplicate Presidents' Mailing

TO: Local League Presidents (copy to State League Presidents)  
FROM: Mrs. Robert J. Stuart  
RE: Recruitment Flyer

Convention delegates received an advance copy of the latest League publication designed to aid in the coming campaign to increase the rate of membership growth. A sample copy of the new recruitment flyer with return postcard is enclosed. These are packaged in quantities of 25 (as are Facts About the League of Women Voters and the Pocket Reference on the U.N.) and may be ordered in multiples of 25 at the following rates:

100 for \$9.00  
50 for \$4.75  
25 for \$2.50

A single sample copy is available for 15¢.  
Special prices for orders of 500 or more.

The return postcard can serve not only as a means of finding out that the prospect has an interest in the League but also as a form to fill in for the prospect who has made the decision to join. The name and address of your League must be filled in on the side of the card with the place for postage stamp. We suggest that a rubber stamp might be the least expensive way to do this. No more flyers need be stamped than are needed at a given time so that a change in address can be made if necessary.

On the flyer itself a place is left blank to fill in your dues figure. A stamp could be used there too or the figure filled in neatly by hand.

Your response to our request on the Annual Reports for copies of membership promotion materials showed us that many of you have done a good job of preparing flyers of varying kinds for use in recruitment. We think it is fine for any League to do this for themselves as there are obvious advantages in giving information on local Program work and local League activities.

Most Leagues, however, have no such publication and it is our hope that these Leagues will find the new flyer a most productive help.

The inclusion of the return postcard has made the cost higher than we wish so you will want to use them selectively. For example, they may be handed to likely prospects at a League public meeting, left with leaders of other organizations at the close of a meeting for which the League has supplied a speaker, handed to visitors at discussion meetings, accompany a complimentary copy of a League publication, be available at the circulation desk of your library or be placed in a pick-up box on the shelf for League materials. Tuck one in the Social Studies Kit. Solicitors might carry a few to leave with contributors for their wives. In conjunction with Women Voters' Week next September they might be included with a mailing to a substantial prospect list along with the September issue of THE NATIONAL VOTER which is the special issue with Voters Service information on the national election.

In the next Annual Report we will ask you to let us know how this kind of flyer worked out best and particularly how effective the tear-off postcard proved in your recruitment work. The postcard from one of the flyers distributed at Convention has already been returned to the national office with a checkmark requesting more information about the League! This has been forwarded to the appropriate local League.



MAY 7 1964

*Membership & Units*

May 5, 1964

Mrs. Raymond Freedman  
[REDACTED]

Dear Mimi,

Your letter came the right day for me to get this material right to you. I'm leaving for Board training in ~~Mid~~ Midland tomorrow and my parents will probably be here for a week or so visit when I get home.

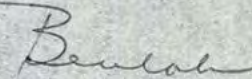
Enclosed: - "A Guide to Small Talk in Texas"  
 - "Let's Have a Discussion"  
 - "The Jobs of the Leaders"  
 - "Discussion Manual I" (LNV of N.Y. City)  
 - "Handbook for Leaders" ( " " " )  
 - "How to Lead Discussion" - Adult Education Association  
 - "A Workbook for Discussion Leader Training" Menkin..Los Ang.  
 2 - "A Manual for Discussion Leaders in the LNV" " "

You mentioned having a Paula Menkin manual...but I didn't know which one...so will send them both along. I know from what Virginia Macdonald has said that Dallas is probably far up the road ahead of many of our other Leagues in connection with their Unit Discussions. But since it's still a struggling area in many of them, I went ahead and sent for this stack of material to add to what I already had just to have them in my own file.

Sorry it's so marked with my name, but "tagging" my material as I get it is a long-standing habit.

You're doing a great job - hope this helps! Sometimes looking at other material helps one decide what not to do as well as picking up some good pointers.

Sincerely,



Mrs. R.E. Casperson 3105-45 Lubbock



MAY 13 1964

Membership

May 11, 1964

✓  
TO: Freedman, Anderson, Pettis, Brown, Murphree, Casperson  
FROM: Linehan  
RE: Membership-at-Large in Texas

I've been thinking about this matter in particular since receiving the copy of your letter to Miss Drake, Mimi, and Beverly Brock and I were doing some thinking together the other day about P/R and building the League in Texas.

Beverly's hope seemed to be that in some way, by involving all of us on the Board, perhaps, we could make new friends for the League in these non-League areas through various contacts each of us may have personally and then make friends if possible with some of the news media people in these places, and then when we sent out stories on the League and Membership-at-Large, etc., we would have someone there who could perhaps have some influence in getting these used. Why don't you include Beverly on this, since she seems to have been giving thought to it, and would be involved in press releases were used, etc.? We got together over lunch the other day (such fun having some compatriots out here now - got together with Beulah last week, too, while she was here doing Board Training for the Midland League), and explored all kinds of ideas on just about everything after we finished our real business.

Along this line of making friends for the League in this more personal way, it occurred to me that through F/S we could do this, when we receive inquiries about starting a League. We could follow these up more carefully and cultivate these people, even though a League couldn't be started at that time, for one reason or another. After all, we have to sell people on the League so they will want to be members-at large, even if they can't belong to a Local League right now.

Often these inquiries are from people who really don't know what the League is but this is no reason for our not convincing them that they would be interested in it and what it can mean to a community, state and the nation!! All of these articles in the magazines and newspapers should be helping. They are certainly doing a good job at this from the National level, aren't they? Why couldn't I send copies or reprints of some of these good articles about the League along with my replies ~~also~~ to inquiries about the League? or do we? I couldn't see evidence of it from the files. I hope we can discuss all of this while we meet next month.

Mimi, I am sending along a Membership Kit which Gwen picked up at the Convention in Pittsburgh put out by the LWV of Dearborn, Mich. and a Membership Handbook done by the LWV of New Jersey. Have you seen the new membership Flyer from National? Very clever. Hope we can get our Leagues to use it.

While I'm writing, should we be bringing in the P/R committee on our Area Workshop-Conferences correspondence? (Since we have nearly the entire Board involved already!!!) Never before in my recollection have we had such good early exploration on anything. If we decide that the emphasis for the Conferences should be P/R and Membership (Through the Program and Units, etc.) we should probably be getting their ideas too. Haven't had a letter on this for a few days and rather miss it. I imagine you are really coming up with some specifics. Don't be discouraged if we tear it all apart at Waco!! We have been known to do this!

See you in Dallas sometime on May 18 or 19?? Anyone?



Membership

MAY 14 1964

Monday, May 11, 1964

Dear Mimi,

cc Dorothy

Forgive the delay in answering, but I have had the 'show on the road' you know. I do believe that adding the FS bit to my other chores has about been the straw that breaks the camels' back. I am more than way behind now.

Enclosed are some materials I used when I did that training session for Dickinson two years ago. I don't know how helpful any of this will be in planning an Area Conference on Discussion Leading. But just having returned from visits with Pasadena, Corpus and Victoria, all these Leagues are anxious to have ACs on this subject. So if we do overnight things, then surely we could devote at least one of the sessions to units and discussion leading.

I will want all of this material returned to me except the Dickinson skit. You may keep that for I have extra copies. This was done at an AC in Houston about 10 years ago by a group of us from Dickinson. In retrospect it is pretty good and could probably be used as a basis for an updated one. It makes Unit Organization somewhat more palatable. Everywhere I went I found a mental block on the use of the word 'unit'...even here in my own League. So maybe we will have to call them discussion groups, neighborhood groups, 'circles', or even bologna.

As soon as Harold walks in the door in a few minutes I will give you the name and number of the Air Force Manual. At the moment all I know is that it is Air Force Manual 50-8 June 1953, and the chapter I used is called ~~xxxxxx~~ THE CONFERENCE LEADER.

All I have of Menkin is a Manual for Discussion Leaders and is the thing I used parts of for my own ~~xxxxxx~~ training outline as you will note when you read thru the outline. So I am in no position to judge whether the other Menkin thing is any good. But I suggest that you send for it and any other materials that we think might be useful or productive. I didn't have a long enough conversation with Menkin to use my analytical talents on her so can't pass judgment on what kind of a gal she is, but she apparently knows what she is talking about.

I have long personally felt that membership — its growth or lack of — was closely tied to how successful the unit system worked, for I believe the small discussion group used the way the LWF wants it to be used is the ~~xxxxxx~~ genius of getting and keeping members, but that they can be deadly if the ~~xxxxxx~~ discussion leader doesn't know how to lead a discussion. At this point I'm convinced that good discussion leaders are as rare as the whooping crane. Did you know that they use bantam hens to hatch the  $\frac{1}{2}$  pound WC egg??? And that one was just hatched, making a grand total of 40 WCs now in captivity? Now isn't that an interesting bit of information from a quite unexpected source and something that you can pass along as small talk at your next ~~xxxxxx~~ cocktail party?



LEAGUE OF WOMEN VOTERS  
OF THE UNITED STATES

1026 17TH STREET, N. W., WASHINGTON, D. C. 20036

State  
Membership

MAY 18 1964

ZIP CODE 20036

May 13, 1964

Mrs. Raymond Freedman, Membership Director  
League of Women Voters of Texas

[REDACTED] St.

Dear Mrs. Freedman:

Until very recently not too much attention was paid to members-at-large by their state Leagues. A very few states are now thinking more about them, how to recruit them, how to keep them tied in to the state organization, and how to make their membership meaningful to them. This effort, however, is just beginning and I have no facts to pass on to you. I do know that the Montana and Kansas Leagues have some plans underway. I would suggest that you write to Mrs. R. B. Griffing, President, League of Women Voters of Montana, 1801 Fourth Avenue, North, Great Falls, Montana; and Mrs. J. P. Gorecki, Organization Secretary of the Kansas League, 214 W. 20th, Hutchinson, Kansas.

The Washington State League has a few members-at-large that they have used as contacts in areas where there are no local Leagues when they are carrying on an action Campaign. Mrs. Allen L. Edwards is the President; the address is 7615 Sand Point Way, N.E., Seattle 15, Washington. The Nevada League contemplates more emphasis on members-at-large but I do not think anything has materialized as yet. The name and address of the Nevada President is Mrs. Earl Nicholson, 1701 N. Division, Carson, Nevada.

The national Organization Committee met following the national Convention and agreed that during the coming year they would gather as much information as possible about members-at-large and think through the whole matter. We will certainly let state Leagues know if we come up with anything worthwhile.

I am sending a copy of ~~your~~ letter and this reply to Mrs. Zurbach, national Organization Chairman. If she has anything to add I am sure you will hear from her.

Sincerely,

CY  
CU:etw  
CC: State LNV  
Mrs. Zurbach w/incoming ltr.

Christine Urban  
Program Organization Secretary



*June Board Meeting*

MAY 25 1964

Casper, Murphree *Members Units*

To: Membership-Units Committee Meeting Anderson, Pettis, Brown, Linahan  
From: Freedman  
Re:  
Agenda for MEMBERSHIP-UNITS Committee Meeting

1. **MEMBERSHIP FLYER**-You may remember that Gwen Murphree asked whether we could investigate the possibility of a flyer similar to the one Dallas displayed at the State Convention.

Anne Nervell, whom the Board appointed to the Membership Committee in an off-board capacity, and I have done some preliminary work on it. In the meantime the National LWV popped up with one. Theirs can be had for 15 cents a copy. We think ours, produced in quantities of two to three thousand, can be had for about 6 cents each. This would make it necessary to use a generalized type of copy that could be used for more than a two-year period. This is not necessarily a handicap. Many of us, particularly public-relations types, think that presenting a good public image to prospects is more important than telling everything you know on an eight-and-a-half by eleven inch page.

You will see proposed copy for the flyer, rough sketches of two versions of the little mailing piece....one is a mailer, can be sent without an envelope with a separate sheet stapled on for local program and officers, if desired; the other is a mailing piece with a perforated mail-back with a check flap.

We'll need to decide whether we want a state flyer....if so, whether you approve the general rather than the specific approach to copy. Also what quantity we would recommend printing, where the money would come from, whether any form of subsidy from the SO would encourage use of the thing to develop LL membership.

2. **Membership-at-large**!! I have been in contact with the National Office about other states procedures. They had no specific advice but gave me names of other states which are developing a program. Will write before the board meeting, perhaps I'll have more to add.

One state(south carolina) has listed members-at-large in their bulletin. Would this be useful? Would an article in the Voter encourage our members to talk to friends or former league members about becoming members-at-large?

How about a special effort to explain-in a memo to treasurers and membership chairmen why it is especially necessary that transfers names get to state and national offices? I know it is in LL Handbook and elsewhere but I think it's worth saying again in terms of distributing voters guides, ways to be effective in state-wide action campaigns, as well as ways to form new leagues.

Would we favor using press releases to papers in non-league communities to promote memberships-at-large, focusing on the educational and citizenship-responsibility/voters service aspects?

What state-wide organizations might we cooperate with on such things as Voters Guides, primarily to distribute Voters Guides but (with the insertion of a special notice in the guide) promoting memberships at-large too.

Could we use other ways I haven't thought of?



Membership-When we brainstormed the business of area meetings, I made the suggestion that we should not devote these to membership this year since we had done workshops on membership last year.

I suggested that we should try a series of letters to LL membership chairmen, to be mailed directly to their homes and varied as to emphasis with each issue to underline what membership activity they should be planning for at that particular season. The comment seemed favorable. I have, in doing FB asked one chairman what she thought. She thought it would be wonderful just to know someone out there was interested and had some words of encouragement for her from time to time. Do we want to try this? I will have approximations of cost by the committee meeting. If so, how many issues a year? When? (July, September, October, November, January, May; Sept-May) Do we want a special letterhead--using an electronic letterhead this could be done for about \$3.50. What content? What name?

4. Lending Library-As we know from Convention, many Leagues had membership or finance skits. Would you want to start a borrowing service with the SO as a central place where one copy each could be kept? Should we send a request letter to all Leagues, or only those we know of? Who are they?

5. Membership Memo-I've promised something for the state board report in July...What to get your ideas about ways to involve new members, re-interest older ones who still pay dues but have drifted away, and those in the middle who just might like to know that someone is interested in them. How? Telephone survey.

## UNITS

1. Units-This is a rose that might smell as sweet by any (except baloney, Gwen) other name. Could we change the name of the portfolio to Membership-Discussion Groups, or would this confuse things? Could we suggest that the National League make this change? Why not?

2. Units Tool-No particular progress to report, though I have done a little thinking about it. In planning the area meetings, we seemed to agree that the tool might come after we got a feeling about what was needed during the meetings. I did give some material to a small league unit organization chairman who was planning a leadership training series over the summer. Hope to hear what she thinks of it. She was quite happy with LET'S HAVE A DISCUSSION.

What do we mean when we say a units tool? Leadership training? Every-member training for participation in group discussion? How a unit should be organized? Purpose of a unit? What happens in a unit besides discussion? i.e. communication, distribution of publications, friendliness, warmth, absorption into group, understanding of our organization, evolution of resource committees and future leadership, outside league bibliography with short reviews of good reading materials and films on these subjects. Think and add your own.

Please do your homework. This is detailed because we only have 15 minutes on the whole board agenda for membership-units. If we have discussed these things thoroughly in committee and come to some conclusions this is enough time. If you have ideas or suggestions or additions, please add them by letting me know, or bring them to the board meeting.



*Membership* JUN 5 1964

June 3, 1964

To: Freedman, SO  
From: Pollard  
Re: Membership, Area Conference

As there is a possibility I won't make it to St. Bl. Mt., Mother is in the hospital, I thought I had better send you my ideas and answer your note.

I think your idea of mailing direct to membership Chairman is marvelous. I think it will be very effective for 1 year because it is new and the Membership Chairman need it. On the whole however I wish to go on record : I think our biggest mistake is the quantity of material we are sending to local Leagues. Instead of a new tool can't we refer to the local Leaders Handbook page      to     . Many times the tools just repeat this and they should be referred back to the Handbook - I think instead of continuing to give more paper saying the same thing. They <sup>are</sup> so buried in paper that they can't find what they want. This isn't just the little Leagues....a big League VP said, "State hasn't sent me the addresses of LL Pres. yet". When we pointed out it had been out for 6 weeks and was in a certain mailing she just limply replied, "oh". I ran into this same thing over and over and I think it is because there is too much.

I also agree generally on your other suggestions but feel the examples and program material should be something they can take "back home". Therefore the date of the workshop is important to the material used. If the workshop is in Nov. ( or maybe even Oct.) many may have 3AT program already planned in their League.

Many women don't know how to use or form a committee. One Leaguer expressed it exactly when she said, "when the Chairman says to her committee member will you do that or shall I ? naturally she ends up doing it all herself."



[REDACTED]

Mrs. Allen L. Edwards, President  
League of Women Voters of Washington  
7615 Sands Point Way, N. E.  
Seattle 15, Washington

Dear Mrs. Edwards;

The Texas LWV is interested in ways to encourage memberships-at-large. Because of our state's size and the uneven distribution of population, League influence cannot begin to cover the state even though we have 35 hand-working local Leagues. This is a problem, particularly in action campaigns.

Presently, we try to encourage memberships-at-large by letters from the State President to individuals who have become interested in the League under these circumstances:

1. An inquiry about organization of a local League in a community too small and too isolated geographically to ever adequately support a League.
2. Inquiry about organizing a League where we know there is some interest but, due to geographical isolation, the state League has not yet had enough money or manpower to adequately guide the proposed League through the Provisional period.
3. Indication of interest in the League from an individual who has somehow received Voters Service information and would like to get on a regular mailing list.
4. League member transferring from another community or state to a non-League community.

In each case a letter goes out from the State offering a membership-at-large in the state League for \$5.00 a year. This includes a selection of Program materials, all Voters Service publications, subscriptions to the State and National VOTERS, plus a publications catalog.

Mrs. Zurbach of the national Board and Miss Urban of the LWVUS office said that you have plans to encourage this kind of membership. Would you share your procedures with us? Do you do anything active to promote memberships-at-large, or do you follow up inquiries as we do?

Sincerely,

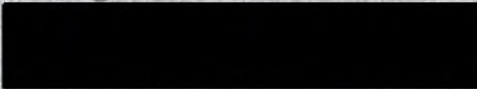
cc: LWVUS  
State Office

Mrs. Raymond Freedman  
Membership Director  
LWV of Texas



CC: LWVUS  
SO  
L. nehan  
Brock

*Memberships* JUN 10 1964

Mrs. R. B. Griffing, President  
League of Women Voters of Montana  


Dear Mrs. Griffing;

The Texas LWV is interested in ways to encourage memberships-at-large. Because of our state's size and the uneven distribution of population, League influence cannot begin to cover the state even though we have 35 hard-working local Leagues. This is a problem, particularly in action campaigns.

Presently, we try to encourage memberships-at-large by letters from the State President to individuals who have become interested in the League under these conditions:

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Mrs. Zurbach of the National Board and Miss Urban of the LWVUS office said that you have plans to encourage this kind of membership. Would you share your procedures? Do you do anything to actively promote these memberships-at-large, or do you follow up inquiries as we have done?

Sincerely,

Mrs. Raymond Freedman, Membership



CC: Linehan, Brock

[REDACTED]

Mrs. J. P. Gorecki, Organization Secretary  
League of Women Voters of Kansas

[REDACTED]

Dear Mrs. Gorecki;

The Texas LWV is interested in ways to encourage memberships-at-large. Because of our state's size and the uneven distribution of population, League influence cannot begin to cover the state even though we have 35 hand-working local Leagues. This is a problem, particularly in action campaigns.

