



NEXT GENERATION

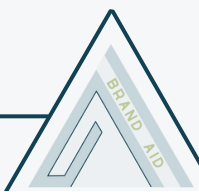
CAMPAIGN PROPOSAL

DESIGNED AND PRESENTED BY



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MEET BRAND-AID



Tallie Johnson

Tallie Johnson is the lead graphic designer, layout and event coordinator for Brand-Aid. She is majoring in journalism with a public relations focus and a political science concentration. Encouraging the next generation to be politically active is something Tallie is extremely passionate about. In her free time, she spends time with friends, family, and her many animals.

Sam Pearce



Sam Pearce is graduating from Western Washington University this year with a double major in Public Relations and Creative Writing. He is deeply passionate about helping nonprofits and local governments expand their outreach and grow to better aid ordinary people on a small, grassroots level. He has a wide variety of experiences working with nonprofits, government and publications with writing, content creation, and public outreach. Post-graduation, he plans to go into local government and voter registration.



Jonathan Salazar

Jonathan Salazar earned his bachelor's degree in Journalism/ Public Relations from Western Washington University. After graduation, he hopes to continue his commitment to the community by working for an employer that benefits the public good. Salazar also has experience in the public sector. As elections coordinator in the taxpayer-funded Office of Civic Engagement, Salazar served as the school's chief election official and successfully created a PR campaign that increased the number of candidates for office to a four-year high.



MISSION STATEMENT

Mission Statement

Brand-Aid strives to assist organizations and groups extend their outreach and polish their image. We seek to creatively collaborate with our clients to create thorough campaigns to better spread their messages and agendas.

LWVBW Mission Statement

Empowering Voters. Defending Democracy. The League of Women Voters, a nonpartisan political organization, encourages informed and active participation in government, works to increase understanding of major public policy issues, and influences public policy through education and advocacy.

Brand-Aid for LWVBW

Through our relationship with the League of Women Voters Bellingham-Whatcom County, we hope to increase awareness for the league, especially among young, college-aged voters. We will work together to increase membership and participation in the League, as well as voter registration and turnout in the county.



PROJECT NARRATIVE

Brand-Aid is works tirelessly to help local community organizations reach their full potential through building relationships with stakeholders, creating high-quality public relations materials and listening to our clients needs and goals. If the League of Women Voters of Bellingham and Whatcom County chooses to work with us, Brand-Aid will create low-cost, easy-to-implement PR tactics to increase membership.

The League of Women Voters of Bellingham and Whatcom County has a deep-rooted history in the community. Sadly as we've witnessed an increase in divisiveness, meanness and partisanship seep into not just state legislatures but also local politics, the non-partisan nature of the League has created an attendance and member engagement challenge. The organization lacks membership among younger generations. A survey conducted by Brand-Aid found a majority (54.6%) of respondents know nothing (32.9%) or just the League's name (21.7%). Specifically, Brand Aid found 48.4% of 18-24-year-olds know nothing about the league.

Brand-Aid sought to tackle the League of Women Voters objective of increasing membership among 18-24-year-olds by forming student chapters on local college campuses. Brand-Aid also proposes hosting more community-oriented events that increase civic engagement and volunteer efforts that better align with younger generations' motivators.



PROJECT NARRATIVE

Brand-Aid remains committed to helping local organizations create a strong sense of community and belonging. Our survey found 54% of respondents would be motivated to volunteer if it led to more social connections. Brand-Aid has proposed several tactics outlined below meant to cultivate long lasting relationships.

Student Clubs-Starting clubs on local college campuses will bring new life into LWBWC while also benefiting students. It's true, involved students perform academically and build meaningful relationships.

Know Your Rights Events- These events are meant to serve as a public good. League members can invite their friends to hear about your rights when it comes voting, working, immigration status, discrimination and other topics.

Galentine's Luncheon- Inspired by the hit TV sitcom *Parks and Recreation*, this event is designed to empower women to run for office. In the show Galentine's takes place February 14, just in time for candidate filing.

Book Club- A low-cost way to get to know a small group of friends. Starting a book club is monthly low-commitment event that brings members together over a compelling book.

Merchandise- People are more likely to stop at booths if they see free stickers and other items. We've included designs in the booklet for your choosing.



SITUATION ANALYSIS

The League of Women Voters is a nonpartisan organization that was founded in 1920 to enfranchise and educate communities about their voting rights and responsibilities. It has spent the last over 100 years encouraging active participation in local and national politics across party lines and throughout the country.

The League is divided up into smaller chapters based on communities, encouraging political activism at a grassroots level. The Bellingham-Whatcom League is the chapter local to Whatcom County that was founded in 1956. The Bellingham-Whatcom chapter encourages people of all genders and ages to be members and participate.

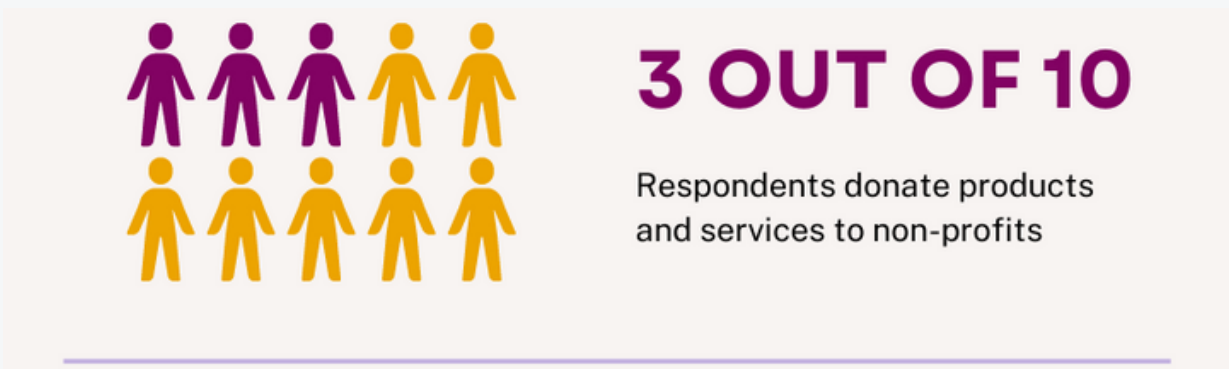
As of right now, membership in the Bellingham-Whatcom League skews older, with most membership composed of older, retired people. The League wants to expand its membership and outreach to younger audiences, especially students at Western Washington University and Whatcom Community College. Additionally, they hope to increase their membership and volunteer numbers overall in the community, especially as a landmark election year is imminent.