Presently, we try to encourage memberships-at-large by letters from the State President to individuals who have become interested in the League under these conditions:

1. An inquiry about organizing a local League in a community too small and too isolated geographically to ever adequately support a League.
2. Inquiry about organizing a League where we know there is some interest but, due to geographical isolation, the state League has not yet had enough money or womanpower to adequately guide the proposed League through the Provisional period.
3. Indication of interest in the League from an individual who has somehow received Voters Service information and would like to get on a regular mailing list.
4. League member transferring from another community or state to a non-League community.

In each case a letter goes out from the State President offering a membership-at-large in the state League for \$5.00 a year. This includes a selection of Program publications, all Voters Service information, subscriptions to State and National VOTERS, plus a publications catalog.

Mrs. Zurbach of the national Board and Miss Urban of the LWVUS office said that you have plans to encourage this kind of membership. Would you share your procedures with us? Do you do anything active to promote memberships-at-large, or do you follow up inquiries as we have done?

cc: LWVUS  
State Office

Sincerely,

Mrs. R. Freedman, Membership



cc: Kinehan  
Brock

[REDACTED]

Mrs. Earl Nicholson, President  
League of Women Voters of Nevada

[REDACTED]

Dear Mrs. Nicholson;

The Texas LWV is interested in ways to encourage memberships-at-large. Because of our state's size and the uneven distribution of population, League influence cannot begin to cover the state even though we have 35 hard-working local Leagues. This is a problem, particularly in action campaigns.

Presently, we try to encourage memberships-at-large by letters from the State President to individuals who have become interested in the League under these circumstances:

1. An inquiry about organization of a local League in a community too small and too isolated geographically to ever adequately support a League.
2. Inquiry about organizing a League where we know there is some interest but, due to geographical isolation, the state League has not yet had enough money or womanpower to adequately guide the proposed League through the Provisional period.
3. Indication of interest in the League from an individual who has somehow received Veterans Service information and would like to receive it regularly.
4. League member transferring from another community or state to a non-League community.

In each case a letter goes out from the State Office offering a membership-at-large in the state League for \$5.00 a year. This includes a selection of Program material, all Veterans Service publications, subscriptions to the State and National VOTERS, plus a publications catalog.

Mrs. Zurbach of the national Board and Miss Urban of the LWVUS office said that you have plans to encourage this kind of membership. Would you share your procedures? Do you do anything active to solicit members-at-large, or do you follow up inquiries as we do?

Sincerely,

cc: LWVUS  
State Office

Mrs. Raymond Freedman  
Membership  
LWV of Texas



*Membership*  
*League of Women Voters of Montana*

July 6, 1964

JUL 7 1964

*LWV, Texas*

Mrs. Raymond Freedman, Membership Chairman  
League of Women Voters of Texas

Dear Mrs. Freedman:

Please accept my apologies for the delay in answering your inquiry of June 8 about our members-at-large program. The aftermath of the devastating floods here account in part for my late reply.

Perhaps first, it would be useful for me to comment briefly on some of the circumstances that have led us, with the suggestions and help of the National Board and Staff, to explore the development of an expanded members-at-large program in Montana. Among these are the factors you mention of state size, uneven distribution of population and consequent gaps in League influence and legislative effectiveness. Another consideration has been that it seems unlikely that the six local Leagues will become much larger (Montana is not among the states experiencing rapid population growth or influx), or that opportunities will exist in the very near future to organize new Leagues. And then, the immediate practical cause that directed special interest to this possibility was the disbandment of a local League and the desire of a few members of this disbanded League to retain some form of League membership.

Recruitment efforts have been sporadic since April, 1963, and intensively conducted only during the past four or five months, with the addition of a special members-at-large portfolio to the state Board. So you can see that we are still very much in an experimental phase ourselves.

The members-at-large chairman follows up the same kind of inquiries you mention. (I might note that we get very few of your fourth category--League members transferring to a non-League community.) She sends a letter, with a publications catalog and "Facts" enclosed, offering approximately the same publications services you mention for the same \$5.00 membership. At least one follow-up letter is sent if no response is received. The chairman hopes to make some personal contact with MAL and some of the prospectives during the course of a year, to which end personal invitations are sent to state workshops, conventions, councils, and occasionally for luncheon during a state Board meeting, if the meeting is near the member's home. The response to these invitations has been quite good.

Then too, the chairman seeks to expand her mailing list of prospective members with the help of membership committees of local Leagues and other personal-contact League sources (for instance, League speakers in non-League communities) and some travel follow-up by the state MAL committee (one member, in addition to the chairman).



Griffing, Mont. to Freedman, Texas  
July 6, 1964

-2-

The numbers of paid MAL have increased from two in April, '63, to eight in April '64, to the present 12--which may not seem terribly impressive, but is encouraging to us.

In a way, the members-at-large program is only part of an attempt to broaden our base of effectiveness, the other part hinging on state-wide public relations. Perhaps you already send League press releases to a large selection of weekly newspapers in the state and utilize the information facilities of your Extension Service and state library service, but these are new ventures for us, and have elicited a number of inquiries about the League from new sources. We also have been sending (as I think perhaps most state Leagues do) voters service material, state program material, and social studies kit flyers to other state-wide organizations (C of C, Farmers Union, Farm Bureau, Municipal League, etc.), as well as weeklies, social studies teachers and libraries.

Actually, I suppose, we have learned a little more about what seem to be blind alleys than we have about procedures that have any built-in guarantee of success. So, while we have no magic formula or words of wisdom, some of the rough theories that we are using until better ones appear are:

1. It seems to take a mailing list of about 10-20 prospective MAL to get one paid. The odds seem to decrease if the initial inquiry comes from the prospective.

2. If the prospective is within the trade area of a community with an established League (in Montana that may range up to a 150 mile radius), it seems most productive to offer her the option of membership in the LL. We have found no satisfactory substitute for personal contact in continuance, satisfaction and orientation in membership. MAL correspondence has resulted in several new LL members.

3. Those MAL who were asked to participate in our recent state-wide poll-reporting effort for the AP did so enthusiastically. We have come to believe that MAL, like other League members, welcome a feeling of participation and responsibilities, as well as publications. It is hoped that with minimal orientation they will be equally helpful during the coming legislative session. We are a little hesitant about this, but think it might be worth a calculated risk.

Because of what we have come to regard as the indispensability of personal contact, especially in keeping MAL and in enhancing League effectiveness, we have been thinking about trying a called gathering of MAL, possibly in connection with League Day at the Legislature. We plan to present a revision of our state by-laws next year to allow members-at-large to serve on the state Board, and depending on the success of the program, are thinking about a possible future change that would give MAL some kind of formula representation at state Conventions and Councils.

We are aiming, perhaps euphorically, at a paid MAL group of 50 or more. However, we believe the attainment of such a goal would be a project of several years' duration, and is a sufficiently demanding job to require the full attention of one Board member.

If you continue to explore MAL possibilities, we would be most interested in your experiences and their implications, if you find time to relate them.

Sincerely,

Mrs. Richard Griffing, President  
cc: LWVUS, Tex. state office, Grimes, Mont.



To go with  
Pres. Mailings  
cc - Pres. + Membership  
Chairman

July 22/64

Cut + run

JUL 16 1964

Copy for Memo from Mimi

*Dear Membership chairman (do not*

"The League of Women Voters? I've always wanted to join, but I just didn't know how." Or, "I ought to get interested in politics, but I'm not smart enough." Sound familiar? Do you get frantic calls on election day from friends who implore you--fruitlessly--to tell them how to vote? Do you find yourself on the gentlemen's side of the room after dinner discussing the zoning commission, the proposed bond issue or what the school board is doing? Lady, your interest in the League is showing. Why not share the wealth--the knowledge, interest, excitement that your League membership has brought.

All over this great state there are women who would like to take part in the decisions their government makes. You and I know that one of the best ways to begin is to join the League of Women Voters. Shall we ask them?

How to start? First you will want to sit down over a friendly cup of coffee with your Membership Committee--enthusiastic League members who will help you reach others interested in joining. With the committee, plan your goals for the year to come. Experienced chairmen suggest a calendar. What are your aims? An interested membership, participating in League study and decisions? An active membership, involved in encouraging citizen participation in government? A knowledgeable membership, sparked by home-grown League "experts"? A growing membership and a dynamic League? Put these aims on paper, now. Then begin to work toward them.

How to go about it? Sharpen your League tools! What are they? As you probably know, League tools are the "how-to-do-the-job" publications available from the State and National Leagues. THE LOCAL LEAGUE HANDBOOK is basic. You'll want to add HOW TO GET AND KEEP MEMBERS--where to find members; how to organize a committee for maximum effectiveness. MEMBERSHIP MATTERS pamphlets are quite helpful, too. All these are listed in the National Publications Catalog. The Texas League has a "Membership Swap-Shop" of tested membership ideas. If you don't already have these in your notebook, ask your Publications Chairman to order them for you today. When you and your committee are familiar with these tools, you'll want to complete your plans.

Compile a list of membership prospects. The Board will help. Add names from your local paper's columns. Put together a list of "women-doers" in your community--those interested in organization work or in government. What about contributors' wives? People active in the parties? Don't overlook the names of business and professional women. Many of them would be interested in a night unit. So would many young mothers. Have you considered this with your Unit Organization Chairman?



Membership

July 18, 1964

JUL 21 1964

✓  
TO: Freedman, Brown  
FROM: Linehan  
RE: M/Ls

Could we call them M/Ls in stead of MALs? I have no clever names on tap.

As to enclosures, in the future I would hope we would send a copy of our State Program Flip Chart because of the explanation of Program chosing, etc. included therein. What about a catalog? This way they could see what is available to them and the sort of thing they might receive. Of course, these two things aren't ready now for the El Paso women. I think that the Voter containing the adopted program would be good for them. How about Voter's Keys and Who, Me?

I've been thinking about this need to build the size of the League by adding more M/Ls and also more LLs. Seems to me we need to do lots of P/R work here. If we could develop some friends in non-League areas who could be helpful in getting some material distributed in their communities, in their press, etc. so that we could let these people know about the LWV, then we might be able to develop some interest in Leagues there. For example, could we get names of possible women from our LL members? They may have close friends in these areas and could serve as a start. These non-League areas don't even know of the LWV, much less what it is, so how would they know they would like to ever belong to one? We have lots of ground work to do. We need to convince them that they would want to belong to a League. I wish that Mimi could come up with some good sort of flyer on the LWV in TEXAS to use in the future for M/Ls. What do you think? We do it to try to get members in our present Leagues, why not for this other, too? Let's sell ourselves.

Dorothy:

I am blank - I don't recall any discussion on Ruth Gabbett - where was I? They need someone down there - but can they spare her? Frances didn't mention that. Perhaps she'd be of more help to them if on S.B. tho.





# memo from mimi

July 22, 1964

*Dear Membership Chairman:*

"The League of Women Voters? I've always wanted to join, but I just didn't know how." Or, "I ought to get interested in politics, but I'm not smart enough." Sound familiar? Do you get frantic calls on election day from friends who implore you -- fruitlessly -- to tell them how to vote? Do you find yourself on the gentlemen's side of the room after dinner discussing the zoning commission, the proposed bond issue or what the school board is doing? Lady, your interest in the League is showing. Why not share the wealth -- the knowledge, interest, excitement that your League membership has brought.

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How to start? First you will want to sit down over a friendly cup of coffee with your Membership Committee--enthusiastic League members who will help you reach others interested in joining. With the committee, plan your goals for the year to come. Experienced chairmen suggest a calendar. What are your aims? An interested membership, participating in League study and decisions? An active membership, involved in encouraging citizen participation in government? A knowledgeable membership, sparked by home-grown League "experts"? A growing membership and a dynamic League? Put these aims on paper, now. Then begin to work toward them.

How to go about it? Sharpen your League tools! What are they? As you probably know, League tools are the "how-to-do-the-job" publications available from the State and National Leagues. THE LOCAL LEAGUE HANDBOOK is basic. You'll want to add HOW TO GET AND KEEP MEMBERS -- where to find members; how to organize a committee for maximum effectiveness. MEMBERSHIP MATTERS pamphlets are quite helpful, too. All these are listed in the National Publications Catalog. The Texas League has a "Membership Swap-Shop" of tested membership ideas. If you don't already have these in your notebook, ask your Publications Chairman to order them for you today. When you and your committee are familiar with these tools, you'll want to complete your plans.

Compile a list of membership prospects. The Board will help. Add names from your local paper's columns. Put together a list of "Women-doers" in your community-- those interested in organization work or in government. What about contributors' wives? People active in the parties? Don't overlook the names of business, and professional women. Many of them would be interested in a night unit. So would many young mothers. Have you considered this with your Unit Organization Chairman?



Now that you have a list of potential members, how are you going to acquaint them with the League? Maybe you'll begin with one or more small, informal "Let's Talk League" coffees in August. Pick up a frozen coffee-cake at the store, plug in the pot and dust off the tops of the furniture. Then ask five or six prospects and a few Board members to join you. You'll find the Orientation Outline in HOW TO GET AND KEEP MEMBERS helpful as you explain what the League is-- and what it does. A word of caution--don't try to teach them everything about the League in one two-hour session. Rather, pique their curiosity, then provide them with some follow-up material to take home-- FACTS, perhaps. If they don't decide to join then and there, call them before the next unit meeting. Maybe they'd like a ride. Bet they'll join you!

Or, why not a grown-up BIRTHDAY PARTY? This August marks the 44th anniversary of woman suffrage. Invite some non-League friends over to have dessert and discussion. Refreshments? Cake-mix cake, topped with 44 candles all aglow. What could be easier or more effective? And, we'll bet your president would be willing to use "FORTY YEARS OF A GREAT IDEA" as an introduction to the League story. You know, we're the spiritual heirs of the suffrage movement. Show the people in your town how we've changed!

Many of you plan a full-scale membership affair in the fall. This year you'll have all the excitement of Women Voters Week to plan around. So plan to use the kit prepared for WVW by the National League. If you haven't received a copy, ask your president to share hers.

As you polish your membership techniques and put your best League foot forward, remember to strive for the warm, personal approach to new membership. The nice, simple, polite ways of asking people to join you--the personal call, the visit to a newcomer, the hand-written note--are, and will continue to be, the most successful.

If you haven't yet used the recruitment flyers that the National League has made available, try them! They are effective and attractive.

REMEMBER that NEW MEMBERS thoughtfully involved in your League's program are the way you get NEW LIFE FOR TIRED LEAGUE BLOOD!

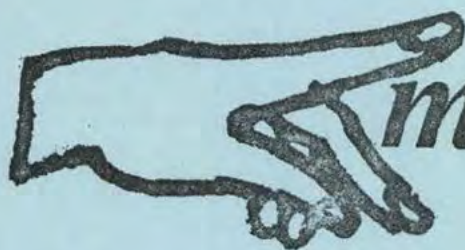
Sincerely,

*Mimi Freedman*

Mimi Freedman  
Membership Director

P.S. - A special hello to Frances Hills, Denton; Edye Ebright, Tyler; Janell Truly, Wichita Falls--hardworking membership chairmen all. And congratulations to Ann Bowling, Abilene a brand-new membership chairman with a plan for growth ahead. I'm looking forward to meeting more of you in the months ahead.





# memo from mimi

August 25, 1964

Dear Membership Chairman,

Are you lolling in a hammock sipping something tall and frosty? Or, have you arrived at an August frame of mind; tired of summer - of peeling shoulders, wet bathing suits, ants and picnics -- maybe even a bit tired of the ever-present patter of little feet! Shift your mental gears -- now's the time to think about the things you'll be doing this fall.

Undoubtedly your membership committee is busy building a prospect list right now. Have you included the mayor's wife? What about the wives of city councilmen, legislators -- state and national -- and other officials too? Invite them to your next membership affair; ask them to attend a particularly interesting unit meeting. We'd bet that the League would be even more effective in achieving its legislative goals if more public servants learned about us from those 'hidden persuaders'....their wives!

Are you planning a candidates meeting this fall? Make sure that those plans include a guest book...there's no easier way of getting a ready-made list of prospects.

Some Leagues regularly use the Welcome Wagon or other hostess services to reach new families. Others feel this service is too expensive in terms of direct benefits. If yours is a small town, you can make this a do-it-yourself project. Assign one committee member to get names of new customers from the water, gas or electric company; then follow-up. Does your League work with the Chamber of Commerce or the Newcomers Club? Effective new ways to get in touch with prospective members will come to you as you brainstorm with the committee. Try it!

What about your membership meeting plans? Do they revolve around Women Voters Week, September 13th - 19th? If so, do plan to use the sparkling red, white and blue convention issue of the national VOTER. The complete background on major party candidates for President and Vice-President, plus the party platforms, make it a graphic illustration of one of the things the League does so well. Use it as an effective selling tool; prospective members will welcome it as a gift at the membership tea or to accompany a handwritten invitation to join the LWV.

While you're planning your membership coffee or tea, consider ways to let your town know more about the League...and about its open membership. If there's an ex-suffragette around, or if one of your members is the daughter of one of the voting-rights-for-women gals, wouldn't this be the basis for a great newspaper feature story? Theme: Voting rights, then and now. Resource material: 40 YEARS OF A GREAT IDEA and the WOMEN VOTERS WEEK KIT. Ask your publicity chairman to help.



Fall is new-member recruitment time. It can also be the time to plan ways to keep membership growth increasing steadily. Explore new paths --for instance: Can you achieve the goal of a going, growing League and serve your community too? Think of some major industries in your town -- the ones that import new families regularly. Personnel men are increasingly concerned with these displaced persons -- temporary victims of our mobile society. While father is away at his new job, what can you do to make mother feel at home? SOME of you have information -- giving booklets about your own town; MORE of you can easily assemble pertinent information about Texas voting laws and residence requirements; ALL of you can plan to pay a visit to Mrs. Newcomer or to reach her by phone, offering information and, incidentally, inviting her to membership in the League of Women Voters.

If you're wondering just how to find Mrs. Newcomer, we'd suggest that you, the finance chairman and the voters service chairman get together. Visit the personnel manager of each industry you'd like to stay in touch with; tell him your idea. Perhaps he will send you a list of names, regularly or occasionally. A project like this might even earn your League a new industrial contributor or two -- bet they'd help you distribute Voters Guides too!

Please regard these suggestions as a kind of membership cafeteria...as you go down the line choose what appeals to you! And if our suggestions seem beyond your time and energy and womanpower, consider this...you can cut them down to your League's size or you can increase the size of the membership committee...many hands can indeed make lighter work for you.

In just a few days your president will receive a memo detailing the exciting final plans for Area Conferences to be held in five Texas cities the first week in October. As the membership representative in your League, get the word about these meetings to your members. Do plan to come; encourage others to join you!

Sincerely,

*Mimi Freedman*

Mimi Freedman  
Membership Director

P.S. Congratulations to the gals in the Pasadena League who are organizing a new unit...are more of you doing the same thing? Please tell us about it!"





## memo from mimi

August 25, 1964

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Are you lolling in a hammock sipping something tall and frosty? Or, have you arrived at an August frame of mind; tired of summer - of peeling shoulders, wet bathing suits, ants and picnics -- maybe even a bit tired of the ever-present patter of little feet! Shift your mental gears -- now's the time to think about the things you'll be doing this fall.

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September 30, 1964

TO: League of Women Voters of U.S.  
FROM: League of Women Voters of Texas  
RE: Membership Cards

Will you please send us, as soon as possible, 50 membership cards and bill us for them. Thank you.