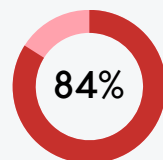
RESEARCH SUMMARY

To learn more information about political activism and awareness in Whatcom County, Brand-Aid conducted a survey of 152 people of diverse ages, incomes and genders across Bellingham. The survey was conducted hybrid, both online and in-person on WWU campus and at the Farmer's Market.

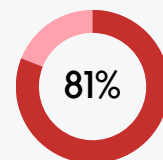
Survey results showed that many people in Whatcom County want to get out and volunteer more, and would be motivated by making a change in the local community, as well as social connections. Among these, 37.5% of college students said that they would be interested in volunteering by assisting with social media.



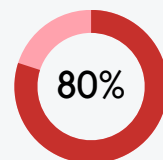
% respondents that said these issues were *extremely* important to them.



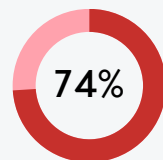
Affordable Healthcare



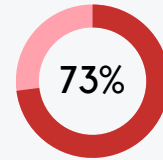
Basic Needs



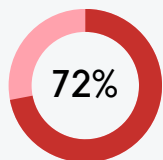
Gender Equality



LGBTQ+ Rights



Climate Issues



Voters Rights



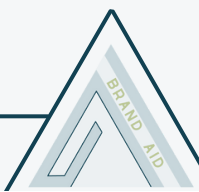
Increase participation in the League of Women Voters by younger Bellingham and Whatcom residents, especially college students.

Increase membership and general public awareness about the League.

Increase awareness and voter turnout in local elections, especially during non-presidential election years.



- Increase membership rates among college students and Whatcom residents ages 18-24 by 50%. To be measured by looking at membership rates of the LWVBW after one year.
- Increase community awareness of League of Women Voters Bellingham by 50%. To be measured by conducting a hybrid in-person and online survey on WWU campus, at the Farmer's market, and posted on Bellingham and WWU subreddits.
- Increase voter registration and local election awareness in Whatcom county



PLAN OF ACTION

Target Audience: Our target audiences are mainly college students at Western Washington University and Whatcom Community College, as well as Whatcom Residents from 18-24. This is an important group to connect with because, in addition to being politically active, they also have a lot of power in the community when a large number of the population of Whatcom county is from college students.

Strategies:

To increase league participation and membership among younger Whatcom residents

- Create campus chapters of the League
- Host more League events on campuses

Increase membership and general public awareness about the league

- Host important events that help Whatcom residents learn more about their rights, voting responsibilities, and about the League
- Create League merchandise such as t-shirts and stickers to increase more grassroots visibility

Increase awareness and voter turnout in local elections, especially during non-presidential election years.

- Host forums and other voting information events to help the public learn about how they can best participate in local elections



TIMELINE

June 2023

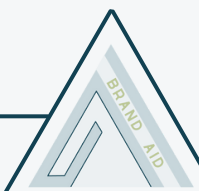
- contact WWU Journalism department via Brian Bowe and set up internship program for next academic year
- begin creation of merchandise via Printful

Summer 2023

- Start drafting club constitutions, think about specific goals and activities you'd want the club to do. Will the club have their own events or will they mainly assist the league? Many clubs on both campuses regularly hold community service events giving back to the community.
- Try to identify faculty advisors at Western and Whatcom ahead of the first day of classes in late September. Faculty can also help recruit students to join the club.

September 2023

- Begin advertising for campus chapters of the League, identifying interested students and potential leaders.
- Email Quon Doung, the main student life coordinator at Whatcom about club officer training.
- Enter internship partnership with WWU Journalism department.



TIMELINE

October 2023

- Formally begin meeting for campus chapters at WWU and WCC
- Late Oct. - Local Election Candidate Forum hosted at WWU

November 2023

- The deadline to charter a club at Whatcom closes the seventh week of the quarter (start of November).

February 2024

- Feb. 13 - Galentine's Day Luncheon

June 2024

- Jun. 4 - Women in Office Luncheon (Anniversary of 19th Amendment)

October 2024

- Local Election Candidate Forum hosted at WWU



EVENT PROPOSAL #1

Galentine's Day Luncheon - Panel Discussion: Why Women Should Run for Office

All relevant contact information will be provided under the contact section in the appendices.

Overview

To better serve and reach the younger generations of LWVBW and LWVWWU we are proposing a Galentine's Day-themed luncheon featuring a panel discussion on why women should run for office.

We are recommending that the event take place on Feb. 13, 2024, from 11 a.m. - 3 p.m. in the Multi-Purpose Room within the Viking Union, on Western's campus. We are projecting that with the right messaging and tactics, this event should have between 150-200 people in attendance. This event would be open to the public but would require an RSVP.

We are proposing that the attendees be made up of politicians whose values align with LWVBW, local community leaders, LWVBW and LWVWWU. Additionally, it would be best to reach out to the Associated Students of Western Washington University, and multiple majors/departments; political science, women, gender, and society, and journalism. We believe that these groups of individuals would be most interested in attendance and that specific targeted messaging would create a great result in attendance.

Because the LWVWWU would be co-hosting this event they'd have priority over renting the space and it would be provided at a discount, allowing the space to be rented out for approximately \$360. However, we do recommend that you reserve the space at the earliest time for the LWVBW and LWUWWU. Additional costs would include decorations (table clothes, balloons, posters/signage, centerpieces, etc.) we estimate this would cost an additional \$300-\$500 dollars. We encourage both LWVBW and LWUWWU to ask for donations from local businesses, as it will help offset the overall expenditures greatly.

This event most likely would require attendees to submit an RSVP at least two business days in advance. This would be needed to provide state-level politicians with better guidance as to how many people will be in attendance as security measures might be needed. Also, the restaurant knows how much food they'll need to make.

Overall, we want attendees to leave feeling inspired and empowered to engage politically. We want the LWV mission of "envisioning a democracy where every person has the desire, the right, the knowledge, and the confidence to participate," to resonate throughout the event.

****After our initial emails to gain insight into the interest levels of potential panel speakers, we've discovered that many politicians are unable/could potentially struggle to make a February date work as many are in the legislative session. As an alternative, we purpose an "Anniversary of the VRA" themed luncheon to be held Friday, Sept 20, 2023. We decided there would be more individuals aged 18-34 in town towards the beginning of the school year. Furthermore, we believe that having a VRA-themed luncheon would strengthen messaging that the LWVBW and LWVWWU is an inclusive environment, dedicated to helping everyone increase their confidence, and ability to participate in our democracy.**

EVENT PROPOSAL #1

Galentine's Day Luncheon - Panel Discussion: Why Women Should Run for Office

All relevant contact information will be provided under the contact section in the appendices.

Panel

For the panel and potential attendees, we have reached out to multiple politicians across the political spectrum to gather interest levels in whether they'd like to attend. As of May 31, 2023, we've heard from multiple politicians and community leaders regarding interest levels.

Current list of individuals that are interested in participating:

- Bellingham City Council Members Hannah Stone and Kristina Michele Martens
 - Ferndale City Council Members, Erin Gunter and Ali Hawkinson
 - Whatcom County Council Member Carol Frazey
 - 42nd District, Sen. Sharon Shewmake
 - Mayor of Blaine, Mary Lou Steward
 - Anna Marie Adams, Hela Provisions
- >> Hela Provisions has expressed interest in donating light refreshments.

Additionally, we've contacted these politician's offices to see if they'd be interested in participating

Local politicians:

- Blaine City Council Member, Kerena Higgins
- Bellingham City Council
- Whatcom County Council

State politicians:

- 8th District Rep., Stephanie Barnard**
- 40th District Sen., Liz Lovelett
- 40th District Rep., Debra Lekanoff
- 42nd District Sen., Alicia Rule
- 44th District Rep., April Berg*

Federal politicians:

- Former Secretary of State, Kim Wyman
- State Auditor, Pat McCarthy
- 2nd District Rep., Rick Larson
- 5th District Rep., Cathy McMorris Rodgers**
- WA Senator, Maria Cantwell
- WA Senator Patty Murray

We suggest Professor Catherine Wineinger be the moderator of the panel discussion. Professor Wineinger teaches a Women in Politics course at Western and would be well-versed in all topics related to women participating in the political sphere.

*Both Rep. Cathy McMorris Rodgers and Stephanie Barnard's districts are outside of Bellingham and Whatcom County, but we wanted to include some Republican politicians as the League is nonpartisan.

**44th District is outside of Bellingham and Whatcom but we decided to reach out to Sen. Berg as she is a Western Washington University parent and a Representative who fights for inclusion and equality for all Washingtonians. Sen. Berg could include valuable experiences and perspectives that could create a rich dialogue.

EVENT PROPOSAL #1

Galentine's Day Luncheon - Panel Discussion: Why Women Should Run for Office

All relevant contact information will be provided under the contact section in the appendices.

Theme and Messaging

The Galentine's Day theme was decided based on the TV show "Parks and Rec." This was done as Amy Poehler's character, Leslie Knope, regularly hosted Galentine's Day, with the value of "women supporting women." We also know that the TV show is very popular among the younger, 18-34 demographics, and thought that this event would better target that demographic. Additionally, we believe that Leslie Knope would have been beyond thrilled to be a part of this event.

Because of this influence, we decided to reach out to Amy Poehler's organization, Smart Girls, to see if she'd be interested in attending this event, as Smart Girls and Amy Poehler's values align with LWVBW. As of May 31, 2023, we have heard back from Smart Girls, who needed a bit of clarifying information before they could agree to participate in some manner.

Lastly, we recommend that you are mindful of specific messaging and language when promoting this event. The panel discussion on why women should run for office could sound exclusionary to some who do not identify with either gender. Per the results of our surveys, we know that there is a large population of non-binary individuals between the ages of 18-34 in Bellingham.

Donations

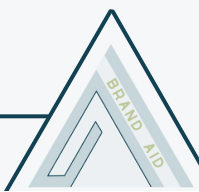
We selected these businesses as they are pillars of the local community and with our campaign, we'd like to further community engagement with the LWV. Additionally, we chose these businesses as their actions and values seem to best align with LWV, and this event

Restaurants

- Mount Bakery Cafe
- Boundary Bay
- Old Town Cafe
- Horseshoe Cafe
- Old World Deli
- Hela provisions
 - Has already expressed interest in donating.
- The Birch Door Cafe
- The Shirlee Bird Cafe

Florists

- A New Leaf Florist Shoppe
- A lot of Flowers



EVENT PROPOSAL #1

Galentine's Day Luncheon - Panel Discussion: Why Women Should Run for Office

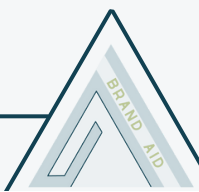
All relevant contact information will be provided under the contact section in the appendices.