*Membership*

JAN 11 1965

January 7, 1965

Dear Cookie,

As you undoubtedly know, we're having state board meeting in Austin next week--that is the 12th, 13th and 14th. I'd like very much to see you and further pursue my wild idea regarding the training of discussion leaders. I've waited till the last possible minute to get in touch with you, knowing that there probably would be last minute agenda changes and that my time would be limited.//.as I know yours is too.

I'd set my sights on Wednesday evening which was scheduled to be a free (somewhat) evening, but it seems that that has been changed so.... I'll be free it seems (I know that you're a working woman ~~xx~~ but I don't know how routine your hours are so I'm including every possibility) on Tuesday from 3:00 p.m. until 7:30, into which time dinner must be fitted..maybe we could eat together and talk...or on Wednesday I'll have from 12:00 till 1:30. On Thursday the lunch hour is scheduled from 11:30 till 1:30 so that a trip to the Hill can be made if necessary... I don't know if necessary, and if so, if I'm necessary, but perhaps we could meet then.

Anyhow, think about the possibilities and decide ....I'll call you when I get in on Tuesday and perhaps we can set a time. I certainly hope so.

I hear from Beulah that you've been to my favorite city....that and a Mental Health convention ...which must have been fascinating..must have been almost too much bliss to bear!

Regards,

*Mimi*



February 5, 1965

TO: State Board Members  
FROM: Brown  
RE: Membership Figures

1. Does the membership totals report just sent to you say anything to you?
2. Does it perhaps tell you some of the same story that I found in it?
3. Is there anything we should do that we are not now doing?
4. What do we do, if anything, about the two LLs whose totals are under 30?
5. Do we wish to call attention to the four LLs with big gains at Council?
6. Should we ask Midland to evaluate its drop of 51 members?

Let me tell you my thinking on these questions - then will you please do some evaluating of your own and express your opinions on paper to me with copies to Freedman, Linehan and Casperson?

1. and 2. Perhaps the main thing that this report says to me is that a new pattern has been established. Ordinarily in a presidential election year, the LWV membership has shown a tremendous gain. I think this very slight gain this year (17 over last year) indicates two things: A) the political climate of the state which resulted in a split between the liberals and the conservatives that was more pronounced than at any time in the recent past, and B) as a result of that split, more women became active in their political parties and in partisan activities than has formerly been the case. Thus, LWV membership suffered from two sources - our "identification" as a liberal organization in a year when it was more popular to be conservative - or so it seemed - and the limited time factor as well as our known non-partisanship factor.

3. Off the top of my head, I have no good answer to this one. We have "pushed" membership recruitment pretty hard for two years now and have provided all kinds of helps, from workshops to memos and recognition for those who did make good gains. This is an area where I will welcome your suggestions and I know that the membership chairman and her committee will on both the local and state Boards!

4. This is a hard question to answer. Certainly Edinburg and Harlingen cannot possibly carry a full League program with less than 30 members but because of the devoted leadership of the Edinburg president, that League is doing an adequate job albeit not a spectacular one. Edinburg with a population of 19,105 and Harlingen with 41,195 are not places where we can ever expect either a spectacular League job or spectacular membership gains - but neither should we continue to watch the membership totals sag without at least offering some kind of assistance. Perhaps this is the area where we should begin to suggest a new pattern of organization very soon. It seems to me that were these two LLs part of a metro area LL with Brownsville, there would be more incentive for them. As it is, they are expected to carry a full load with less than an adequate number of members - as part of an area League, they could concentrate more on local problems and work in concert with the others on state and national Program, VS, etc. Redefining this area would also open League membership to some of the Valley cities not now included in one of the three Leagues, e.g., San Benito, McAllen, Mission, Mercedes, Weslaco, Donna, Pharr et al. In the two counties included in this suggested area there is a total population of 333,711. We are now serving only 108,350.

5. These four are Corpus Christi, Dickinson, Fort Worth and Austin. I have no recommendation to make on this question. I think it might only be mentioned in passing, perhaps in my Council speech - or we could do it at another time and give them only recognition, not awards!



6. I think I can evaluate this drop and I'm sure Katy could too - but it might be very valuable to suggest this to Midland. They may already have undertaken this but this is a tremendous loss and seems to suggest to me that emergency measures might be in order. Here is the one place where I think we can put the finger on the political climate as being the major cause for the drop in membership - which is why I think the LL itself should evaluate this loss...am I right in my supposition about this - or is there another reason?

NOTE: In answer to a question about the total figures listed in the report sent to you: last year's figures are from the Annual Report sent to national on March 31, 1964. These figures were taken from the local League's reports to us and I think are their January 1, 1964 totals. There are always discrepancies in these figures - this year's figures, for instance, are taken from the lists sent in by the LLs by the November 1 deadline. When their annual report figures come in on March 1, they will undoubtedly be different from those figures - this report is to the end of the fiscal year (March 13, 1965) and hence should show a change from the November 1 totals. This is one of the most frustrating reports that we make - next to the finance and treasurers' reports!



Membership

FEB 10 1965

2/8/65

To: Brown, Linehan, Casperson, Freedman, Braunagel  
From: Pollard  
Re: Membership Figures

I feel the membership figures reflect the feeling of American women of too much tension, too many things demanding time, too many things to do, too many places to go-----etc.

I would like to answer Dorothy's points 3&4 together. I'm not sure I know what to do but I feel we have to do something about Harlingen & Edinburg. Reiterating some of the things I said on the subject in my letter to Katie. Edinburg does have a remarkable president but I believe she is a one woman League. She does it all.

Edinburg has a unit in McAllen.

Harlingen has a unit in La Ferria.

Edinburg is 58 $\frac{1}{2}$  miles from Brownsville (2 $\frac{1}{2}$  hours by bus)

Edinburg is 33 miles from Harlingen.

Harlingen is 25 miles from Brownsville.

I think Harlingen and Brownsville could be some kind of a metro League. They have cooperated on programs in the past but I think have had the results that seem to have been true of Houston area. The attitude of "let Brownsville do it" and then one, two, or three show up from Harlingen at the meeting. This seems to have been the results when Freeport and Lake Jackson tried to work together; one League complained "they have to do all the work".

The Valley did try to cooperate on their Voters Guide this year... not too successfully as Edinburg simply will not use the U.S. mail as we well know---no minutes, no bulletin...

Back to membership:

I think someone could meet with a membership committee in Edinburg and maybe something could be accomplished. Writing is ~~an~~ not the answer... They have had the same membership chairman for two years I know---she has the large house for the coffee and this seems to be it!

Is there any time at President's Council when some of us could meet with the Valley Leagues? and have a free discussion of this problem?

Harlingen is a different problem: The town population and economy has sagged and the LWV Board reflects the defeatist attitude.

Dorothy's point #5:

I think it would be well to give some kind of recognition to gains in membership. I would suggest the League with the largest number increase and the 3 with the highest percentage:

Corpus Christi	27	
Dickinson	23	35%
Tyler		30%
Pasadena*		25%

The reason I'd make a mention of number is because the big Leagues feel "taint fair they have to get so many to be recognized" --I heard the expressed at Convention.

\*Pasadena now has 49 & hope to get 50 before counsel. They have asked for Gwen's address so they can write her they made the goal!



FEB 10 1965

Membership

February 8, 1965

To: Brown, Freedman, Linehan, Casperson

From: Ziegler

Re: Membership Figures (Brown's letter of Feb. 5)

In addition to Dorothy's comments on 1 and 2, I think that women, who were working in their political parties and who had previously been members of Leagues, rejoined and were inactive. Now they will be active again, possibly as Board members. Shall we worry about the non-partisanship policy? One interesting fact to me in Dallas is that "action" groups have been organized, whose membership and leadership come mainly from the League. Incidentally the latest one is in the field of schools.

As to the LLs, whose membership is less than 30, can't we encourage them to do state and national program together as a step towards an area League. Denton, Irving, and sometimes Richardson come to Dallas program meetings and briefing sessions. This has developed mainly by encouragement of FS. Can we discuss this at Presidents Workshop by asking one of the Dallas or Houston satellite Leagues to tell how they do program on national or state level? Will a regional meeting on state or/and national program or FS Board training for the program people of one item in that region help?

Dickinson and Ft. Worth have made sizeable increases in membership, even if the figures of ~~Nov~~ the other set of figures for 1963-64 are used. Ft. Worth has done a remarkable job in the past two years...in program, finance and membership. Can we highlight Dickinson and Ft. Worth as examples (not the only ones and no awards) of Leagues who have increased their membership by asking the presidents to talk about their Leagues. This, too, can be done at the Presidents Workshop.

Incidentally Irving made an interesting membership survey, which had the effect of inspiration on the Board and membership. Mimi and Dorothy will get a copy of this soon.

Let the LLs tell us how they have improved in membership. State and National have written miles of "How to..." I guess that there will not be anything new but it may be more effective.

The nominee for President of Midland is the same as the previous one. She must realize the reason for the drop in membership. (I don't unless it is the political climate.) If SO asks for an evaluation, it will be too pointed. Could the FS consultant do this in a letter, or better yet, at the Board Training session.



February 11, 1965

*Membership*

✓  
TO: Brown, Ziegler, Pollard, Casperson, Freedman  
FROM: Linehan  
RE: Membership Figures

FEB 15 1965

I presume that there are many things behind the new membership figures - the conservative climate, the involvement of so many women in politics this time - and their continued interest in partisan politics by remaining members of active Women's Party organizations. Both the Republican and Democratic parties in Midland have very active 'clubs' continuing - with no let up.

The A.A.U.W. here has copied the League procedures somewhat on 'choosing program' - and also on their membership drive in September. This may be due to the fact that some ex-active League members are now active in the A.A.U.W. Often they drop that organization for the League - but I think they prefer it, now that it is becoming more 'League-like' in some respects, yet also social - and non-controversial.

However, besides all of these reasons, I think, basically, it still goes back to the Leadership of each League. Look at what is happening in San Antonio. Surely Dorée's enthusiasm and complete self-involvement is what is really behind the development there. The problem in Odessa stems, mainly, I think, from almost complete lack of Leadership this year under a president who is lovely, but very weak as a leader.

In a sense, lack of strong leadership is part of the problem in Midland, too. Of course, Dorothy is right in that the climate out here and the extreme activity of so many in their party work has added to the problem. You see, all of the real leaders who not only knew LWV but also were strong leaders moved away - Boots Wiggins, Celest Clemens, and Joan Ramey - all of whom had been trained to take over. Then - the other Board members who were experienced and more outstanding, many moved away. This reflects what is happening to the economy out here. There are now over 3,100 vacant houses for sale in Midland!! Of course, apartment houses and single dwelling units are still being built like mad - but the city no longer grows - maybe about just one per cent. I had already worked with Junia Stoddard - the membership ch'm - on an analysis of the membership loss (she lives across the street) but she didn't get to the Board Meeting to report on it or discuss it. (New membership ch'm coming up next year which is good. There are close to thirty new members, I think - many of whom are very active already. Junia feels that the new members are more of real League material than in the past. (A higher percentage of them, that is.) She also feels that some of the loss is just a matter of cleaning out some deadwood - which is just as well. Then, I think at least thirty moved away. Then, another bunch went to work - or started having babies. The 'John Birchers' who stayed with it for a couple of years finally dropped out. All of this is part of the picture. However, the Units have become quite weak - because of poor organization and lack of good leaders. I offered to conduct a Leader workshop for them and although I think they would be happy to have me do it, they've never gotten around to setting one up. The Units ch'm is new, young and just doesn't seem to get the hang of her job. Then, it has been two years since I was president, and in that time there have been three presidents - Joan, who moved away, Betty Byerly, who did it only under duress and hated it, and Pat Vernor, who is very smart and really a resource type program person. She knows and understands her League, knows program, is reliable but is not a strong leader at all - and does too much herself without involving others and without their ever knowing she has done it. She consults with me by telephone for advice and I try to get the message across each time and merely give advice - but never take part in decisions.

From Midland, you can see, I think, that it is always a matter of many things - plus the political climate of these days. Expanded V/S would help, I think. I think we have done all we can in the way of state help in the purely membership area - tools and workshops and memos, that is. As a rule, a good leader will see that the tools are used and new ideas tried - and a weak one just can't seem to do this. Lack of push, I guess.

I would just as soon not give recognition to those Leagues with the biggest gains this year, at Council. If a League is really worth joining, it'll grow!! Success breeds success.



February 15, 1965

To: Brown, Linehan, Ziegler, Pollard, Casperson  
From: Freedman  
Re: Membership figures

If any of you think that the mere fact that I've had the flu for the past week and a half is going to keep you from hearing from me on the subject, you're WRONG. So here's my two cents worth... late and not particularly original, but.....

What the figures say to me?

First, that there's been a very strong push toward identification with the women's groups of the major political parties all over the state. We must realize that it's easier to be against something and fight militantly than it is to have to study, then logically make the choice of what you're for....and only then be able to fight militantly! Does this indicate to you that maybe the place we fall down at the local level is in not giving members enough to fight for? The women's political groups seem to make it easier....

Second, our kind of gals are, in increasing numbers, going back to school or into the labor market. Do we need to suggest increased emphasis on the night group, the after-work group? Do we need to emphasize the need to catch our members from the just over-21 age range?

Is there anything we should be doing that we are not doing?

Basically, the real effort must be on the local level, but perhaps we owe the local leagues several things:

Should we set up a schedule of membership memos for most of the coming year at the post-Council Board meeting? For instance we might decide that we want to emphasize these things at these times:  
April-Take inventory of your membership, involve new members who haven't gotten active this year, get some resource committee members, find out what you're doing that membership likes or doesn't..  
May-Set up the membership committee, begin plans for over-the-summer recruitment and the big fall splash!  
June-How membership and unit organization can begin to plan for fall...how to form new units...training for unit leaders...use San Antonio report from Council.  
July-Planning small recruitment coffees--giving them!  
August-Ready, Set, Go to your recruiting post.  
September-New members--how to orient them after you've got 'em!  
October- How Involved can a new member get?

If you agree, what should they emphasize? These are just ideas off the top of my head.

Further, is this the year that we should plan an area conference on membership? I'm talking about a one-day fact-to-face meeting on the scale of the budget-finance meetings this year, complete with brainstorming. Or do you think that we've done this too recently for it to have value? If you want to do this, should we begin to plan it at the post-Council Board meeting? Would August be the time?



What, if anything, must we do about the LLs whose membership is under 30?

It seems to me that we must either put them on reorganization, which is drastic if they don't know they need it, but which would reduce the work-load--or we must try to make them think toward an area organization, which may not be a good solution either. An area league would reduce (or could reduce) the work-load and make more potential members available to them. The question then, it seems to me, is whether they have--or can develop--the sophistication and flexibility (in other words the leadership) that it requires to successfully grapple with this more-difficult form of organization.

I like Flo's idea of encouraging them to combine work on state & national program as a beginning. I'm not <sup>familiar</sup> practical with the area, so I can't tell whether this is entirely practical. Could we find a time to talk about their mutual cares at Council? Also, would it be of value to LLs to hear about the Irving inventory of the Membership?

#### Rewarding membership gains

I'd rather not make a big deal of this at Council. Could we mention it in passing and save our ~~gix~~ big guns for Convention when more of the members could share in the ~~fix~~ glory? Anyhow, this particular year, I'm not sure that we wouldn't discourage more Leagues who need our concern than encourage the ones who manage well and don't need the glory.

#### Ask for an evaluation of the Midland problem?

I go with whoever said that perhaps the FS consultant could discuss this with the Board. Let's be ready to help if we're asked, but not make them feel they've failed. I'm terribly impressed that they exist out in the unfriendly (to many League aims, that is) West!



February 19, 1965

Membership  
FEB 22 1965

TO: Brown, Linehan, Freedman, Ziegler  
FROM: Casperson  
RE: Membership Figures

I'm including Florence in this memo because of a question I want to ask about Midland...Field Service matters? In the last Midland VOTER on page 2, the Program Vice President presents "Food for Thought and Controversy". It seems to me it is presented in rather <sup>un</sup>usual way. There is no mention of the League publication - East West Trade Winds - as resource material for the Unit Discussion meetings of Feb. 15, 18 and 22. Her last sentence is a personal opinion opposing expanded trade. It seems to me this has no place in Program presentation - most unLeaguelike - and bound to influence the unit discussions and eventual consensus. I feel some sort of letter needs to be sent from Dorothy calling this to <sup>Pres. VERNER'S</sup> Pat's attention - or is that too strong a measure? Should it be discussed with the Midland Board....or President....or Pat Stanley at the time of spring Board Training? It's against all League accepted Program procedure. I'm really surprised the PVP did it!

1. and 2. Analyzing what happened in this state during the past Presidential election year - I guess we might really consider ourselves fortunate that there wasn't a bigger drop in membership. There was much more party work done by all women - League members as well as others. I think this showed up particularly because League dues were payable just at the time the members were most involved in party work, and therefore feeling real satisfaction that their time was being filled with being "politically effective" without belonging to LWV. Some of them will probably come back because of the lull that comes in party work. However, in some counties (as in Lubbock) it may be that the womens' division of both political parties is still going with a great deal of momentum with regular meetings and involvement of party workers. It's been interesting to note here in this county that some of our past League members are the ones planning party meetings for study of legislation, etc. based on what they learned from the League. Ironical!

3. We had Area Workshops in late summer of 1963 for membership...and they were good ones! Good tools are available. The "coffees" and "teas" for new members seem to go from being mildly successful to very successful. Isn't this then where the snag comes? What does the Membership Chairman do with these new people? Do the names just go in a file? Is there a file? Does the Board help with involvement into the League? Are new members ignored? Are they overworked? We covered all this in the Workshops, but it does seem to me that what happens just after the member joins - how completely someone knows a lot about her rather quickly makes a lot of difference. So - back to the Membership Chairman. Could Field Service give special attention to this this spring - make sure Membership Chairman knows before Board Training that FS will want to discuss specifically with her how "membership works" in her League. The Irving survey sounds like the sort of thing every League should do. Perhaps attention should be called to this report - and copies sent on Standing Order after the June Board meeting....or sooner. But again, it's going to depend on each LL how and if they take the necessary time and effort to give it the attention the subject deserves.

4. An Area League would certainly solve some problems for Edinburg and Harlingen but if their Boards (and therefore probably the membership) is a little less than enthusiastic right now, are they going to travel the greater distances involved to coordinate and share State and National Program work? I think Florence's suggestion of a training program for the Program people together in that area is a good one. This could lead to wanting to do it together.



4. Corpus Christi, Dickinson, Fort Worth and Austin deserve recognition for membership gains. No awards, but this sort of achievement deserves a strong pat on the back - with the hope that more Leagues will be receiving it in the future, such as at Convention. Dorothy's Council speech would give them a glow at the very beginning - and perhaps allow time throughout the Council odd moments and informal conversations for delegates and observers to be asking them how they did it.

5. It's good to have your full analysis of the Midland drop, Katy...and they have had more than their share of problems that's for sure. Junia Stoddard's report surely will be given to the Board soon since she couldn't go to the last Board meeting. Hopefully, she will discuss this at length with the new Chairman.

We'll all be very interested in seeing what the March 1st Annual Report Membership figures from the LLs tell us about all this. We may see some pick-up by that time.



Membership

March 8, 1965

MAR 9 1965

To: Freedman, Brown, Linehan

From: Pollard

Re: Membership

I wonder if we sent an SOS to Membership Chairman (cc. President) of each League( or at least each with drop in membership) to bring to Council their analysis of WHY they lost members if maybe we might uncover a trend or suggestion of what would be helpful to do--- We could discuss these in F/S Comm. meeting. ~~Thix~~ If we got no answers this to me would indicate something: an uninterested (or inactive) membership Chairman.