Promotional materials

Promotional materials should be sent out starting at least two months in advance. This should include a press release, e-blast, media pitching to Western's newspaper "The Front," and other local publications.* We also recommend you utilize social media messaging across Snapchat, Instagram, and Facebook, as our surveys showed those are the platforms used the most. Posters promoting the event should also be displayed on campus and at local. We recommend that the print and copy center on campus is utilized as it will provide the cheapest option for printing large-format posters and high-quality flyers.

Mockups for posters, social media posts, and the event will be provided in the appendices.

*Examples of media pitches, press releases, and local publication contacts will be located in the appendices.



Know Your Rights Series: Seminars, panels, and book clubs

The League of Women Voters was founded to help educate newly enfranchised women voters in 1920. Despite more than a century of progress, some members of our society are still taken advantage of simply because they don't know their rights. These monthly events would occur on Western's campus or at a friendly and willing Bellingham establishment.

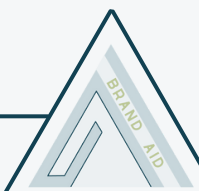
These events would be marketed as a way for current league members to invite their non-member friends and as a social connection for members to get to know other members. We acknowledge that social connectivity and wanting to make a difference were the two biggest motivators for volunteering. The *Know Your Rights* series is supposed to serve both of those, allowing members and non-members to meet others and create real change.

Event topics or focuses could include immigration status, rental laws, employee and labor rights, anti-discrimination laws; with a focus on LGBTQ+ and gender rights, and more. It would be beneficial to take the knowledge taught during these events and apply it to subsequent events, for example:

1. *Know Your Rights: **Learn How to Vote Better*** - Meet your local candidates (Panel)
2. *Know Your Rights: **Learn how to Vote Better*** - Registering people to vote (Fieldwork)

1. *Know Your Rights: **Fighting Discrimination*** - Law Advocates of Whatcom County (Seminar)
2. *Know Your Rights: **Fighting Discrimination*** - Volunteering alongside Law Advocates during their 15-minute-Street Law sessions. (Fieldwork)

This idea can be incorporated within the LWVWWU chapter as part of their bi-monthly meetings or could occur independently. Regardless, we do recommend that this event series is done in conjunction with the LWVWWU chapter in some fashion, as our goal is to inspire the next generation.



BOOK CLUB

A low-cost way to get to know a small group of friends. Starting a book club is monthly low-commitment event that brings members together over a compelling book. This could be held in a volunteers home or coffee shop. The League could provide food, it could also be potluck style, or in the case of the coffee shop a well deserved treat. Below is a list of books the League of Women Voters of La Crosse (Wisconsin) read in their book club. Of course once the book club gets started feel free to have members suggest books to read.

- Dinners with Ruth: A Memoir on the Power of Friendships by Nina Totenberg
- As Long as Grass Grows: The Indigenous Fight for Environmental Justice, from Colonization to Standing Rock by Dino Gilio-Whittaker
- The Book of Hope: A Survival Guide for Trying Times by Jane Goodall and Douglas Abrams
- The History of the World in Seven Cheap Things: a Guide to Capitalism, Nature, and the Future of the Planet by Raj Patel and Jason W. Moore
- Kabul Beauty School: An American Woman Goes Behind the Veil by Deborah Rodriguez



A Western Washington University campus chapter for the League would allow students to get more involved in collective with other college students.

With campus channels of communication, as well as proximity to the chapter, many students will be encouraged to participate. The campus chapter would work in tandem with the county league, assisting at events as well as organizing their own.

An important first step would be advertising on campus to build interest and find students who would be willing to be leaders. Once five students have been identified, the league and current Western students can begin the process of creating the club. Students can complete the new club registration form (including the constitution) on win.wwu.edu or stop by the Associated Students Club Activities office located at Viking Union 425.

Unlike Whatcom CC, Western does not require a faculty advisor for clubs although having one is highly recommended by the university.



A Whatcom Community College campus chapter for the League would extend the same benefits mentioned above to Whatcom's campus in the Cordata neighborhood and beyond.

Whatcom currently has an enrollment of 7,000 students according to the Washington State Board of Community and Technical Colleges. Unlike Western, there are currently no politically engaged clubs on campus. Whatcom and the League both have the desire to create inclusionary spaces where people feel welcomed and can gather with others with similar interests. The President of the club could also represent Whatcom students at league meetings.

To start a club, the league will need to find five students and an advisor. Two of the student officers and the advisor must complete club training. When you have officers in mind contact Zarea Lavalais at KAjiboye@whatcom.edu or by visiting Syre 208 during normal business hours. You'll also have to complete a charting packet to start the club. The deadline to charter a club at Whatcom closes the seventh week of the quarter, for Fall 2023 the deadline will be early november. If the club is not chartered fall the league can try again winter quarter.

Whatcom also requires one of the student officers to regularly attend InterClub Council meetings.



Western Washington University Club Steps

1. Identify five students (four leadership roles, 1 non-voting founding member) and a current Western faculty to serve as an optional club advisor.
2. Think about the rules and procedures you want the club to abide by as you draft the club constitution. A template and sample constitution for WWU clubs has been included in the appendix.
3. Visit the Club Hub in-person at Viking Union 425 or online (as.wwu.edu/clubs/) to register your club with Associated Students.

Whatcom Community College Club Steps

1. Identify five students and an advisor to charter the club.
2. Pick up a copy of the club chartering packet from the office of Student Life and Development, Syre 208.
3. Have the faculty advisor and $\frac{2}{5}$ of student officers complete club officer training provided by the Office of Student Life and Development.
4. Complete the club charter packet and trainings before November 2023.

INTERNSHIP INFORMATION

Internships are a low-cost way to get high-quality materials from tomorrow's journalists and PR Practitioners. The Journalism department requires a supervisor with at least three years of professional experience in journalism, public relations, or a related field.

In the past, interns have worked on PR campaigns, redesigned websites, received earned media for their clients, wrote feature articles and company bios, and so much more.

For additional internship information please contact Chair Brian Bowe (boweb@wwu.edu) or department manager Jennifer Dalton (torresj3@wwu.edu).



Changing tasks to better address the desires of the next generation

Robin Barker, the current president of the Bellingham/Whatcom chapter of The League of Women Voters felt that their current volunteer efforts were not aligning with younger generations' desires and skill sets. We conducted surveys that sought to learn what motivates individuals to volunteer and what volunteer work they'd like to do.

Brand Aid proposes that The League shifts its current membership tasks to include more on-the-ground work such as running events, tabling, etc. This could look like working fundraising events during election season, working alongside other local nonprofits such as Law Advocates of Whatcom County, as mentioned earlier.



Research committee to address LGBTQ+ Rights

In the current political landscape, LGBTQ+ issues, especially transgender rights, have become an incredibly polarizing hot button issue. It therefore can be somewhat dicey for any organization to take an official stance on these issues, especially from a non-partisan stance.

However, these issues are still important to many people in Whatcom county, and many would argue that LGBTQ+ rights are a part of fundamental human rights. In our survey, we found that LGBTQ+ rights were extremely important to 74.3% of respondents, and somewhat important to 17.1%. However, of the issues that we asked about in our survey, LGBTQ+ rights was the only one that the LWVBW does not have an official stance on.

We are therefore proposing that the League launches a research committee to take an official, non-partisan stance on these issues. Doing so would not only allow many more people in Whatcom county feel represented by the League, but it would likely also attract many younger members as well. Although these issues have become very controversial and polarized in the mainstream media, we believe that the League taking some kind of stance on LGBTQ+ rights would improve its public image, and increase its outreach to a younger audience.



PRICING PLANS

The Yesterday Package	\$1,600
Clubs at WCC and WWU	FREE
100 Shirts	\$1,000
150 Stickers	\$135
Know Your Rights events (food cost and promotional)	\$300
Internship	CUSTOM



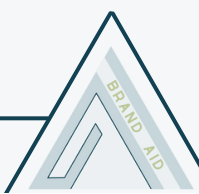
PRICING PLANS

The Today Package	\$5,000
Clubs at WCC and WWU	FREE
250 Shirts, with two designs and 50 tote bags	\$2,200
20 tote bags	\$305
200 Stickers	\$135
Know Your Rights events Food cost and promotional materials More food, more events	\$400
Galentine's Event (lite)*	\$2,170
Internship	CUSTOM



PRICING PLANS

The Tomorrow Package	\$7,500
Clubs at WCC and WWU	FREE
300 shirts, three designs	\$2,200
60 tote bags	\$535
500 Stickers	\$170
Know Your Rights events Food cost and promotional materials More food, more events Guest lectures	\$400
Galentine's Event (full package)	\$2,170
Internship	CUSTOM



RELATED PR MATERIALS

Under related PR Materials, you will find examples of the following:

- Informational Flyer/Media Kit
- Various merchandise and pricing
- Event mockups
- Promotional posters/social media graphics
- Infographics

We hope that these materials better provide you with a visual guide of how we plan to better serve LWVBW.





Media Kit

About Us

The League of Women Voters was founded by Carrie Chapman Catt in 1920 six months before the 19th amendment to the U.S. Constitution was ratified, giving women the right to vote after a 72-year struggle. The local Bellingham chapter of the league has been an active and positive influence in Whatcom County since its founding in 1956.

Today, the Bellingham chapter is led by President Robin Barker and a 12 member executive board elected to three year terms. Barker was previously a librarian with the Whatcom County Library System for 32 years. She has served on the boards of several different community organizations.

Empowering Voters. Defending Democracy.

The League of Women Voters, a nonpartisan political organization, encourages informed and active participation in government, works to increase understanding of major policy issues, and influences public policy through education and advocacy.

Positions

A position is a defined statement of support after thorough research and study of a topic. The position is used for advocating either for or against issues in government and in our community. **The league currently has positions on good governance, the environment, ports, energy and basic human needs.** For specific details on positions visit our website.

Let's Connect



P.O. Box 4041, Bellingham, WA, 98227



(360) 305-3523



<https://www.lwvbellinghamwhatcom.org/>

Our Work



Voter Services

The League of Women Voters of Bellingham and Whatcom County is committed to providing citizens with the tools, skills, and information they need to participate in the democratic process. **The league and its volunteers help register voters ahead of elections, hold informative candidate forums, and create a directory of elected officials and public agencies.**



Advocacy

As a nonpartisan political organization, the League of Women Voters works to understand policy issues and advocate for policies that are aligned with previously adopted national, state and local positions.

We create positive change in the community by:

1. Writing letters or public statements to leaders.
2. Alerting our members to make their voices heard on local, state, and national legislation or policy.
3. Meeting with elected officials.