April 24, 1965

TO: Freedman cc: Linehan, SO

From: Brock

RE: Membership

*Membership*

Hi! -- Thank you for the membership material -- so far I'm still in the "sitting and thinking" position on this portfolio and am going to have to get something down on paper for the committee soon.

One idea I have been toying with is a "Membership Folder" (with a catchy title) with a compilation of skits, handbooks, poster ideas, etc., in something like the "Lobby by Letter" folder, so that the chairmen can add things to it easily and the things you have sent would go well with it. I particularly liked the mirror idea. The folder could also have printed on the pockets "Do's and Don'ts" for the membership committee.

On the heels of your letter came Dorothy's carbons thanking Austin for Council and she seems to have covered the waterfront. I have gotten part of the film and am trying to track down more. When all of that is in it will take a formal letter of "thanks," and will keep you posted on this.

I'll be in better shape when I get FS behind me! I was in Abilene April 21 and 22 and will be in Midland May 5 and 6. I don't know when I'll go back to San Angelo, but feel sure it won't be long.

Take care -- and please know I do appreciate the ideas you are sending -- keep it up!

APR 28 1965



MAY 24 1965

Membership

May 21, 1965

TO: Ballard, Prashner, Linehan

FROM: Brock

RE: Membership

First of all, my apologies for taking so long in getting to the typewriter on this, but have been field-servicing and cleaning out files so that I would make some sense in my first correspondence to you.

Much to my regret, have had to request an excuse from June Board meeting -- my little daughter signed up on four choices for Girl Scout Camp, and you might know she got June 13 through 26. The week before, (Board week) she has to have a physical, pack, mark clothes and the numerous other things which must be done. It's her first time at camp and away from home alone so you can imagine what a big deal this is! Katie, as VP, will, I am sure, conduct the committee meeting.

In my pre-Board report, covered the problems with the film, so would like for you to discuss the possibility of animated slides with script. I still have my art friends on tap, so it's possible that we could get this done with only the cost of the slides. I would imagine that it would run between 30 and 45 slides. These could be pulled out individually for TV use during a membership drive. If you like the idea, please be thinking of a theme and the kind of characters you would like used. At this point, I have about six ideas, none of which I am very happy with.

Another idea with which I have been toying and would like your comments is "A Miscellany on Membership." This would include a compilation of skits, local invitations to membership meetings, success stories on membership growth, ideas on where to go in the community to reach new segments of the population, radio spots and television id's on upcoming membership drives, etc. This would not require a lot of original work, but we would want to check with other state Leagues for useable material. While I am in Oklahoma this Summer, I hope to get to Norman to visit with June Morgan and go through State Office for some ideas.

I have a feeling that Katie is leaning toward the idea of "Prospecting for Members in Texas," with a "take them by the hand" approach. I trust you will air your comments on this.

This may be blasphemy from the Membership Chairman, but I have mixed emotions on Membership-at-Large. I certainly think we should encourage transfer and those women who write to SO for information, but I do have reservations on a full-scale project. Let's face it -- how often does a chance like El Paso come along? The only metropolitan areas in which there are no Leagues are Laredo and Texarkana. The Texas Almanac is the only information I have on these cities. Texarkana would be a magnified Bay area situation crossing not only county but state lines. I have heard no encouraging words from those who were around on the Laredo situation. Also, I would like to know how many



Page 2  
May 21, 1965  
Membership

renew membership-at-large. Certainly there are other Texas towns large enough to be interesting and interested, ~~as~~ I'm sure we don't expect to eventually organize a League in every community where we have a member-at-large, but we do need to keep that possibility in mind.

Let's assume for a minute that we aren't doing this in the interest of new Leagues. To do an adequate state-wide appeal, would mean penetrating 229 counties in which there are no Leagues, which would be an impossible job, money and time-wise. OR-----we throw darts at the map, figuratively speaking, to pick communities. How do we know which communities would be receptive?

I would rather see us challenge the local Leagues to take on this responsibility in their surrounding areas as we discussed doing expanded VS in this way.

I suppose that what it boils down to for me is this: Use SB time, energy and money better spent on some real, concrete aids to LL's on gaining and strengthening LL membership; a big MAL push; or a division between the two, which I suspect would be less than satisfactory. I shall be interested to know how the brain-storming on this topic goes.

Katie, let's have lunch a terminal to discuss these further before Board in case I haven't made this too clear for the committee!!

Mary Fran - Congratulations on the Voter!! I have scanned Mimi's interesting facts on the U.S. Mail -- I thought once of talking with our Postmaster -- if you knew him, you'd know why I changed my mind!

Jo - I am still sitting on the "trading post" art work since it looks a little dubious. Do you want me to send it on?

Love and kisses to you all!!! B .



# C O P Y Membership

September 3, 1965

Dear Lucia,

Enclosed is a copy of the "Membership Interest Indicator" that Lubbock sent out with the last VOTER (and evidently didn't include to all SB members. I got one, but that may be because I'm on the LL list).

The membership chairman made many changes from the one that had been used, which listed Study Items. Her thinking, and no one on the Board seemed to think otherwise, is that new members probably don't really know what they would like best to study with a resource committee until they've been in the League awhile.

This is in direct opposition to Midland's theory/<sup>and practice</sup> that every new member is immediately assigned to a committee and then if they find it isn't to their taste and they would rather do something else.... they just change.

The "Membership Personnel" sheet included in the Pasadena August VOTER is a good one because it lists the wide variety of skills and interests that are needed and can be used. Perhaps any sheet like this should give the days and times the present units are meeting - let the member mark which she prefers, but also include a blank for a time she could attend if nothing that is listed fits her time schedule because of work, small children, etc.

As ever,

Beulah.

cc - Brown ✓  
Linehan

Brock.....Beverly, Lucia was curious about this since her Lubbock VOTER Said the sheet was attached...and she didn't get one. Do you suppose this might be an area where LLs could use some help?....something like a "Model Membership Interest Sheet"...or maybe it's already been done by SB and I just haven't seen one.



2501 East Eleventh  
Odessa, Texas 79762  
October 8, 1965

OCT 13 1965

*Membership*

*Membership*

September 3, 1965

Miss (League)  
1200 -  
Washin

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Mrs. Jam  
Membersh

TO: State Office  
FROM: Casperson  
RE: Member transferring across the Pacific!

I noticed in the Fort Worth VOTER that came this week that Elaine (Mrs. Robert V.) Vik is resigning from their Board there because her husbnad is being transferred to Honolulu. I've written a personal, congratulatory note because with IBM a transfer like this means a promotion.

Elaine has been Unit Organization Chairman at Fort Worth. She came on the Lubbock Board about 4 years ago as Secretary (and had joined the LWV for the first time about 6 months before that). She was really a fine Board member and is a whiz typist and stencil cutter.

Fort Worth may send her name to the Honolulu League, but I thought we might want to send her name to the Hawaii State League for them to refer to the Honolulu LL just in case they miss doing it.

I don't know what her new address will be - but the IBM office in Honolulu should have it within a reasonable amount of time.



2501 East Eleventh  
Odessa, Texas 79762  
October 8, 1965

OCT 13 1965

*Membership*

Miss Christine Urban  
League of Women Voters of the U. S.  
1200 - 17th Street  
Washington, D. C. 20036

Dear Chris,

The membership committee of the Texas Board is exploring the possibility of publishing a Membership Handbook, similar to the "Prospecting for Gold in Texas" Finance Handbook put out in 1964.

The Handbook would contain suggestions to the Chairman, committee organization, sources of recruitment, orientation tips, importance of retention, sample membership flyers, suggestions on content of local membership booklets, etc. Before we get too involved, we need some information!

Has a target date been set for the revised "How to Get and Keep Members?" Would our efforts be a duplication of National's or would this type of publication be a good companion piece?

Would you please suggest eight or ten State Leagues which have put out membership publications which we might order.

It's been a long time since our visit at the Houston airport following State Board meeting in Galveston! I do hope things are going well with you.

Sincerely,

Mrs. James H. Brock  
Membership Director



OCT 13 1965

*Membership*

2501 East Eleventh  
Odessa, Texas 79762  
October 11, 1965

Miss Christine Urban  
League of Women Voters of the U. S.  
1200 - 17th Street  
Washington, D. C. 20036

Dear Chris:

Please do not think that the Texas Board does not read its mail! We did know, of course, that "How to Get and Keep Members" was in the mill, but since we had not received a copy, were afraid it was delayed due to the load on apportionment. My copy arrived five minutes ago!

I have only had an opportunity to glance through the publication in five minutes, but appears to be of excellent quality and should be a helpful tool. However, since what we had a mind was of a little different slant, with samples, would appreciate your comments.

So -- please answer questions in preceding correspondence, except "target date."

Sincerely,

Mrs. James H. Brock  
Membership Director



LEAGUE OF WOMEN VOTERS  
OF THE UNITED STATES  
1200 17TH STREET, N. W., WASHINGTON, D. C. 20036

Membership  
State

OCT 20 1965

October 18, 1965

C  
O  
P  
Y

Mrs. James H. Brock  
League of Women Voters of Texas  
2501 East Eleventh  
Odessa, Texas 79762

Dear Mrs. Brock:

Christine is out of town on a trip that includes, both California and Florida and I know when she gets back there will be a thousand things for her to do at once so I am replying to your letter in her place.

We are pleased if "How To Get and Keep" is satisfactory. As usual with our handbooks this is the "all purpose" kind and it is perfectly appropriate for a state Board to prepare a supplement geared to the particular state.

The state Publications Catalogs are almost ready to be mailed out. The Texas copy will be in your state office which does not help you much right away.

Here are a few suggestions:

California	- Membership Chairman's Kit	20¢
Florida	- Alice in Wonderland	10¢
	(An orientation tool for new members.)	
	The Membership Committee in the Local League	20¢
Illinois	- Membership Handbook	35¢
Indiana	- Membership Kit for New Members	25¢
Massachusetts	- Handbook for Membership Chairman	30¢
	Mechanics of a Membership Drive	5¢
New Jersey	- Membership Handbook	30¢
Virginia	- Handbook for Local League Membership Chairman	20¢

I suspect it wouldn't hurt to add a dime for postage.

I hope this is helpful.

Sincerely,

MML:gr  
cc: State LWV

(Mrs.) Mabelle M. Long  
Organization Secretary



Page 2  
May 21, 1965  
Membership

renew membership-at-large. Certainly there are other Texas towns large enough to be interesting and interested, ~~as~~ I'm sure we don't expect to eventually organize a League in every community where we have a member-at-large, but we do need to keep that possibility in mind.

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Jo - I am still sitting on the "trading post" art work since it looks a little dubious. Do you want me to send it on?

Love and kisses to you all!! B .



NOV 8 1965

PLEASE BRING THIS BEFORE THE MEMBERSHIP AT UNIT MEETINGS DURING THE  
WEEK OF OCTOBER 25-29 1965

NOV 8 1965

The Board of Directors asks the membership to approve the following transfer of funds as set forth in our current budget in order that we may purchase immediately a new mimeograph machine. Our old one is literally on its last legs and the money required to purchase a new one will not curtail greatly the activities from those accounts we propose to transfer funds. The President and other members have spent several days investigating various equipment and have agreed our best buy would be the purchase of a new Gestetner. The price of this machine is \$340 and we will receive \$25 trade-in, making the price \$315. (We paid \$50 for our old machine used, ten years ago.)

This new machine will use when we want them, electronic stencils which can be cut for \$3.00. and are good for 15,000 runs. The National Citizenship Test is being reproduced by electronic stencil and run on this machine. A copy will be in your November bulletin and we have a sample here they ran for us as a demonstration. (IDM is paying for the paper for this reproduction and Gestetner is furnishing the stencil and running it off on their electric machine.) We are asking permission to buy a manual machine. (The electric would cost \$150 more).

The Local League Handbook states " The local League Board may revise the budget between Annual Meetings in light of circumstances that may arise, but any extraordinary or very large expenditure not provided for in the original budget should be submitted to the membership at a regular business meeting. " Therefore, we request your permission to transfer the following moneys for the purchase of a new machine:

From Action in the Community	\$184*	
From Voters Service	85*	
Member dues (over estimate)	30	
Extra misc. income received	16	
	<u>\$ 315</u>	Total

\*These two items will benefit most (outside of bulletin and local publications which need their budgeted amount) from being able to reproduce material to service the community. Also we were able to purchase State Voters Guides at a lower cost than before and we feel the Action in the Community Account of \$485 which has used or has had authorized for use to date about \$130 could spare this amount better than we can spare a Voter Editor or not being able to produce our School reports, library reports etc.

The capital account was used to buy a short-run duplicator for the use of the president and board members who were often having to retype papers as many as four times to have enough copies (20 to 30). Also, with only one machine in a city this large, the travel time to run a stencil was usually a great factor.

Board Member \_\_\_\_\_ Unit \_\_\_\_\_

No. present (count members only) \_\_\_\_\_

Approved \_\_\_\_\_ Disapproved \_\_\_\_\_

Please call Pres. soon as possible on this. Thank you!





# League of Women Voters of Texas

612 NORTH 18th STREET



WACO, TEXAS

2501 East Eleventh  
Odessa, Texas 79762  
November 8, 1965

Mrs. Mabelle M. Long  
Organization Secretary  
League of Women Voters of the U. S.  
1200 Seventeenth Street N. W.  
Washington, D. C. 20036

Dear Mrs. Long,

Thank you very much for your comments and suggestions on the membership tool for the Texas Leagues.

"How to Get and Keep Members" is an excellent tool, and the committee will now have to determine whether or not an additional publication would be helpful.

I am personally very impressed with the added information for small Leagues in handling organizational problems.

Again, thank you for your help.

Sincerely,

Mrs. James H. Brock  
Membership Director

NOV 12 1965



League of Women Voters  
of the United States

# Memorandum

1200 17th Street, N. W. - Washington, D. C. 20036

1 copy going on Duplicate  
Presidents Mailing

November 9, 1965

TO: Local Membership Chairmen (Copy to local and state League Presidents)  
FROM: Mrs. Robert Zurbach, Chairman, Organization Committee  
RE: Membership Growth

Last year the membership of the League of Women Voters of the U. S. jumped a giant 10,000 members, reaching about 145,000 in all. In May, we looked ahead to another year of growth, at the same time pointing out the need to keep all those wonderful new members we recruited last year. Now that we are half way through the year, how are we doing?

Many state Leagues are giving concentrated attention to helping their local Leagues do better this year than last in membership growth. One of these state Boards pointed out to its local Leagues that the growth in that state over a period of five years had come about solely because of the addition of new Leagues. As this state Board said, "We got a problem." In order to find solutions, the state Board sent to the local Boards a series of questionnaires. In filling these out the local Leagues will be analyzing their recruitment and orientation procedures and what they are doing in meetings and all activities to make the members' experience in the League a satisfactory not to say enjoyable one.

Has your League "got a problem"? Now that the deadline for payment of dues is well past how does your membership list look? Is this year going to be one of growth in your League? If your League has a problem we suggest the local Board might ask itself some of the following questions:

Did we really give the high priority to recruitment plans this year which we did a year ago or have we been inclined to rest on our laurels? If so, what can we plan now?

Did too many of last year's new members fail to find their niche and depart from us? If so, how did we fail them? How can we do better with new members we are now getting?

Have our meetings been of such good quality that our present members are glad to bring friends and acquaintances who might be prospects? If not, what stimulating new ideas might we try in order to improve presentation of Program and arouse the interest not only of our members who are usually active, but also some of those we seldom see?

For tried and true suggestions for membership growth we suggest the swap shop editions of Membership Matters, #3 and #4, and the new basic tool, "How to Get and Keep Members."

Five months remain in the League year! There is still time to put that extra effort into recruitment which will keep your League and the League as a whole moving ahead.



*Membership*

November 9, 1965

TO: Ballard, Prashner, Linehan, Brown

FROM: Brock

RE: Membership

I trust that by now you have had an opportunity to read or at least glance over the the "How to Get and Keep Members." (I realize I'm dealing with some pretty busy people!) The publication is, of course, excellent, but I am proceeding as outlined at Board.

I requested from National some state Leagues that have put out some publications, and Maybelle Long suggested I contact: California, Florida, Illinois, Indiana, Massachusetts, New Jersey and Virginia. The total cost, plus suggested postage is \$2.65. May I have the authority to send coin for these, and just add it to a blue expense sheet?

I did find the receipe for the "Spice" flyer, in a most unlikely place -- but at least did find it. Am going through all of this, trying to get it organized.

I have received membership reports from: San Angelo, Dickinson, Richardson, Pasadena and Baytown and have acknowledged all except Baytown. Baytown's is not signed and is initialed "V.K." and I cannot find any name on their Board list that has those initials. Dorothy, can you help with this?

*Mrs George Kramer  
1604 Love Lee  
Baytown 77520*



PRE-CONVENTION STATE BOARD MEETING  
March 1966

TO: State Board  
FROM: Brock  
RE: Membership

Seven State Leagues were requested to send membership material. All but Indiana complied (I may dun them for the 45¢ which I enclosed).

MASSACHUSETTS - 2 publications: "Mechanics of a Membership Drive," and "Handbook for Membership Chairmen." The first of these is quite interesting and could probably be used, as is, by the larger Leagues. Since it has the scope of a Finance Drive, would need to be adapted for smaller Leagues. The Handbook contains information on: chairman, committee, membership analysis, publications, interest file, recruiting, orientation, involvement, transfers, members-at-large, membership check list, orientation outline with emphasis on government, orientation outline with emphasis on League, sample interest questionnaire, sample letter to a new member. I will comment on all handbooks later in this report.

CALIFORNIA - "Membership Chairman's Kit." Contains definition of a membership chairman's job, membership analysis, membership check list, welcome wagon letter, letter of welcome to new members, sample placement questionnaire, practical tips.

ILLINOIS - "Membership Handbook." The job, tools, publications to use, methods membership checklist, membership analysis sheet, sample letters for membership promotion, sample orientation outline with emphasis on government, sample orientation outline with emphasis on League, sample interest questionnaire, sample skit for new members, bibliography.

NEW JERSEY - "Membership Handbook." About the same as above. Two very interesting inserts! One entitled "The League of Women Voters in New Jersey Serves you and Your Community," a very snappy orientation tool. The other insert is a 6" x 7" fold entitled "Join the League of Women Voters." The inside is a membership application form with interest indicator. The back panel has general League information.

FLORIDA - 2 publications: "Alice in Leagueland," and "The Membership Committee in the Local League." "Alice" is an extremely well done orientation tool! The Handbook is similar to those above.

VIRGINIA - "Handbook for Local League Membership Chairmen." About the same as above.

The handbooks are quite general, but could be helpful to a new chairman, and inexpensive enough for an entire committee. I do not think there are enough samples in any of them. The longest one is 17 mimeographed pages. I would hope that the new membership chairman could compile a good "Prospecting for Members in Texas" from these publications, plus more samples -- some of which could be gleaned from the files.



The two inserts in New Jersey's publication and "Alice in Leagueland" could be produced by State for local use, and should be very usable. They would, of course, have to be changed in some instances, but all in all I'm very impressed.

Twenty-five local Leagues finally responded to the membership analysis. As we suspected, over half of the drops were from lack of interest. Why? -- poor orientation? -- involvement? -- lack of communications? -- over-work? -- no attainable goals? -- not using available material?

I will repeat what I said at January Board meeting: Regardless of how talented and enthusiastic the membership chairman is (such as the previous one), growth in Texas is going to take total Board effort, year around, year after year.