Issue-based Teams

Issues-based teams educate and advocate the public on some of society's most pressing issues and possible solutions. Teams cannot contradict league positions, but they can add to them. For example in 2021, the LWVBWC board voted to make the affordable housing crisis a new focus area. This expands on when the board previously approved meeting basic needs as a league position in 1988. **Current teams include climate, housing, healthcare, racial equity and women's economic security.**



MERCH PRICING

Shirts	<p>Start at \$9.25 and increase with design variations. The current designs run the shirts at \$15.20. A cheaper alternative would be removing the back LWV logo and opting for a sleeve design, \$2.49.</p> <p>For large wholesale orders, we recommend Printful, as it provides the cheapest option when ordering large quantities.</p> <p>For 50 shirts, 10 shirts a size between the sizes of Small and XX-Large, printing from Printful will cost about \$740.10</p>
Tote bags - Eco-friendly	<p>Start at \$15.25 and increase with back design, \$5.95. The current designs will run \$21.20 before taxes and shipping.</p> <p>For large wholesale orders, we again recommend Printful, as it provides the cheapest option when ordering large quantities.</p>
Stickers	<p>Start at \$22.80 for a pack of 12 large stickers, when ordering directly from Canva. They do offer a cheaper rate when ordering large wholesale orders. For 500 stickers it's \$170.</p>



The two shirt design "Let People Vote" and "Let Women Vote" is meant to convey that everyone, regardless of gender is welcome at LWV



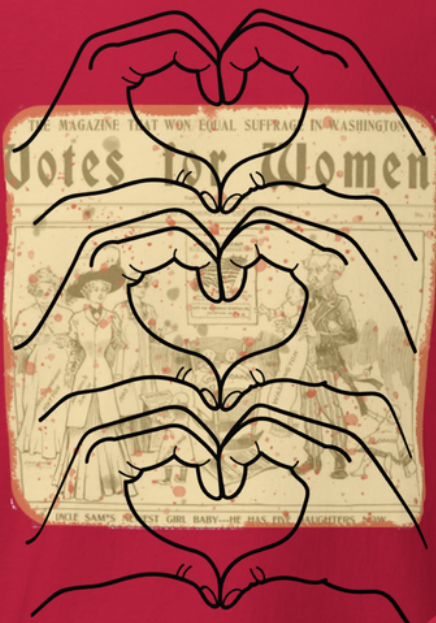


This is a design alternative if the LWVBW decides to do a celebration of the VRA as opposed to Galentine's Day.



Galentine's Day themed shirts.

Please note the change in design on the back. It would be good for the campus chapter to have some merchandise specific to them.



LWW

LEAGUE OF WOMEN VOTERS
OF WESTERN WASHINGTON UNIVERSITY



Galentine's Day themed shirts.

Please note the change in design on the back. It would be good for the campus chapter to have some merchandise specific to them.

MERCH

Tote bags are extremely popular among college-aged students.



MERCH



Variety of stickers with the same designs as previously presented.



Galentine's Day Luncheon

WHY WOMEN SHOULD
RUN FOR OFFICE:

PANEL DISCUSSION



WHEN: FEB 14, 2024

TIME: 11 A.M. - 3 P.M.

WHERE: VIKING UNION MULTI-PURPOSE ROOM

Light refreshments will be provided



HOSTED BY: LEAUGE OF WOMEN VOTERS
OF BELLINGHAM-WHATCOM COUNTY

GALENTINE'S DAY LUNCHEON

Galentine's Day Luncheon

WHY WOMEN SHOULD RUN FOR OFFICE



Galentine's Day Luncheon

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HOSTED BY: LEAGUE OF WOMEN VOTERS OF BELLINGHAM-WHATCOM COUNTY and WWU