The problems and way of life of small Leagues and large Leagues are poles apart..



DPM  
LWV of Texas  
January 1967

"YOU BELONG" Ideas for use and order form

The new recruiting flyer from the state office "You Belong" has many uses. It should be invaluable to you for reaching prospective members even before you take them to a "membership coffee". The cost has purposely been kept to a low 5¢ per copy so that as wide a use of it can be made as possible.

Stamp your local League's address with either the membership chairman's name or the president's name on it and fill in the amount of your yearly dues.

We are listing below some ways in which your League might utilize this lighthearted and informative flyer to arouse interest in the League of Women Voters.

1. Place them with the Welcome Wagon, Newcomer's Clubs, the Chamber of Commerce, public libraries (branches as well). Most of these organizations will be glad to hand them out for you.
2. Distribute them to doctors' and dentists' offices; how about a pharmacy or a friendly neighborhood merchant. Check on the supply every so often.
3. Your City Hall and/or public utilities might cooperate in sending these out at once. You never know until you ask!
4. Have your members distribute them at meetings of other organizations they belong to.
5. Your Speakers' Bureau should also have them available when ever they give a talk.
6. If you are interested in forming a new unit...say in an apartment house complex, you might place them with the manager for the new tenants.

The space above is for you to add your own brilliant ideas. And below, is an order form. Hope you will need a lot of them.

Helen Hausman, Membership Chairman

-----  
Please send me:

"You Belong" flyer @ 5¢ each.

\_\_\_\_\_ \$ \_\_\_\_\_  
number

"You - The Member @ 20¢ each

\_\_\_\_\_ \$ \_\_\_\_\_

Total

League of Women Voters of \_\_\_\_\_

Membership Chairman

Publications Chairman



DPM  
LWV of Texas  
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Helen Hausman, Membership Chairman

-----  
Please send me:

"You Belong" flyer @ 5¢ each.

\_\_\_\_\_ number

\$ \_\_\_\_\_

"You - The Member @ 20¢ each

\_\_\_\_\_

\$ \_\_\_\_\_

Total

League of Women Voters of \_\_\_\_\_

Membership Chairman

Publications Chairman



We went to 8 Area Conferences, and we said.....

" The League gets new members by word of mouth, through friends, newcomers to the community, and through the Speakers' Bureau (if the talk sells the League). Slogan: WHERE CAN YOU GET A COLLEGE EDUCATION FOR \$5? A negative attitude and a feeling expressed by the present membership that League work is arduous frightens away new members. The Program is an opportunity, not a burden. Orient new members in small groups. Do not try to do any job alone - bring in the members. Orientation is sometimes doing as well as listening. "

" We have to do more "taking friends and new members to meetings". Are they made to feel welcome? The League should not appear formidable - some one may want to sit and listen for a year before she goes to work. Should wives of contributors be asked to be members? Newcomers feel more free to attend meetings in public places than in homes. Keep your old members with meetings which are more interesting and where a time limit is carefully kept. If she "graduates", rejoice with her that she went through the school of the LWV. "

" Every League job is dependent on the Membership Committee. Aim at three months in which to get a member orientated and at work in the League - or she may be lost. It helps to have a telephone call from the Membership Committee - slow, leisurely, with first "do you have a few minutes to talk with me about the LWV?" Welcome, slight orientation, discover their interests, and make plans to see them at some meeting. Vary the pattern of the Units to keep them interesting. Members should not get into the habit of saying "no" - find something they want to do. "

" The League might consider if there is value to a real membership drive, membership coffees, membership teas. Do we try a great variety of meetings - time, place, content, and do we keep track of the most successful ones? "

" The most careful selection on the Board - the Membership Chairman. Are personal calls worth the time and effort? Do not talk dogs, clothes or children at "Let's Talk League" meetings. Try to view all material and plans in the light of the new member. The League member herself often has a negative attitude toward the League, does not sell the League, and thus discourages others from joining. Maybe she works too hard, has too little fun. Unit groups appear clannish and cause others to feel left out. We take ourselves too seriously. "

" Best possible source for new members is people interested in what we are interested in - government. A good League member usually brings in another good League member. A good Speakers Bureau helps any League in membership. Show the film Your Vote is Your Key, ask if they would like to be put on our mailing list - next step, THEY JOIN! Keep baby sitting facilities away from the meeting place and try to keep Units more democratic - not clannish. Members should have a chance to meet the president of the League. Transfer your board members from one Unit to another. "

(NB - The Dallas plan for Membership Committee which was explained at the Metropolitan Conference is available from the state office - it can be adapted to a League of any size.)



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TO: State Board  
FROM: Helen Hausman  
RE: Pre-Board June 1967 on Membership

LWV of Texas  
May 1967

In addition to the Membership Kit which you all received the local Leagues received one each of a thermofaxed advertisement. Although several Leagues are having their membership drives this month (May) the material provided can be used year-round...which was stressed to them.

I have received a reply from the Oregon League (who had initiated the Statewide Membership Drive) and though you might all be interested in what they had to say:

"The 100% increase in membership to which you refer was 100% in new members over the same period in the preceding year. In the spring of 1967 (six months later) Oregon's membership stood at 2,274, a gain of 115 members over 1966. On the other hand, we had a 81 member loss for a net growth of 34. Not really as dramatic as we had hoped, but then one can also wonder what the figures would have been without a membership effort."

This seems a bit discouraging for all the effort put into their drive, and ours... but, never say die...I shall be optimistic!

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Please CORRECT the Field Service Report on Victoria. I did not type the Board strength correctly. They have 15 on the Board including the two vice presidents. Also on the bottom of the second page, the person to watch for leadership material is Mrs. Ray DUKE. This was a typographical error.

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# Want To Know About...



**Your City?**

(and how it works)

**Your State?**

**Your Country?**

**Your World?**

**Then JOIN the  
League of Women  
Voters**

MEMBERSHIP POSTER - Size 14 inches by 17 inches

Color as above

Supported by sturdy easel

Pocket provided

Minimum order - 5 posters

Price: 3 for \$1.80  
5 for \$2.75  
10 for \$4.50

Order from:

LEAGUE OF WOMEN VOTERS OF THE UNITED STATES 1200 17th Street NW Washington DC 20036

August 1967



TO: State Board  
FROM: Helen Hausman  
RE: Membership

LWV of Texas  
January 1968

I believe the article in the November VOTER spoke for itself and no pre-Board report is necessary on membership.

We now have 5 members-at-large. Letters written to 3 others asking if they would like to become m-a-l. We also have an ex-El Pasoen as m-a-l in Saskatchewan!

\* \* \* \* \*



MEMBERSHIP MEMO #4  
THE NEW MEMBER HANDBOOK

One way to work toward orientation of new members is for the local League to provide a New Member Handbook. What to include in such a handbook should be a local League decision. What information do you feel your new members need and want? Listed below are some suggested topics that you might consider.

1. Letter of welcome to new member - explain purpose of the handbook.
2. History of the League of Women Voters - national, state, and local.
3. Purpose and principles of the League
4. Organization of the League - explain the individual members' relationships to Units, local Board, state and national Boards.
5. Program
  - a. How Program is selected
  - b. What the League means by research, discussion, consensus and action.
  - c. Current Program items and support positions for national, state, and local.
6. Voters Service - describe your League's Voters Service program and explain how members participate.
7. Finance - explain where the money comes from and how it is spent. Include reasons for pledges to state and national. Also include mention of when your Finance Drive is held and how members participate.
8. Publications - list publication times for national, state and local VOTERS; explain that VOTERS include information on League activities and also background material for Program. Describe Program material (Facts and Issues, etc.) and how your League distributes it. New members should be urged to save League publications for future reference. Include a description of Subscription Service (if your League has this).
9. Committees - list any active committees not already mentioned which League members may serve on. Describe the work involved.
10. League Lingo
11. Local information
  - a. Bylaws
  - b. Policy Sheet
  - c. Board members
  - d. Membership list
  - e. Current budget
  - f. Schedule of meetings
  - g. Dues - how much and when payable

The New Member Handbook may be supplemented by the following:

1. National Publications Catalog
2. State Publications Catalog
3. Publications being used for current studies
4. One example each of a local, state, and national publication

If your League is interested in publishing a New Member Handbook, you may find it helpful to see samples done by other Leagues. The following are available by writing directly to the individual League:

Lubbock Handbook

Member Handbook: A Guide for the New LWV Member - Dallas

Handbook for Members - Midland

LWV Member Handbook - Houston

In addition your State Board Membership Chairman is, as always, willing to help you in any way she can.



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MEMBERSHIP MEMO #3

SAVE THOSE DROP-OUTS

This Membership Memo is concerned with the member who does not pay her dues until April 1st. Suddenly we recognize a potential Drop-Out. True, it is probably our fault - we just did not try hard enough to keep our members and now, it may be too late to correct our past mistakes.

Every local League during this past year worked hard to increase their membership. We were greatly impressed by the long lists of new members obtained by each League. So, why was our overall net gain so small, or even not at all? We all know the answer to this too well. We evidently failed to stimulate, interest, and involve our members.

Keeping members is a year round job and a job for every member in your League. If you can keep your older members in addition to adding new ones, you will find your League will be a more vital organization.

We probably all know the symptoms of the potential drop-out:

1. Absenteeism

The Unit reports record the names of every member present at each Unit meeting and if checked against the membership list will show absenteeism.

2. Inactive Status

Some members pay dues but ask to be inactive. True, these members' wishes should be respected, but we should be certain not to lose our lines of communication with them.

3. Leave of Absence

This member explains that she is too busy this year, but says she will return to the League next year. Does she? Probably not.

4. Change of Interest

This member shifts her interest to other organizations. Why?

5. Interest-Loss

This member refuses responsibility; she does not attend meetings as she used to; she always makes excuses.

All this proves that we did not spend enough time with our prospects, or we did not give them enough orientation, or perhaps we did not make them feel enough a part of the group. (This more intimate and personal relationship should be attained in the Unit.) We should have recognized absenteeism before it became serious. Perhaps the member needed transportation, more orientation, a different Unit, etc. We must keep in touch with our inactive members so we will not lose them forever.

SO - we did not do all these things. SO - how do we go about this last minute salvage of these members we do not want to and can not afford to lose?

Local Bylaws give a cut-off date, after which members are automatically dropped for non payment of dues. Give early attention in the new fiscal year to collecting dues and then carefully follow up those who have not paid as the deadline approaches.

(OVER)



It is the responsibility of the treasurer to send out dues notices, but before the cut-off date is reached the Membership Chairman should discuss with the Board and plan methods of reaching potential drop-outs. Here are a few things that can be done:

1. Personal notes may be added to the second dues notice.
2. Telephone calls may be made by the Committee.
3. Sometimes it is valuable to make a personal visit to these delinquent members. (This is an opportunity to let the member know that her continuing affiliation with the League is a matter of real concern.)
4. A personal letter may be attached to the last Bulletin before the deadline. (See Sample Letter attached.)
5. Always make it easy to pay dues by having someone there to collect dues at every Unit meeting, General meeting, or any League function.

When all this has failed and the member becomes a LWV Drop-Out, you should record the member's reasons for not renewing. From time to time, if the number of drop-outs is unusually large, it is valuable to undertake an analysis. This way we will learn if our losses are caused by inadequacies in the way the League is operating, which the Board should understand and if possible correct.

This is, without a single doubt, the most depressing aspect of membership work. Many feel that thinking and talking Drop-Outs is the negative approach. Perhaps it is but it is a necessary consideration and until we find the answer to this problem, our Leagues can not grow to their fullest. So, we say to you, put as much effort as you can into saving these members now and then after you have done your best, start with new energy and zest to recruit new members and try harder than ever this year to keep these members before it is again too late!

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SAMPLE CALENDAR FOR MEMBERSHIP GROWTH

APRIL

- 1) Organize Membership Committee and make assignments
- 2) Spring Membership Coffee (for those who prefer it at this time)
- 3) Concentration on dues collection through a) dues notices, b) VOTER article stressing renewal, c) arranging easy personal collection at meetings, etc.

MAY

- 1) Presentation of plans to the Board at Board meeting
- 2) Update Interest and Talent File
- 3) Membership Committee sends invitations to new and prospective members
- 4) Speakers' Bureau carries invitation to outside groups
- 5) Save the Drop-Outs by telephone or personal visit to collect dues. (This, of course, is for the Leagues with a three month cut-off date.)

JUNE

- 1) Revise and organize Prospect File
- 2) Continue work on Talent File
- 3) More work to save Drop-Outs, such as personal contact and a letter attached to VOTER explaining that this will be their last Bulletin if dues not paid

JULY

- 1) Informal Member Recruitment
- 2) Informal Member and Prospect Orientation

AUGUST

- 1) Second dues notices sent (for those having six month cut-off date)
- 2) New Unit recruited in new neighborhood, with first meeting being held
- 3) Completion of plans for September Membership Coffee by Membership Committee
- 4) Send invitations to Membership Coffee. (Perhaps include a recruitment flyer)
- 5) Alert Public Relations to Membership Coffee
- 6) Article in VOTER about Membership Coffee. Also ask members in VOTER article to send in names of prospects to be invited to the Coffee

SEPTEMBER

- 1) Fall Membership Coffee (Some orientation, opportunity to sign up for jobs. Sponsor responsible to bring new members and prospects. Speaker on local Program or some general League-like subject. Campaign to sign up members for Local Subscription Service.
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## OCTOBER

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## NOVEMBER

- 1) Catch up on Program - this can be done either through a meeting or publication or bulletin.
- 2) Units on new state Program. Special effort to see that new members are on hand to start the study with experienced members.

## DECEMBER

- 1) Board Christmas Party (some Leagues like to do this)
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## JANUARY

- 1) Committee meeting to analyze Drop-Outs (it is a good idea to do this occasionally so we know how to improve our effectiveness and value to the member.) This is also time to prepare the Membership Committee's recommendations to the Budget Committee.
- 2) Some Leagues plan Go-See Legislature tours
- 3) Membership Involvement in Voter Registration

## FEBRUARY

- 1) Prepare Annual Report for state and national
- 2) Prepare local Membership Report for Annual Meeting
- 3) Membership Involvement in Finance Drive
- 4) Encourage wives and secretaries of contributors to join the League of Women Voters.
- 5) Send invitations to prospective members for Annual meeting

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MONTHLY DUTIES In addition there are the following monthly duties for the Membership Chairman and her Committee:

- 1) Report new members and drop-outs and changes to Board
- 2) Telephone Committee should call each month regarding meetings and activities
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- 5) Some Leagues issue invitations to a member or two each time to attend Board meeting
- 6) Add to the Prospect List
- 7) Keep the Talent File up to date and give names to the committee chairmen
- 8) Distribute new member kits to new members as they join
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- 10) Never stop thinking and talking League membership. It will pay dividends in a larger and stronger League of Women Voters



Membership Memo #2 (continued)

OTHERS WHO ARE MEMBERS OF  
YOUR COMMITTEE

1. Unit Discussion Chairman is liason between the units and your local League Board. She should give you regular and faithful reports of those who attend meetings and also names of guests.
2. Resource Chairman can be of assistance in the orientation of League Program.
3. Unit Chairman is a vital part of the Membership Committee by making new members and guests feel welcome.
4. Every Local League Member is a part of your committee. Experience shows that most members come into League through friends, neighbors, and acquaintances.

There are certain activities Committee members must do on a sustained basis. They are 1. Recruiting on a personal basis when the opportunity presents itself, 2. Watching for names for the Prospect File, and 3. Welcome new members at League events and introduce them to others. RECRUITMENT is a total Committee job, as well as BUDGET SUGGESTIONS being the duty of the Membership Committee.

Lastly, 1. Make sure that each Committee member understands her responsibility, 2. The "personal" approach is very important until a new member understands League and its purposes, 3. Study all available membership tools and publications.

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TO: Local League President and Membership Chairman  
FROM: Mrs. Harry G. Taylor, State Membership Chairman  
RE: Pick and Shovel film

LWV of Texas  
July 1968

IT'S FINALLY HERE! ! !

The film we have all been eagerly awaiting! ! ! !

This is a film put out as a membership tool for prospective members and orientation use. It can be effectively used for community meetings and small civic and cultural groups. Local television stations may also be interested in showing it.

This filmstrip in full color with accompanying 33 1/3 long-playing record depicts the importance of working with others to achieve civic and political results. The filmstrip may be used without the record and a mimeographed script has been provided so that the narration can be given live.

The record runs for 15 minutes and 40 seconds. Live narration will perhaps run a little more than that.

Equipment Needed

Filmstrip projector (or 35 mm slide film projector with an adaptor for filmstrips). Projectors often may be borrowed from schools, churches or business firms.

A sturdy table for the projector and an extension cord long enough to reach the electric socket.

Record player.

Screen -- 42 to 50 inches for a home showing; as large as possible for an auditorium.

We have two copies to circulate. NO RENTAL CHARGE. YOU PAY THE POSTAGE ONLY.

Make your arrangements through the state office. Use the request form on the bottom of the page.

---

REQUEST FOR PICK AND SHOVEL FILM

LWV of Texas  
1841 Bingle Road  
Houston, Texas 77055

LEAGUE \_\_\_\_\_

This request must be in state office  
two weeks prior to first choice

Date of First Choice \_\_\_\_\_

Date of Second Choice \_\_\_\_\_

Send to: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



LWV of Texas  
July 1968

#### MEMBERSHIP MEMO #5

#### INTEREST AND TALENT FILE

Since it is important that new members be put to work promptly, some plan is needed to bring together the League member and the League work in which she will be most interested and where she will be of greatest value to the League.

This is where the Interest and Talent File comes in.

The information for the file is acquired through a questionnaire. The member has the opportunity to check those areas of special interest in Program and Voters Service as well as to check talents and skills (for example a facility with typing, art work, editing, etc.) which might be helpful in League work. If she has special talents, these should be utilized. In checking preferences, the member is not committed to undertake any assignment and this should be made clear. Sometimes the questionnaire is sent out to new members with the note of welcome. It may be helpful to distribute the questionnaires at an orientation meeting, setting aside time at the meeting for the questionnaire to be filled out, when the new member can ask questions.

If the time can be found for it, a much better method of obtaining the information is by personal interview or telephone. This enables the interviewer to lead the member in conversation which might indicate her interests, abilities, attitudes, etc. This method also gives the interviewer an opportunity to explain many aspects of League work. It has been many Leagues' experience that by letting members fill out their own cards, they seldom give you the information you need, either from fear of "getting another job" or from modesty. Also by sending the cards out, you have lost the personal contact that you are primarily seeking. Most members just do not get around to returning the information which means you have to give them a follow up phone call after all.

Whichever system is used to achieve 100% response of the entire membership, persistence is needed. It also is best accomplished in the shortest length of time possible. Periodically, perhaps at two year intervals, the file should be brought up-to-date because member interests shift as members "grow" in the League.

It is most important to periodically explain the file to Board members and committee chairmen and urge them to use it. At the beginning of the work year each Board member should give an estimate of the number of members she needs for her committee to the Membership Chairman, who will, from the file, be able to suggest members. Obviously the file is useless if the recorded talents are not put to work. It is also important for committee chairmen and Board members who have been given names of prospective workers to report back to the Talent File Chairman the results of their efforts to recruit a worker. This information can be entered in the file so that in making further suggestions the same person will not be called repeatedly unless it is appropriate.

Just how elaborate and complicated the file is depends upon the size and needs of the individual League. The file card might be a printed card, with space for a great deal of information, or it could be a very simple handwritten or mimeographed paper. It can be set up as a double or multiple file so as to have a cross file according to interest matter. Or, as one large League has done, holes can be punched around the edge of the card indicating interests so that when a stack of cards is picked up by a knitting needle inserted through a particular hole (say for Art work) the appropriate cards will drop out. The technique used is not important, just so that it places members working in their areas of interest and talents.

(OVER)



Many samples of Interest and Talent File Cards are available. Below is a sample using some of the ideas from a few of these cards.

---

NAME	Last	Given	Husband's	PHONE	DATE (joined)
------	------	-------	-----------	-------	---------------

---

ADDRESS	TOWN	ZIP	Time available for LWV work
---------	------	-----	-----------------------------

---

Past League Experience (here or elsewhere)

---

BUSINESS, present, or training and past experience

---

INTERESTS, Other organizations

---

LEAGUE INTERESTS  
(Indicate preferences)

WILLING TO HELP WITH WORK  
(Indicate preferences)

NATIONAL

...Development of Human Resources  
...Foreign Policy  
...Water Resources  
...Electoral College

...Clerical  
...Distribute Election  
    Information  
...Get-out-the-vote  
...Discussion Leader  
...Telephoning  
...Transportation

STATE

...Texas Constitutional Revision  
...The Executive Department  
...The Legislature  
...

...Hospitality  
...Use of Home  
...Write Letters  
...Make Posters  
...Radio     ...TV  
...Bulletin

LOCAL

...  
...  
...

...Finance  
...Publicity  
...Research  
...Skits, Write  
...Skits, Act  
...Other

Comments

Whatever you decide to use, it must be tailored to fit your particular League.



LWV of Texas  
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WILLING TO HELP WITH WORK  
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...Water Resources  
...Electoral College

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...Distribute Election  
    Information  
...Get-out-the-vote  
...Discussion Leader  
...Telephoning  
...Transportation

STATE

...Texas Constitutional Revision  
...The Executive Department  
...The Legislature  
...

...Hospitality  
...Use of Home  
...Write Letters  
...Make Posters  
...Radio     ...TV  
...Bulletin

LOCAL

...  
...  
...

...Finance  
...Publicity  
...Research  
...Skits, Write  
...Skits, Act  
...Other

Comments

Whatever you decide to use, it must be tailored to fit your particular League.



MEMBERSHIP MEMO #6

TIPS ON RECRUITMENT

Recruitment or "getting members" is one of the aspects of the membership job and needs constant attention by the Membership Chairman and her committee as well as assistance from the entire membership.

RECRUITMENT - WAYS AND MEANS

1. Flyers to be used in recruitment contain basic information about the League, information about local activities of the League (always of particular interest), League services to the community, League Program, etc. These flyers should be cordial and enthusiastic and should have name and address to contact.
2. Recruiting by organizing a New Unit - Sometimes a whole new unit may be recruited as a group; this is especially helpful in a rapidly growing community. The primary need is for organizer within the group to supply leadership. Leadership may also be obtained from outside the group to get things started. (Membership Memo on the New Unit)
3. Newcomers to a community value League as a way of learning about the community and to make compatible friends. a) The Welcome Wagon will cooperate in this recruiting area. A welcome to the community, explanation of League, and an invitation to attend meetings may be prepared for distribution by the Welcome Wagon. b) A League may plan to visit new families with information about the community, such things as how to register for voting, and an invitation to join the League. c) Newcomers to citizenship and new voters can be invited to join the League.
4. Use of Special Events in Government can be used as a recruiting tool, such as a Go See Tour, School of Politics, Educational meeting, etc. These events, well publicized, will attract women interested in government.
5. Speakers Bureau gives an excellent opportunity to explain League to other organizations. At this time a flyer can be distributed with an invitation to join the League. The speaker will have an opportunity to notice individuals who seem particularly interested and follow up such potential League members.
6. Voters Service information booths may extend invitation to women coming for voter information. At any and all Voters Service events there is likely to be a group of women interested in government, who are better than average prospective members. Actual recruiting will be done in the follow up. Invitation to join can be distributed with voter registration information. Voters Guides may carry name, address, and telephone number of Membership Chairman.
7. Recruitment through Press releases by including a statement of open membership. Radio and TV programs may be closed with a statement about the League. Any activity emphasizing membership promotion should make maximum use of the press. Feature stories, as well as usual announcements, can be an effective tool and may include an invitation to attend a specific meeting or event. Pictures always add to any publicity. (OVER)



8. Friendliness and sociability toward new and ~~prospective~~ prospective members are every members' responsibility, especially the Membership Committee. A social occasion has value in demonstrating a friendly welcome. Membership teas or coffees have always been a favored method, but some Leagues have luncheons, desserts, etc. primarily for prospects. Neighborhood coffees also have their place to meet with prospects for League talk. Making enthusiastic members is the way to get League's best recruiters for future recruitment.
9. Local Vital Issue - A good local Program should be a subject which will serve as the focus of a sustained membership drive. It is easier then to bring prospects to League meetings because they are interested in the subject. Then interest in the League will follow.
10. Use of Bulletin - Most Leagues send a bulletin to prospective member for three months and then approach her about joining. Some send a letter with the third bulletin. Bulletins should aim to have brief accounts of events in local League history, background material for the next meeting, or some kind of basic orientation. There should also be included a membership blank in one or more issues. It should always have the Membership Chairman's name, address, and telephone number.
11. Membership Drive - "A drive might be defined as a concentrated effort by Local Board and members to bring new members into the League in sizeable numbers at one time." Bringing new members into the League in large numbers at one time makes it easier to undertake orientation in government, which is a worthwhile project. The traditional method is a big Coffee with follow up. However, have any of you tried this idea? As we do a Finance Drive, you might prepare a list of prospects, get Membership Drive workers and assign several names to each. Then the workers go and call on the prospective members assigned to them and explain League and invite her to join. Here the personal contact, which is so very essential to all good membership results, is used to its fullest. (If you like this idea, contact the State Membership Chairman for a copy of the procedure used in such a drive, published by the LNW of Massachusetts.)

We are constantly looking for people who believe in our democratic form of government and believe it is the citizen's responsibility to make good government work. We are looking for people with intellectual curiosity, but people who receive satisfaction from learning. We are looking for people who enjoy working in a group toward making good government work.

Where do we get Names of Prospective Members?

1. Probably the best place is from League members, so all members at every opportunity should be encouraged and reminded to turn in names of prospective League members.
2. Any woman who requests Voters Service or Program information is a prospective member. Any woman who attends meetings where there is a League speaker, etc. is a likely prospect.
3. Get lists of newcomers from the Chamber of Commerce, Newcomers Club, Welcome Wagon, water meter lists, new voters' lists, new teachers, etc.
4. Get names from the newspaper of women in community affairs.
5. Get names from University faculty wives lists.
6. Get names of women on Election Boards, local citizens committees, etc.
7. Recruit from adult education classes.
8. Names of contributors' wives are likely prospects.

Experience has shown that the majority of League members come through friends, acquaintances or neighbors. Although year round emphasis should be given to this method of recruitment, these other methods should be tried and members sought in these other suggested places. Probably you can add many more possibilities to this list. No one thing gets new members. Only a combination of all these things, persistence, and follow up will really do the job.



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MEMBERSHIP MEMO #7

THE BULLETIN -- A HELPING HAND FOR MEMBERSHIP

As the official publication of your local League, the Bulletin can be an invaluable aid in getting and keeping members. Discuss with your editor the suggestions listed below; the more closely you work with the editor, the more help the Bulletin will be for you and your committee.

RECRUITMENT

1. Some Leagues send three issues of the Bulletin to prospective members. This is most effective if a letter can be sent with each issue. Another suggestion is that a self-addressed, stamped envelope be enclosed with the last complimentary copy (for the prospective member to return dues).
2. Preface the schedule of meetings each month with a reminder that members invite friends and neighbors to attend with them.
3. Regularly schedule a box with membership information in it. A frequent comparison of figures (this year's total to last, etc.) may spur all members on to greater efforts.
4. Include in the masthead a statement of the League's open membership; "Any person who subscribes to the purposes of the League shall be eligible to membership."
5. Be sure the Membership Chairman's name, address, and phone number are included in each issue.
6. Use membership reminders as fillers. (See attached sheet.)
7. Be sure to turn in an article on Coffees for prospectives. One League was very successful in requesting that members, on a certain day, turn in names of people to be invited and on that day the chairman made sure she was at home and by her telephone!
8. It might be possible to put out a special issue of the Bulletin to be distributed at a coffee with all the articles planned to appeal to prospectives.

ORIENTATION

1. Make your new members feel at home; honor them with a brief personal sketch in the Bulletin.
2. Be sure all orientation meetings are reported in the Bulletin.
3. See if your editor can schedule an article each month which would help bring new members up-to-date on Program items.
4. Some effort might be made to cut down on League lingo in the Bulletin since much of this tends to be unintelligible to new members.

KEEPING MEMBERS

1. Designate one page of your Bulletin for "Clip and Save." At some time during a year the following might be published on that page:
  - Officers and Board with portfolios
  - Members of special committees
  - Unit chairmen, co-chairmen, and discussion leaders
  - Program calendar
  - Program items - national, state, and local
  - Local Bylaws
  - Policy Sheet
  - Budget
2. Encourage Program chairmen to do book reviews on League publications about their items.
3. List your League's observers and the times and places they attend official meetings, with a name to phone if interested.

(OVER)



4. Invite members to come to Board meetings as observers.

P.S. The Bulletin is ready by many non Leaguers (and, thus, by some possible prospectives). Support your editor in all her efforts to make the Bulletin more attractive and informative.

#### FILLERS FOR THE BULLETIN

Do you have neighbors who . . .  
Need a change from being mothers,  
Swapping recipes with others?  
Tell them to tune their mental motors,  
Join the League of Women Voters

Do you know someone who . . .  
Has an interest in matters political  
But is wasting time in being critical?  
Tell her to  
Stop sitting around and using invective --  
Join the League and be effective.

Each one reach one.

Be a buddy! Bring a friend to the next League meeting.

Membership is every member's job.

Membership is a year round job.

Talk League! (And give prospective names to \_\_\_\_\_)

It's who you know that counts -- (Give names of prospectives to \_\_\_\_\_)

(February) We cannot tell a lie - the Membership Committee needs the names of prospective Leaguers.

April showers bring May flowers -- and the names of prospectives, we hope!  
(Call \_\_\_\_\_)

(Summer) While you're recuperating from your vacation, think of some names of prospectives for the Membership Committee.

(November) Talk turkey about League.

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MEMBERSHIP MEMO #8

LEAGUE PUBLICITY AND MEMBERSHIP

Good League publicity will make the Membership Committee's job easier by (1) attracting new members, and (2) making old members proud of their membership! Discuss with your Publicity Chairman the following ideas.

1. Try to incorporate in news stories an invitation to interested women to call a League member whose name and telephone number or address is supplied.
2. Some Leagues have successfully used a cleverly worded advertisement in the local newspaper to encourage women to express their wish to join the League.
3. When League members respond to a "Time for Action" with Letters to the Editor, it may be possible to include an invitation to others to feel welcome at League meetings.
4. One League has a member from each unit write up data presented at her unit meeting for publication in the local newspaper.
5. Although Leagues usually prefer front page or news-section coverage, we can gain additional publicity from an occasional feature on the Woman's Page about "League Leaders."
6. Invite your newspaper to send representatives to open meetings.
7. Consider giving a special award or plaque to the reporter or the newspaper providing the most information on promoting citizen interest in government.
8. Have you asked your local radio station to use the "Spot Announcements on Membership" put out by LWV of United States, August 14, 1967?
9. National puts out a Recruitment Poster which has a pocket for promotional pamphlets. (Be sure you have a name, address, and phone number on the pamphlets so that interested people can make contact.) These posters can be put up in libraries, churches, or business establishments and can be moved to different locations from week to week.
10. Publicize your League through your local WelcomeWagon -- also through the Chamber of Commerce or any other place in your community where newcomers go for information.
11. Publicize League and push for membership in all League activities:
  - a. When Voters Service material is distributed, stamp on it an invitation, a name, and a phone number.
  - b. At public meetings sponsored by your League, have one of the Membership Committee at the publications display table to offer an invitation to anyone who shows an interest. Also, if possible, at public meetings extend an invitation during the opening or closing remarks of the League member in charge.
  - c. Participants in the Speakers Bureau can issue an invitation to others to join the League.
  - d. During the Finance Drive, contributors should be reminded that their wives are sincerely invited to become League members.



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  - a. When Voters Service material is distributed, stamp on it an invitation, a name, and a phone number.
  - b. At public meetings sponsored by your League, have one of the Membership Committee at the publications display table to offer an invitation to anyone who shows an interest. Also, if possible, at public meetings extend an invitation during the opening or closing remarks of the League member in charge.
  - c. Participants in the Speakers Bureau can issue an invitation to others to join the League.
  - d. During the Finance Drive, contributors should be reminded that their wives are sincerely invited to become League members.



LWV of Texas  
July 1968

MEMBERSHIP MEMO #9

EFFECTIVE ORIENTATION -- WHAT IS IT?

A strong League builds on a well planned and well executed year round orientation program. All members need to understand the purpose of the League, its basic policies, its program and service, and the role of the individual member in all League work. New members need to catch up on Program. Also it is desirable to have some basic orientation in government.

Orientation needs to be accomplished before confusion, frustration, and a sense of ignorance discourage a new member. Many Leagues have found that success in keeping members depends largely on effective orientation.

The goals of Orientation are:

1. Orientation in League - To provide the member with sufficient knowledge about the League so she can participate fully and understand how the League functions.
2. Orientation in Government - To provide basic information about government to stimulate her interest and to make her feel at ease in League work.
3. Catch up on Program - To provide background on League Program for the member.

Traditionally, the Membership Committee is responsible for Orientation in the League, so we will put our emphasis here. The following is a suggested list of topics to be covered in orientation:

1. Purpose of the League of Women Voters.
2. The League as a state and national and local organization. Include Principles and Program, especially Positions. However, much of this can be done through the use of written materials purchased from national and state Leagues.
3. Nonpartisanship - What is meant by it, and how it effects the members and the Board.
4. Program selection, Consensus, and Action - Explanation.
5. Voters Service activities, including such work opportunities as registering voters, acting as Observers, etc.
6. Units-- Their purpose, how implemented, and the members' role in the discussion unit.
7. Finance in the League - Do members understand that we raise money to channel through the League to make better citizens of all in our community?

(OVER)



8. Committees - Their use and how to join them. Some Leagues describe the work of each committee in the orientation of its members and give and give the new member an opportunity at this time to select the work they will most enjoy.
9. Practical information such as when and where meetings are held, what publications the member automatically receives as part of her membership, explanation of Subscription Service, etc.

As for Orientation in Government and Catch Up on Program, the responsibility for these is shared with other Board members and is usually a cooperative venture.

There are many ways to carry on orientation of members. Some of these are given below and should all be used.

1. It may be done at special meetings, large or small, held for the purpose of orientation. The informal orientation coffees are found to be a good method. At such a meeting the orientation can be done with the use of skits, film strips or a speaker or speakers.
2. It may be done as part of a regular meeting - general or unit.
3. It may be person to person, such as when an old member takes a new member to a meeting. She can share her enthusiasm for the League and answers questions asked by the new or prospective member at that time.
4. It may be accomplished through publications. Sometimes the local Leagues prepare a New Member Handbook or Kit, which is given to every new member soon after she joins. (See Memo on New Member Handbook.) This is a good way to cover such matters as history and accomplishments, function of a discussion meeting, what is Consensus, what is Action, League Lingo, Program, etc.
5. Local Bulletin used for orientation - Routine explanations of League activities, such as Finance Drive, Program Making, etc.
6. Orientation may be assimilated by participation in activities, such as Observers Corps, Finance Drive, Voters Service, etc. Some Leagues invite members one or two at a time to attend Board meetings, as a means of orientation.
7. New member orientation letters - A series of monthly letters from the local League president to the new member. The purpose of these letters is to help the member understand how the League operates, to acquaint the member with her responsibilities as a League member, and to suggest areas of League activity for the new member.

A combination of all of the above methods is certain to be good orientation. We should constantly be aware that when we lose members we may not have done a good job of orientation.



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LWV of Texas  
July 1968

MEMBERSHIP MEMO #10

THE BUDDY SYSTEM

Each year many Leagues plan a membership tea or special membership meeting to acquaint prospective members with the League of Women Voters. This is a friendly gesture and helps to promote good public relations but we know that this is not enough to secure the increased membership we need to accomplish the goals we have set for ourselves. Also, growth in membership is a year round job, taking time, patience, optimism and a firm belief in the League of Women Voters.

We all know that the League is not like any other organization -- the new or prospective member needs to know about and understand our purpose, our organizational pattern, our study-action Program, voters service, nonpartisan policy, finance drives, etc.

We can't expect anyone to grasp all this in one or two meetings so we are suggesting the personal approach that will carry through until we have another informed and active League member. It may be called the "buddy system" or the "big sister" idea. But whatever the name, the idea is the same -- an experienced member responsible for a new or prospective member.

We feel that this method will bring results, not only in orienting and integrating the new members but also in providing a satisfying experience for the informed member who has assumed responsibility for another member under this system. The buddy system might work as follows:

1. Membership Chairman makes a list of new and prospective members.
2. She assigns an active member to each of these. She may have a training session to prepare "buddies" for their assignment.
3. The buddy takes the prospect or new member to League meetings. She makes sure that the newcomer is made to feel welcome.
4. On the way home from the meeting, the buddy answers any questions that the newcomer may have, or if this is not convenient, she calls the newcomer within a few days after the meeting and asks if she can explain anything that was not clear.
5. The buddy may help a new member fill out information needed for the Talent File.
6. The length of a buddy relationship will vary. Some new members become orientated quickly and will not need much help. Others will take longer to become acclimated.
7. Some Leagues have used the buddy system with success in re-activating inactive and delinquent members.

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\* \* \* \* \*



LEAGUE OF WOMEN VOTERS OF TEXAS  
1841 BINGLE ROAD  
HOUSTON, TEXAS 77055

July 1968


Dear Local League President and Membership Chairman,

The attached Membership Memos are to be added to your Membership Chairman's Handbooks which were sent you in May. Be sure to fasten them in immediately.

There are to be a few additional memos by early Fall, which will complete your Handbooks.

Has this Handbook helped you in your job as Membership Chairman? I hope so.

Sincerely,

  
Mrs. Harry G. Taylor  
State Membership Chairman

SFT/jec  
encs



MEMBERSHIP MEMO #12

PERSON TO PERSON

The personal touch is the key to success in recruitment and orientation of new members. All people respond to friendliness and warmth, and so it is of prime importance that these qualities exist in the local group when introducing prospects to the League of Women Voters.

Most new members are recruited on a person to person basis, with members "talking League" to friends, neighbors, and acquaintances. Occasionally a well publicized meeting of interest to the local community will stir up interest in the League. Voters Service activities, Welcome Wagon literature, and the Speakers Bureau are some of the ways in which we find a person interested in the League of Women Voters. In all these cases, the name of the interested party will be transmitted to the Membership Committee, and it is then that the personal touch really begins. The following are some suggestions as to how to use this personal approach in your recruitment and orientation programs.