Galentine's Luncheon

— 2024 —

WHY WOMEN SHOULD RUN FOR OFFICE



LEAGUE OF WOMEN VOTERS OF BELLINGHAM-WHATCOM COUNTY AND WWU

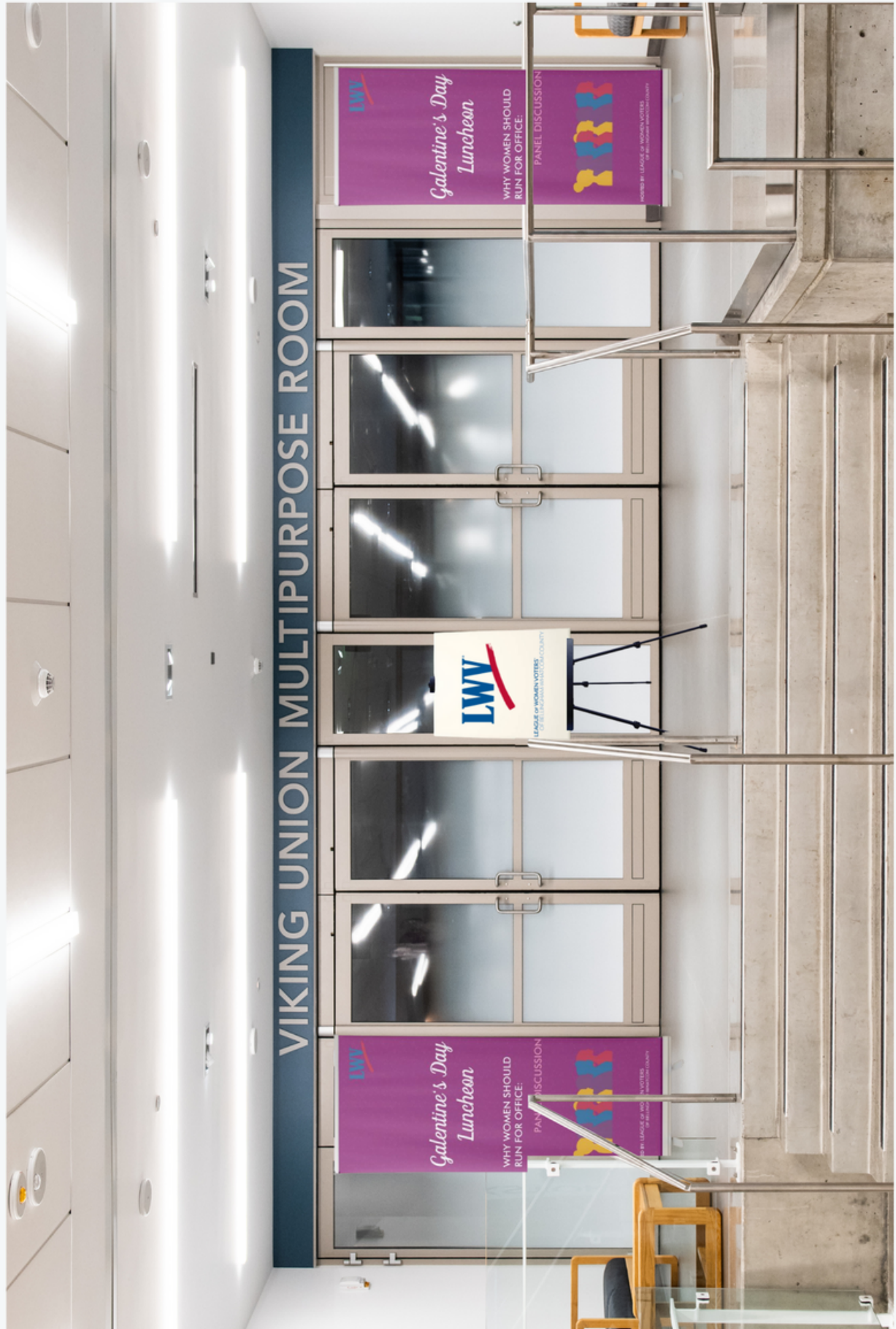
GALENTINE'S DAY MOCKUP #1



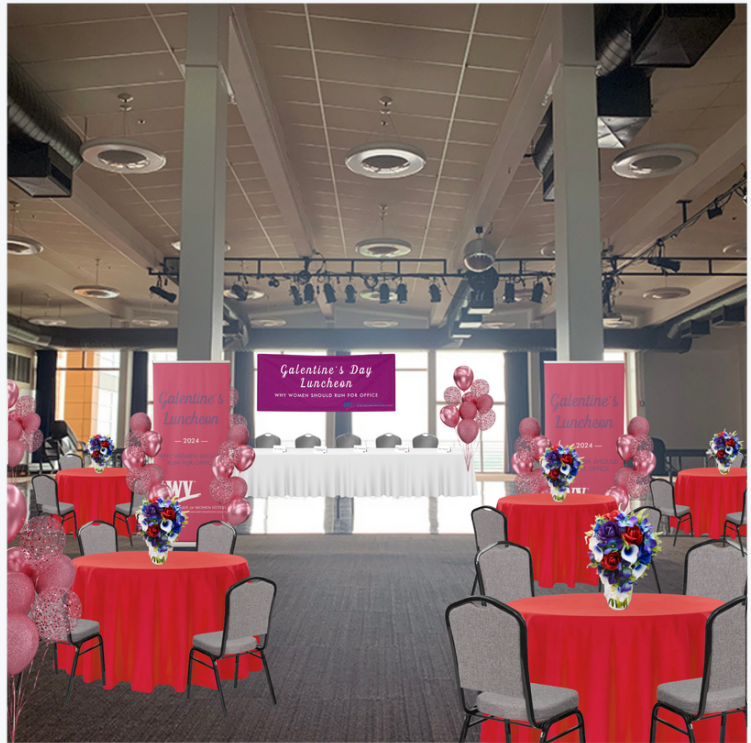
GALENTINE'S DAY MOCKUP #2



GALENTINE'S MOCKUP #3



GALENTINE'S DAY LUNCHEON



Know Your Rights Seminar:

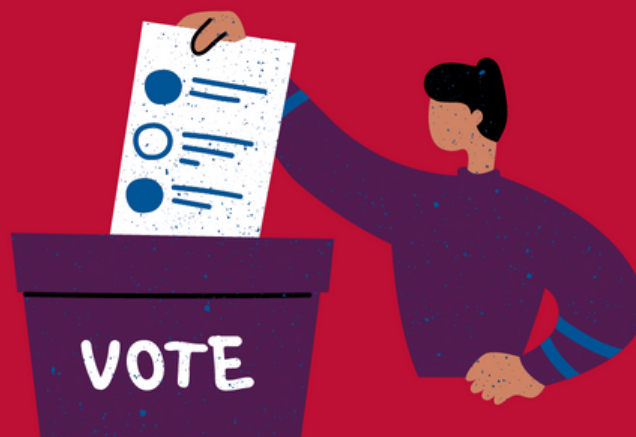
Learn how to be a better
voter

Learn how the issues you're voting for this
November affect you!

When: Oct 20, 2024

Time: 4 p.m. - 6 p.m.

Where: CF 115



LWV
OF WWU

Informational and promotional poster about LWUWWU *Know Your Rights* Series Events

To be used both in print and social media

Join The League of Women Voters Student Chapter!

LEARN HOW TO BECOME MORE POLITICALLY ACTIVE IN YOUR COMMUNITY!

TOGETHER WE CAN SHAPE A MORE INCLUSIVE AND EQUITABLE FUTURE.

LWV of WWU is a nonpartisan, grassroots nonprofit dedicated to empowering everyone to participate in our democracy fully.

WE BELIEVE IN THE POWER OF THE NEXT GENERATION!



Scan to learn more!

INFOGRAPHIC #1

LWV LEAGUE OF WOMEN VOTERS' OF BELLINGHAM-WHATCOM COUNTY

WHATCOM COUNTY ENGAGEMENT TRACKER

Spring 2023



73%

Of respondents would be motivated to volunteer if it led to change to in their community.