Recruitment and the Personal Touch

1. Interested person is contacted by telephone to talk generally about League, and answer any questions the prospective member may have.
2. The local VOTER and a recruitment flyer are mailed to the prospect.
3. The prospect is invited to the next meeting after having the aims and purpose of the unit explained to her. She is always offered a ride!
4. Name tags are used at the meeting to facilitate introductions and help create a friendly atmosphere.
5. Although the League does not think of itself as a social club, there are many social and fun aspects to taking part in League activities. It is important to communicate to prospective members the fun we share in joining together in our common endeavor to be more informed, active citizens.
6. A file should be kept of each prospect - her attitude about joining, what functions she attended, how many local VOTERS she received, etc. This facilitates follow-ups. If she attended one meeting, make sure she is invited to the next.
7. Make sure your prospective member is made to feel that the League needs her. Stress always what positive values can be obtained by being a member of the League. Don't turn away a woman interested in League whose time is taken up by little children, a job, or other outside activities. Stress always that League membership can offer a great deal, even to the busiest woman, who thinks she "must not get involved in another activity." Every member has a contribution to make, whether it be large or small.
8. After a few local VOTERS are sent to a prospect, even if there is not any apparent interest in the League, never end communication without a personal touch. A letter should accompany the last VOTER sent inviting her to come to future meetings, and encouraging questions and future communication (with the Membership Chairman's name and telephone number given). A sample letter follows this memo.
9. Membership coffees, luncheons, or social events are usually a culmination of efforts to show the prospective member how much she is wanted, needed, can contribute to and gain from League membership. It is a time to demonstrate a general picture of League and its methods and accomplishments in a socially warm, friendly atmosphere.



## The Personal Touch in Orientation of Members

Orientation must have as personalized an approach as when the member was recruited.

1. A personal note upon payment of dues helps to make the new member feel welcome.
2. An orientation flyer, a new member packet of League material, and, if possible, a New Member Handbook, which gives background on Purpose and Principles and League Program should be brought (in person) to the new member. This personal interview offers a better opportunity to get acquainted with her, answer questions about the League, and let her know you are interested in her.
3. The new member is introduced to the League through the local VOTER.
4. Informal orientation meetings are an effective technique to discuss orientation information in a friendly give-and-take manner before confusion about the League sets in.
5. The personal approach with the recruit and the new member gives greater knowledge of her interests and special talents. During the personal interview a card can be filled out (with the help of the older member) showing areas of interest and special talents. In this way, new members are placed in areas of League work in which they are most interested.
6. The telephone squad or "Big Sister" approach should be used to remind the new member of a meeting or activity, offer a ride, and to give some background and answer questions as to the purpose and content of the meeting.
7. Name tags at meetings, a warm welcome, and introductions to other members are as important with the new members as with the recruits. A warm, friendly atmosphere helps to make one feel at home in the group. Evaluation of the meeting on a friendly personal basis will give much information about a new member's feelings about her place in the League, and often will help her to better understand the League Program and approach.

The personal approach to membership will sometimes inspire an inactive member to become more active. A friendly call in which an area of interest to that member is touched upon may bring her back to League work, and renew her interest.

Transfers from other Leagues should be called, welcomed (in person, if possible), offered a ride to the next meeting, and made to feel at home in her new League. The personal touch is especially important here, as it is more than likely the transfer is anxious to meet new friends and become involved in activities in her new community.

Person-to-Person approach to membership in your League underlies all success in getting and keeping members. It is only with the personal touch that a Membership Chairman and her committee will be able to fulfill their League responsibilities.



Sample letter to prospective members who have  
received the local VOTER for a few months:

Dear \_\_\_\_\_:

I hope that you have enjoyed receiving the past few issues of The VOTER, and that they have given you some insight into the workings of our local League of Women Voters.

We try to make our monthly meetings interesting and worthwhile. I, personally, have found my membership in the League stimulating and informative. We hope you will attend some of our meetings. If you need transportation, or would like to attend with a League member, or have any questions about the League, please call me at \_\_\_\_\_. I will be happy to hear from you.

When you plan your activities for the 1968-69 year we hope you will consider membership in the League of Women Voters. Remember that membership is always open, and you are always welcome.

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Sincerely,

Membership Chairman

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TO: State Board

FROM: Sue Taylor

RE: Pre-Board September 1968  
Membership and Unit Organization

September 1968  
LWV of Texas

The Membership Chairman's Handbook is now completed. We mailed 6 memos in July and another 2 in September - making a total of 12 memos in addition to the introductory information, which included a page on Publications, Your Job as Membership Chairman, and a Sample Calendar for Membership Growth. The Off-Board State Membership Committee reviewed the Handbook at our meeting September 4 and decided that we have covered sufficient topics and prefer not to add any more for fear of becoming wordy and repetitive. We agree that there is so much overlap in the areas covered in the membership job that there is necessarily some repetition, and that some of this is valuable, but unless someone comes up with a request for more material, we feel that the book is complete.

The 2 copies of the film, "Pick and Shovel Citizens" was ordered as approved at the June State Board Meeting by the state Board. We finally received it, sent out a flyer to LLs with an order blank and instructions for ordering through SO, and to date have had 5 orders. The Off-Board State Membership Committee, at our meeting on September 4, previewed the film, feeling that we needed to see it so we could send a memo to LLs, with more information on the film, with suggestions regarding when and where the film might be used and how it might be supplemented at a meeting. The memo will be ready to go out by mid September (went Sept 9) and will, we hope promote the use of the film.

Now that the Membership Chairman's Handbook is completed, our Off-Board Committee is ready to begin work on the idea of a Unit Organization Chairman's Handbook. The proposed questionnaire will be going out mid September to LLs. After discussion we feel that there is such varied Unit structure in Leagues around the state that we need to know more about what our Leagues are doing so we can try to produce the kind of booklet that will be most helpful to them. As soon as we compile these answers we will know better about our plans for this project.

I cannot say enough to commend my committee. I feel they have all been interested in working together in this way and they have all added a great deal to the success of the Membership Handbook as well as the planning for all projects of the committee. They were responsible for developing a good half of the material in the Handbook. I think this committee has been a good experience for me and for them.

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TO: Local League Presidents and Membership Chairmen

FROM: Mrs. Harry G. Taylor, State Membership Chairman

RE: "Pick and Shovel Citizens" - a film

LWV of Texas

September 4, 1968

Today the Off-Board State Membership Committee previewed the film, "Pick and Shovel Citizens". The local Leagues which saw it would like to make the following comments and suggestions:

We felt that the film was good. The slides are of good quality and attractive. The record which plays the script is well done. The script, which is included in the packet, may be read if you prefer. But we want to suggest that you be sure to test your equipment ahead of time and take this opportunity to preview the film, since it will help you to know what you might like to add to your program or it may help you to be prepared for the kind of questions which may arise from the viewing.

This film, we felt, is especially good for membership; it could be exceptionally valuable for orientation meetings, for new member brunches or coffees, for groups interested in forming new Leagues, or it could be useful as a tool for soliciting members for the League.

The kinds of subjects stressed are Program, Voters Service, Units as a means of discussion, etc. Some recommendations are: 1) We felt that it talks mainly about national Program so you may want to supplement it with something about state and local Program. Perhaps you will want to explain what Program is on all levels and how it is chosen. 2) They mention Units, so you might tell about your own units and when they meet. 3) The part on Voters Service is brief, you might like to elaborate, telling what you do on the local level. 4) There is nothing about finance or dues, which you could explain. We felt that when you do elaborate, it could well be pitched to local and state levels.

Since the showing time of the film is about 15 minutes, you will probably need to supplement in the above kind of way, or possibly have a follow up question and answer period. We stressed the importance of having a knowledgeable person to answer questions in all the areas covered by the film.

We do hope you all will find many uses for this film, and remember arrangements are made through the state office. You will receive the film a little in advance of your reservation date so you can better plan your meeting. We feel that this is a film well worth using, and would be an excellent basis for many kinds of meetings.



TO: State Board  
FROM: Sue Taylor  
RE: Pre-Board for January 1969  
Membership and Unit Organization

LWV of Texas  
January 1969

Due to illness and Ruth's kindness and consideration, I am afraid I have accomplished far less during this interim than I intended or expected. No longer with an excuse, I will have to make up for lost time during the next few months. I did call a meeting of my Off-Board State Committee, but because of poor timing only one member came. So we had our meeting regardless and made some plans to be presented to the State Committee at the time of the State Board Meeting.

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and 8 have 1 unit meeting a month)
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(Generally these have 2 unit meetings a month)
3. Unit Meetings  
All Leagues who answered have Unit Meetings
4. Unit Organization Chairman on Board
  - 10 No) This seems not to be related in any way to the size of the League
  - 12 Yes)
5. Number of Units (Range from: -)

1	League has	0
3	"	have 1
10	"	" 2
3	"	" 3
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2	"	" 6 (membership of 127 & 250)
1	"	" 12)
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6. Number of Unit meetings per month
  - 8 Leagues have 2
  - 3 " " 1 or 2
  - 11 " " 1
7. Number of Leagues with night units
  - 5 Leagues with 0
  - 14 " " 1
  - 3 " " 2
8. Amount of Unit Organization
  - 9 Leagues have complete organization
  - 7 " " partial "
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  - 14 Leagues do wish Unit Organization Handbook
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Taylor's January 1969 Pre-Board (continued)

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## January 1969 Pre-Board Membership (continued)

## MEMBERSHIP FIGURES OF LOCAL LEAGUES OF TEXAS

## PROGRESS REPORT

YEAR 1968-69

<u>League</u>	<u>March 5</u>	<u>Sept. 20</u>	<u>Nov. 20</u>	<u>Jan.</u>	<u>March</u>
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Dickinson	77	82	83		
Edinburg	23	33	32		
El Paso	146	161	124		
Galveston	99	91	91		
Garland		54	64		
Harlingen	25	23	26		
Houston	435	410	468		
Hunt County		43	46		
Irving	55	60	68		
LaMarque	47	54	54		
Longview	71	74	45		
Lubbock	131	132	116		
Midland	93	87	76		
Odessa	46	47	48		
Pasadena	68	69	72		
Richardson	65	81	84		
San Antonio	180	184	173		
San Marcos	49	51	58		
So. Jefferson Co.	70	73	74		
Tarrant Co.	159	165	138		
Texas City	58	59	60		
Tyler	48	50	50		
Victoria	81	87	84		
Waco	94	96	86		
Wichita Falls	35	39	39		
Members-at-Large	4	6	5		
	3,745	4,015	3,975		



TO: State Board  
FROM: Sue Taylor  
RE: Pre-Board for January 1969  
Membership and Unit Organization

LWV of Texas  
January 1969

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Taylor's January 1969 Pre-Board (continued)

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## January 1969 Pre-Board Membership (continued)

## MEMBERSHIP FIGURES OF LOCAL LEAGUES OF TEXAS

## PROGRESS REPORT

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FROM: Sue Taylor

RE: Pre Board for March 1969  
Membership and Unit Organization

LWV of Texas  
March 1969

#### MEMBERSHIP

In the January State Board Report, I set March 15 as the date when membership figures will be taken from which to calculate the progress report to be given at Presidents Council. Since this Pre-Board Report is due before that date, I cannot give a full report here on the membership count. I do know that on the estimated annual reports so far received several Leagues indicate a decrease in membership. On the other hand, you have probably noticed in the local League VOTERS announcements of many new members and so we know all Leagues are working conscientiously for an increase. I believe the final figures taken on March 15 will show some increase, I feel sure we will pass the 4,000 mark of members in Texas, but I think we will have to admit that we are not growing as we wish we were and I think we all must face this as a problem which we need to discuss and work on and solve together.

I was sorry to miss the last State Board Meeting. The membership committee was concerned because of our small membership growth, the committee wanted to do something to stimulate LL efforts in the area of membership and felt that some sort of Area Workshop meetings might help toward the solution of the problem. This idea was more or less born in our committee meeting so details were necessarily not completely worked out. It still may not be the answer to our concern. We all must recognize the fact (and I feel sure most of us do) that all areas of League are the responsibility of the total Board. This means membership. So perhaps we, as an entire Board, do need, as I understand many of you expressed, to spend some time on ferreting out the reasons, if indeed there are tangible reasons, for lack of membership growth. Some have said it is because our Program load is too heavy and members become disenchanted because they feel there is so much to study that therefore our consensus is too superficial. Should we give thought to, not our Program quality perhaps, so much as our Program quantity.

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I believe the local League membership chairmen do a pretty good and conscientious job of getting new members, using the "how-to" tools from state and national. More of the responsibility for "how to keep members" should fall on the entire League Board. And this all goes back to Field Service Board Training (I still like to call it that). This has always seemed the ideal time to put emphasis on total Board responsibility in all areas of League work. This same principle of total Board responsibility in all areas should be true on the state level also. This, I gather, was the gist of your discussion at the January State Board meeting in my absence.

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TO: State Board

FROM: Sue Taylor

RE: Membership & Unit Organization  
Pre Board for June 1969

LWV of Texas  
May 1969

MEMBERSHIP: Since last Board meeting, 15 letters were sent to LLs which had decreased in membership during the past year, offering our help if needed and suggesting that when there is a decrease in membership that the problem be discussed as a total Board responsibility.

At the same time 22 letters were sent to LLs with increases in membership and congratulating them, also offering our help if needed with membership problems.

From these letters there have been reactions from 2 Leagues--Brazosport which felt there was more to membership than increase in numbers and that they had done a good job under their precarious circumstances. Her letter was appropriately answered. Brownsville evidently disagreed with our figure and was disappointed because they thought they had done better than we indicated.

Counting members seems to be a problem always. In the Post Board Report I feel that I will have a good opportunity to explain that the numbers we used were from the SO files and perhaps this will help to jack them up on sending changes to SO--What they don't tell us, we can't know.

Where to go from here: The Membership Chairman's Handbook may have helped LLs (I hope so), and I hope the new membership chairmen feel heir to it and will refer to it often. One thought I have been toying with would be to send a detailed questionnaire on membership (all Yes and No answers) to the LLs. This questionnaire would not only give us a picture of what Leagues are doing but might remind them of what they ought to be doing. There will be committee discussion on this.

I still feel that membership is a total Board responsibility--on the local and on the state level. I feel that decrease in membership figures in any LL is only one indication of the health of that League. I think we could avoid having seriously sick Leagues if we would all watch the signs and then before that League is going under for even the second time--send someone to rescue them. As I see it, the signs are: 1) Drop in membership (this is pretty evident by January), 2) Failure to send required reports, 3) Curtailment of purchase of publications, 4) Lack of attendance at state meetings, and I am sure there are others. I feel that each of these things should be reported to the Organization VP and then she can recognize if a LL is failing in two or more areas, that League could benefit by immediate help. This is where I think Lois is invaluable. And I don't mean to ask if they want help--I mean to tell them someone is coming.

In spite of the increase of dues for Members-at-Large to \$10, we seem to be gaining members in that category. I would like to report that we are sending them more material than in the past, feeling that even with the lower dues they were not really getting their money's worth. Margaret is kindly seeing that they now are getting a more adequate amount of material. However she is keeping a running record of the cost so that we can be sure not to go too far in the other direction. Anyway I feel that with the present arrangement we should have more satisfied M-A-L and more of a willingness to continue their membership.

(OVER)



UNIT ORGANIZATION: Since the last state Board meeting I have worn out my files gathering together the best materials I could find to put together in some form for a Unit Organization Chairman's Handbook--a companion to the Membership Chairman's Handbook. The first rough draft is completed--it is being reviewed by a few of the members of the Off-Board State Committee who will report back to me by June 1. The State Committee will be doing this also and at our committee meeting at the SB meeting we will try to come up with any and all changes.

We promised the Unit Organization Chairman's Handbook in September and if all goes well it should be ready ahead of schedule. If any other SB members want to see what we have done so far, we will have the material at SB meeting and believe me any suggestions from any of you would be more than welcome.

Wouldn't it be interesting after the Leagues have had the book for a year to send out another questionnaire and see if the results of such a questionnaire show any change in the unit structure of the Texas Leagues? On the other hand perhaps I would rather not know! Actually I have been giving some thought to the possible value of some sort of "Annual Report on Unit Meetings in Local Leagues", to include such things as:

- Number of Units
- Average Attendance
- % of Membership Attending
- Workshop for Leaders
- Meetings devoted to
  - 1) National
  - 2) State
  - 3) Local
  - 4) Program Planning

and other such informative questions. If we had such a report, would it have some value? I think so. At least it would make Leagues aware of the strength possible through units, etc. We will also be discussing this in our committee.

\* \* \* \* \*



TO: State Board

FROM: Sue Taylor

RE: Membership and Organization  
Pre Board for September 1969

LWV of Texas  
September 1969

#### MEMBERSHIP

True membership figures are hard to come by. The attached report gives figures taken from the SO files and should give us some consistent comparisons. I have underlined the column taken one year ago at this time as well as the column of present figures so you can analyze the progress in membership growth. The cutoff date for dues with our two largest Leagues has already shown up in the figures. Most dues cutoff dates are October 1 and so the drop will show up on the next report. To counteract this, the majority of Leagues are planning membership coffees for September and October so our largest influx of new members will be coming in the next few months. Our hope is that the new member growth will be enough larger than the number of dropped members so we will shown an over-all growth.

But what does all this mean? Is it right that every year we have the same situation--always struggling to keep even? We have not found the answer, perhaps we never will. From all reports on the meeting on structure and procedures, I read that member involvement was stressed as essential to membership growth. We have told the LLs this at every opportunity. I guess we just keep repeating it over and over again. This could be especially important with our new Leagues, for they get so busy learning so much that it is even harder for them to involve their new members because they do not yet know how.

#### UNIT ORGANIZATION

The Unit Organization Handbook went out so recently that as yet I have received no comments from the LLs.

It might be a good idea to consider at this time the desirability of having LLs send in a unit report at the end of the year so we can learn how effectively their units are functioning. We will discuss this in our committee meeting.

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## COMPARISON AND PROGRESS MEMBERSHIP REPORT

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Edinburg	23	<u>33</u>	32	32	25	<u>25</u>
El Paso	146	<u>161</u>	124	125	127	<u>111</u>
Galveston	99	<u>91</u>	91	92	93	<u>85</u>
Garland (P)		<u>54</u>	64	64	66	<u>63</u>
Harlingen	25	<u>23</u>	26	26	26	<u>27</u>
Houston	435	<u>410</u>	468	475	484	<u>425</u>
Hunt County (P)		<u>43</u>	46	51	50	<u>55</u>
Irving	55	<u>60</u>	68	60	67	<u>62</u>
La Marque	47	<u>54</u>	54	55	55	<u>51</u>
Longview	71	<u>74</u>	45	45	45	<u>59</u>
Lubbock	131	<u>132</u>	116	119	126	<u>134</u>
Midland	93	<u>87</u>	76	76	76	<u>77</u>
Montgomery Co. (P)						<u>58</u>
Odessa	46	<u>47</u>	48	33	33	<u>33</u>
Pasadena	68	<u>69</u>	72	73	73	<u>74</u>
Richardson	65	<u>81</u>	84	84	84	<u>81</u>
San Antonio	180	<u>184</u>	173	167	173	<u>170</u>
San Marcos	49	<u>51</u>	58	57	59	<u>58</u>
So. Jefferson Co.	70	<u>73</u>	74	66	66	<u>77</u>
Tarrant Co.	159	<u>165</u>	138	150	160	<u>191</u>
Texas City	58	<u>59</u>	60	52	51	<u>52</u>
Tyler	48	<u>50</u>	50	50	50	<u>42</u>
Victoria	81	<u>87</u>	84	86	87	<u>87</u>
Waco	94	<u>96</u>	86	89	89	<u>86</u>
Wichita Falls	35	<u>39</u>	39	39	51	<u>52</u>
Members-at-Large	4	<u>6</u>	5	5	7	<u>6</u>
Total Membership	3786	<u>4015</u>	3975	3978	4072	<u>4061</u>

\* \* \* \*



TO: State Board

FROM: Sue Taylor

RE: Membership and Organization  
Pre Board for September 1969

LWV of Texas  
September 1969

#### MEMBERSHIP

True membership figures are hard to come by. The attached report gives figures taken from the SO files and should give us some consistent comparisons. I have underlined the column taken one year ago at this time as well as the column of present figures so you can analyze the progress in membership growth. The cutoff date for dues with our two largest Leagues has already shown up in the figures. Most dues cutoff dates are October 1 and so the drop will show up on the next report. To counteract this, the majority of Leagues are planning membership coffees for September and October so our largest influx of new members will be coming in the next few months. Our hope is that the new member growth will be enough larger than the number of dropped members so we will shown an over-all growth.

But what does all this mean? Is it right that every year we have the same situation--always struggling to keep even? We have not found the answer, perhaps we never will. From all reports on the meeting on structure and procedures, I read that member involvement was stressed as essential to membership growth. We have told the LLs this at every opportunity. I guess we just keep repeating it over and over again. This could be especially important with our new Leagues, for they get so busy learning so much that it is even harder for them to involve their new members because they do not yet know how.

#### UNIT ORGANIZATION

The Unit Organization Handbook went out so recently that as yet I have received no comments from the LLs.

It might be a good idea to consider at this time the desirability of having LLs send in a unit report at the end of the year so we can learn how effectively their units are functioning. We will discuss this in our committee meeting.

(OVER)



## COMPARISON AND PROGRESS MEMBERSHIP REPORT

League	3-5-68	9-20-68	11-20-68	1-3-69	3-15-69	9-10-69
Abilene	41	41	35	36	38	41
Amarillo	57	<u>66</u>	63	69	70	74
Austin	250	<u>260</u>	248	248	264	280
Bay Area	80	<u>96</u>	104	107	79	87
Baytown	72	<u>71</u>	69	67	67	70
Beaumont	103	<u>114</u>	101	105	111	115
Brazos County	82	<u>88</u>	85	84	89	92
Brazosport	73	<u>75</u>	83	72	72	83
Brownsville	41	<u>38</u>	39	37	37	36
Corpus Christi	165	<u>197</u>	167	168	167	171
Corsicana	52	<u>54</u>	58	57	57	59
Dallas	527	<u>502</u>	559	574	605	512
Denton	84	<u>102</u>	100	99	105	109
Dickinson	77	<u>82</u>	83	84	88	91
Edinburg	23	<u>33</u>	32	32	25	25
El Paso	146	<u>161</u>	124	125	127	111
Galveston	99	<u>91</u>	91	92	93	85
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Wichita Falls	35	<u>39</u>	39	39	51	52
Members-at-Large	4	<u>6</u>	5	5	7	6
Total Membership	3786	<u>4015</u>	3975	3978	4072	4061

\* \* \* \*



## Here are some of the **PLACES** you'll see...

Historic architecturally and interesting city halls, county courthouses and capitols.

Unfrequented as well as crowded highways and byways of your town. (*After study, the League tackles such local issues as zoning, schools, sewage disposal, and housing.*)

The charms and beauties of your native state. (*The League thinks state government is important and does something about it.*)

The magnificent countryside. (*The League is at work on such issues as recreation and parks, stream pollution, water conservation.*)

Washington, D. C., and London, Paris, Saigon and other places around the world without the need of airsick pills or passports, etcetera. (*National Program includes the UN., foreign economic policy as well as domestic issues.*)

## **PEOPLE** you'll meet...



Other fascinating,  
adventuresome leaguers



Legislators



Businessmen, labor  
leaders, educators



Citizens from all over



?

## **THINGS** you'll do...

Whether you are extrovert, introvert, organizer, doer, cookie-baker, picture-taker, listener, reader, speech-maker, writer or researcher, there is a place for you in exploration (*study and research groups*), campaigns (*to get out the vote or explain the issues or build support for League goals*), travelogues (*preparation and publication of materials*), and just plain travel (*visiting legislators, distributing Voters Information, etcetera*).

**P.S.**

*as useful*

Besides, you'll feel, as if you had joined the Navy, for League members serve their communities, their states, our nation. To help build a better future . . .

STAMP

To:

From:

Name:

Address:





I am interested. Please send me more information on the LWV.

I am very interested. I would enjoy having a League member visit me (I understand she will telephone first).

I'll join. Please send me membership forms and other materials.

My name is

Address

City

State

Phone

See your local  
**LEAGUE\***  
**RECRUITMENT\*\***  
office today!



\* The League is a nonprofit nonpartisan organization whose purpose is to promote political responsibility through informed and active participation of citizens in government.

\*\* Any woman citizen is eligible who is of voting age and is interested in public affairs. Dues are

LEAGUE OF WOMEN VOTERS

Do you  
want to see  
the world?



(AND THE NAVY DOESN'T NEED YOU...)

THEN **JOIN** THE  
**LEAGUE of WOMEN**  
**VOTERS**



Each year every League works on some important local project such as:

KNOW YOUR TOWN PUBLICATIONS

STUDY OF SCHOOL FINANCING

IMPROVEMENTS IN PUBLIC HEALTH

VOTING PROCEDURES

MUNICIPAL GOVERNMENT PLANS

CIVIL SERVICE

PERMANENT REGISTRATION FOR  
LOCAL ELECTIONS

## ILLINOIS OFFICERS AND DIRECTORS

### President

Mrs. Robert J. Phillips, St. Charles

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*It*

*Takes*

*Everyone*

*"to promote informed and active participation of citizens in government."*

**LEAGUE OF WOMEN VOTERS  
OF ILLINOIS**

**225 N. Michigan Ave.  
Chicago 1**



## AT A GLANCE

The League of Women Voters of Illinois has worked on and helped to achieve the following:

Aid for Dependent Children  
Adoption Laws  
Child Labor Laws  
Eight Hour Working Day for Women  
State Reformatory for Women  
Jury Service for Women  
Improved Merit System  
City Manager Plan  
Voting Machines  
Permanent Registration  
Increased State Aid for Schools  
Improved Standards for Teachers  
and Teachers' Tenure  
Gateway Amendment  
Reapportionment

### In Illinois in 1955 . . .

9,000 members

in 61 Leagues

in 41 of the 51  
senatorial districts

in 24 of the 25  
congressional districts

### 1955-56 Budget . . .

LWV of Illinois .....	\$41,000.
Total local budgets less state pledge .....	\$53,000.
Dues collected.....	\$38,000.
Finance Goal in State .....	\$56,000.

The League of Women Voters of Illinois is working on and hopes to achieve the following:

Basic Constitutional revision to provide for a coordinated, flexible state fiscal structure

Basic revision of the judicial article of the Constitution to provide for court reorganization and nonpartisan selection of the judiciary

Voters Service, a year-round program basic to all League work, provides nonpartisan, factual information on registration, voting, candidates, public officials and issues.



## *As A New League Member You Will Want To Know*

**WHAT IT IS**—A non-partisan organization, established in 1920, for the purpose of “promoting political responsibility through informed and active participation of citizens in government.”

**WHAT IT DOES**—Gets out an informed vote . . . publishes candidates’ qualifications . . . furnishes the community with information on issues . . . gives experience in political action . . . works for legislation in the public interest.

**HOW IT WORKS**—It is “democracy in action”. Members work in small groups where every one has a chance to participate. Elected and appointed board members administer the organization and program at local, state and national levels.

**YOU RUN IT**—You control policy, program, and finance by decisions at annual meetings and conventions where officers are elected, budgets are adopted, and the program chosen.

**IT IS A “GOING” ORGANIZATION**—Membership has increased from 50,000 in 1944 to over 127,000 today. There are Leagues in over 1,000 towns and cities in all of the forty-eight states.

**MEN SAY:** — “What I like about League members is that when they take action, they know what they are talking about.”

**HOW MUCH TIME IT WILL TAKE**—Just as much or as little as you care to give. It’s up to you—from baby sitting so a neighbor can vote to holding office and becoming a board member.

## *There’s A Place In The League For You*

**YOU CAN**—prepare factual information concerning issues, candidates, etc.

**YOU CAN**—lead discussions, appear on TV, on radio, before civic groups, sell poll taxes and help get out the vote.

**YOU CAN**—as an observer for the League, attend meetings of the County Commissioner’s Court, the City Commission and School Board meetings.

**YOU CAN**—serve on the local board or on a committee.

**YOU CAN**—promote publications.

**YOU CAN**—put your ideas about city, county, state and national government to work.

**YOU CAN**—be active and open the doors to the things you want for your family.

**YOU CAN, BY DOING THESE THINGS**—have better schools, more efficient municipal services, a strong free nation and a world at peace.



## LEAGUE MEETINGS

GENERAL MEETINGS (LUNCHEONS)

Third Thursdays

UNIT MEETINGS -- 9:30 - 11:00 A.M.

Second and Fourth Tuesdays

or

Second and Fourth Thursdays

(Take your choice)

AT UNIT MEETINGS

(Small neighborhood groups)

League program and activities are  
studied.

Published by the Lubbock, Texas

League of Women Voters

LEAGUE OF WOMEN VOTERS OF TEXAS

1007 WEST 24TH STREET  
AUSTIN, TEXAS





Cookie dear - Here it is!

A-8, sec. b

50-150

Communications Round Table, Room 103

MEMBER 2541A

Leaders: Mrs. Nichols - Texas  
Mr. Miller - University of Chicago.

Problems presented (and most leagues seemed to have similar problems) included:

- ① Inability to stimulate discussion.
- ② Turnover in membership - necessitating continuous orientation. This leads to
- ③ How to handle uninformed & well informed members at the same meeting.
- ④ How to get good attendance at meetings? And what is "good" attendance?
- ⑤ What is the best method of notifying members of meetings?
- ⑥ How to arouse and keep interest among the membership.

Rendall -  
This is  
just report  
on membership  
participation in  
the whole bunch.  
Return to S.O.

Not all of the above questions were answered satisfactorily, but some got pretty complete coverage.

- ① How to get good attendance - various methods:
  - ① Institute a buddy system (re-named the League-Colleague system) Have an old member responsible for getting a new member to each meeting. Not just tell her, take her.
  - ② Use "show place" homes for unit meetings on the theory that members will attend just to see the place and later brag about having been there. Several people said this worked well. Query: are such people worthwhile Leaguers? Or do we care if we have "snob" units?



## Louise report -

(2)

- ③ Have a coffee period for the first 30 minutes of the meeting. This enables members to get to know each other. Also helps to pin them down about whether or not they intend to be present - by telling them we have to know how many cups to put out.
- ④ Have a telephone chairman for each unit. Brief the telephone committee well and choose them with discrimination. See to it that they do more than simply announce a meeting - be pleasant, friendly, & provocative. Tell something about the program and make it sound interesting.
- ⑤ Put a challenging leading question on the announcement card. Don't just say: "Subject: City School System" but rather: "Are your children getting a good education?"

## II. What is "good" attendance?

Most leagues said they considered attendance of about 50% of the total membership (at general meetings) as satisfactory attendance. Many said that they never got more than 20%.

## III. How to stimulate discussion:

- ① Plant questions and make them sound spontaneous and somewhat controversial.
- ② Have a well briefed, enthusiastic, and likeable discussion leader. How well informed she is, although important, certainly is secondary to her own popularity as a person.



You can always brief her, but you can't remake her personality.

- ③ Choose subjects — or present them so that they have a personal touch and are appealing.
- ④ Pause occasionally for questions instead of waiting until the end of the meeting.

#### IV. How to notify of meetings:

- ① Newspaper notices
- ② Postcards
- ③ Telephone calls
- ④ Personal calls
- ⑤ Combination of the above

Cards — 50% attendance	} Miller's figures. He's dreaming!
+ Telephone — another 15%	
+ Personal calls — up to 90%	

#### V. How to arouse & keep interest:

- ① Have interesting exhibits, skits, etc. to pep things up.
- ② Use good outside speakers occasionally, and be sure that an excellent speaker is given an interesting topic to discuss.
- ③ Use panel discussions — 2 or 3 resource people — informal.
- ④ Get new members on committees as soon as possible.
- ⑤ Divide up the leadership. Give a small amount of material to several people at once — not a lot of material to one.
- ⑥ Give them a choice of units.
- ⑦ If a child is sick, you ask it where it hurts! Ask the same of your members. Break them up into buzz sessions, 6 members, give them 20 minutes to talk over what they like or do not



like about the meetings. I have a recorder of each group. Then talk it over. This is good guidance for Board in future planning.

⑧ Careful advance planning for each meeting is vital, also timing. Suggested:

present program - 40 minutes  
discussion - 1 hour  
announcements - 10 minutes  
orientation - 10 minutes  
and keep it on schedule.

## VI. The orientation problem.

Time didn't allow much discussion on this. It was agreed that dividing the membership into "old" and "new" Leaguers was ~~not~~ a good idea - that it developed bad habits in the new members & left the old members without the necessary stimulation of new blood in the group.

## VII. Mr. Miller's comments:

You leaders are over-anxious. You are giving yourselves a load of self-blame that is not merited.

If you want to know why your members don't come to meetings or don't participate - why don't you simply ask them why?

Publicity is a technical matter. There is no substitute for professional know-how. If you have no one in the League with real experience, seek outside help & advice.

Consistently good and timely programs are the only answer to unit attendance.

These problems are present in all organizations.



6

Ask yourself these questions:

1. What precisely are you having a meeting for?
2. What results do you want?
3. Do you want them to do something?
4. Or learn something?
5. If so, what?

After you have answered those questions, plan your meeting to satisfy your own criteria. Then use gimmicks as an added stimulus. But don't depend on devices themselves to solve your problems.

Mabel Lowry  
Laredo, Texas



Wasn't this a fine  
convention? I loved  
being with all of you  
such people!

Mae



*Membership*

Dear Dorothy,

This is the Units Memo I promised to go with the August mailing.

It's really the first installment, I think, of our small, simple units tool. The next part would probably be words about the role of the resource committee, and other kinds of committees in the structure of units--the concluding part would deal with how to conduct successful discussion in unit groups. Would you think that consensus (the role of the Board, the role of the units) would have a logical place in such a tool? The vast insecurity of little leagues in dealing with consensus makes me think that something like this might have a place---I have something on consensus that Virginia did for Dallas leaders briefing that I think could have value if expanded a little.

Everything I'm outlining here is really what I hope could be part of the kit for the A/Cs (or at least an outline of it as leader's material) What do you think?

*Mini*



Now that you have a list of potential members, how are you going to acquaint them with the League? Maybe you'll begin with one or more small, informal "Let's Talk League" coffees in August. Pick up a frozen coffee-cake at the store, plug in the pot and dust off the tops of the furniture. Then ask five or six prospects and a few Board members to join you. You'll find the Orientation Outline in HOW TO GET AND KEEP MEMBERS helpful as you explain what the League is--and what it does. A word of caution--don't try to teach them everything about the League in one two-hour session. Rather, pique their curiosity, then provide them with some follow-up material to take home--FACTS, perhaps. If they don't decide to join then and there, call them before the next unit meeting. Maybe they'd like a ride. Bet they'll join you!

Or, why not a grown-up BIRTHDAY PARTY? This August marks the 44th anniversary of woman suffrage. Invite some non-League friends over to have dessert and discussion. Refreshments? Cake-mix cake, topped with 44 candles all aglow. What could be easier or more effective? And, we'll bet your president would be willing to use "FORTY YEARS OF A GREAT IDEA" as an introduction to the League story. You know, we're the spiritual heirs of the suffrage movement. Show the people in your town how we've changed!

Many of you plan a full-scale membership affair in the fall. This year you'll have all the excitement of Women Voters Week to plan around. So plan to use the kit prepared for WVW by the National League. If you haven't received a copy, ask your president to share hers.

As you polish your membership techniques and ~~strive to~~ put your best League foot forward, remember to strive for the warm, personal approach to new membership. The nice, simple, polite ways of asking people to join you--the personal call, the visit to a newcomer, the hand-written note--are, and will continue to be, the most ~~effective~~ successful.

If you haven't yet used the recruitment flyers that the National League has made available, try them! They are effective and attractive.

REMEMBER that NEW MEMBERS thoughtfully involved in your League's program are the way you get NEW LIFE FOR TIRED LEAGUE BLOOD!

Sincerely,

*Mimi Freedman*

Membership Director

p.s. A special hello to Frances Hills, Denton; Edye Ebright, Tyler; Janell Truly, Wichita Falls--handworking membership chairmen all. And congratulations to Ann Bowling, a brand-new membership chairman with a plan for growth ahead. I'm looking forward to meeting more of you in the months ahead.

*Abilene*



# League of Women Voters of Texas

2114 SEALY AVENUE

GALVESTON, TEXAS

*Membership lists rec'd.*  
MEMBERSHIP REPORT

DATE:

<u>League</u>	<u>Add</u>	<u>Drop</u>	<u>Total</u>	<u>League</u>	<u>Add</u>	<u>Drop</u>	<u>Total</u>
Abilene				Lake Jackson			
Amarillo <i>rec'd 10/19/60</i>				LaMarque			
Austin				Longview			
Baytown				Lubbock			
Beaumont				Midland			
Brownsville				Nederland			
Corpus Christi				Odessa			
Corsicana				Pasadena			
Dallas <i>rec'd 10/1/60</i>				Port Arthur			
Dickinson				San Angelo			
Edinburg				San Antonio			
Fort Worth <i>as of 10/10/60 rec'd 10/31/60</i>				Texas City			
Freeport <i>rec'd 8/17/60</i>				Tyler			
Galveston <i>rec'd.</i>				Victoria <i>as of 11/1/60 rec'd 11/1/60</i>			
Harlingen				Waco			
Houston				Wichita Falls			
Irving <i>rec'd 11/1/60</i>							
PROVISIONAL							
Henderson							
Members-at-Large							



TO - Each Member

FROM - Mrs. Herbert C. Martin, Membership Chairman

TODAY'S VISITOR IS TOMORROW'S WORKER!!



SIESTA IS OVER  
for  
GOOD, CONSCIENTIOUS AMARILLO LEAGUE MEMBERS!

REMEMBER our pledge to OURSELVES to have at least 200 members before January 1, 1956?

DID YOU KNOW that we are at this time far, far short of that important goal? That we have only a little over three months to complete our project?

HAVE YOU REALIZED that hundreds of women right here in Amarillo are eager to belong to and work in an organization such as the League, and are only waiting for an invitation? That the added assistance of these women would give welcome relief to our present "woman-power" shortage in attempting to carry out our many league activities?

WISHING  
WON'T DO THE JOB!

EACH member must help  
if the LWV grows in  
size and strength.

WILL YOU HELP?



WILL YOU -

Make it a point to  
bring visitors to each  
meeting? (Unit, general  
or special)

Talk League to your  
friends and neighbors?

Invite them to join  
NOW! (Get dues and give  
to treasurer)

WILL YOU do your part by attending your League's meetings so that you will know what your League is doing - and why?

WILL YOU sign the pledge below - as evidence of your good faith to help in this membership drive? (NOTE: Board members pledged to bring in at least TEN members at a recent board meeting!!!)

\*\*\*\*\*

Please clip and mail to - Mrs. H. C. Martin, 4403 West 3rd, Amarillo, Tex.

BECAUSE I believe in the LWV and because I believe the Amarillo women need the League and the League needs them, I pledge to do all in my power to obtain at least two new members before Jan. 1, 1956.

(Sign here)

(Street)

(Phone)

(Don't lay this down!

Do it now!

Help your League!)