56%

Of respondents are motivated to volunteer at a non-profit for social connections.

UNTAPPED POTENTIAL:

54%

Of respondents know just the name or nothing about the League of Women Voters Bellingham-Whatcom County.

NONPARTISANSHIP:

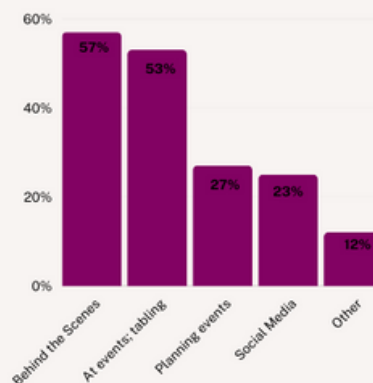
50%

Of respondents agree non-partisanship is important / extremely important for non-profit organizations



3 OUT OF 10

Respondents donate products and services to non-profits



HOW CAN I HELP?

We asked Whatcom County residents what type of volunteer work they enjoy most.

Brand-Aid surveyed Whatcom County residents online and in-person between April 22 and May 4. Click [HERE](#) for the full results.

What Issues Are Important to Whatcom Residents?

We surveyed 152 people around Whatcom of diverse age groups, incomes, and genders.

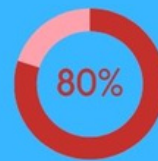
*Here's how many residents said that these issues were **extremely** important to them.*



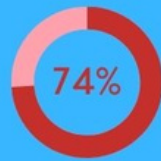
Affordable Healthcare



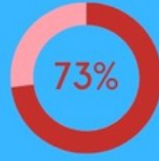
Basic Needs



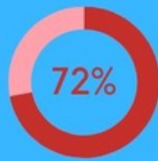
Gender Equality



LGBTQ+ Rights



Climate Issues



Voters Rights

*The League of Women Voters Bellingham-Whatcom has official positions on all of these issues, **except LGBTQ+ Rights.***

If LGBTQ+ rights are extremely important to 74% of Whatcom residents (and somewhat important to an additional 17%), a research committee and official position from the League would likely increase awareness and participation from the community.

For our full survey results, click [here](#)

INFOGRAPHIC #3



INFOGRAPHIC #3

Add Me To Your Mailing List



Join Us

Donate

Login

Home About Us Voting Advocacy Our Work News & Events Get Involved

The League of Women Voters started shortly after the suffrage movement in hopes of empowering women to participate in our democracy.

Since then we've done just that. For more than 100 years we have been a nonpartisan, grassroots, organization, that is focused on creating a more perfect democracy.

Movements like the 19th amendment and the Voting Rights Act reminds us of the power we hold when we join together for a greater cause.

Today, it is more crucial than ever to encourage and empower the younger generation to invest and take charge of their futures.



Election Information



Over 80% of those ages 18-24 get their information from social media



37% of those 18-24 get their information from the voter guide compared to 70% of those 25-34.



Getting information from newspapers was third most popular at 58%

We sought to gain insight into the three following areas:



We want everyone to know their rights and how to fight for the issues they care about.

Our surveys were conducted using a hybrid method of online and in-person formats.

Respondents were surveyed at Western Washington University and the Bellingham Farmers Market.

INFOGRAPHIC #3

Add Me To Your Mailing List



Join Us

Donate

Login

Home About Us Voting Advocacy Our Work News & Events Get Involved

1

Motivations of younger generations to become political.

2

Type of work or activities younger members would want to do.

3

Interest levels in becoming a member of an organization similar to the League of Women Voters.



Links for the survey were shared on Reddit, Facebook, and Instagram. They were also sent out to multiple workplaces throughout Whatcom County.

Attending events, donations, and volunteering are how most of those surveyed support nonprofits.



**For full survey results, you can find them [here](#).



Encouraging younger generations to become politically active is an investment in all of our futures. By creating an environment of empowerment and confidence, we motivate the next generation to become active participants in our society. We need to continue our fight for democracy so that our younger generations are inspired to engage, contribute, and create a society that reflects our values.

Together, we can create a path towards a more inclusive and equitable future



PO Box 4041 | Home
Bellingham, WA 98227-4041 | Voting
360-305-3523 | Advocacy
info@lwvbellinghamwhatcom.org | News

Under appendices, you will find the following:

- Examples of press releases
- Media contacts
- Personnel contacts
- Business contacts
- Survey example
- Research paper
- WWU club constitution example

We hope that these materials provide you with a detailed guide to how we plan to better serve LWVBW.



PRESS RELEASE #1

Sam Pearce
Brand-Aid PR
720-448-5333
samwill.pearce@gmail.com

Press Release
5/31/23

FOR IMMEDIATE RELEASE:

League of Women Voters Bellingham-Whatcom to start campus chapters at Western Washington University, Whatcom Community College

The LWVBW is expanding its outreach to local college campuses by starting clubs to encourage college students to participate and be active in local elections. The new chapter will be called League of Women Voters of Western Washington University,

The League of Women Voters Bellingham-Whatcom will be starting campus chapters of the organization at Western Washington University and Whatcom Community College.

By starting LWVWWU, the League hopes to expand its outreach to a wider range of age demographics, and encourage young people to vote, get registered and be politically active in their local communities.

The League of Women Voters is an organization that was founded in 1920, mere months before the 19th Amendment was ratified. Its goal was to enfranchise women and empower them to freely exercise their newly acquired voting rights.

The Bellingham-Whatcom chapter was founded in 1956 to specifically uplift and empower all voters within Whatcom County. Today, they continue to educate and inform Whatcom residents about important issues and elections, all while maintaining a nonpartisan stance.

By starting chapters of the organization on local college campuses, the League hopes to expand its membership and outreach to younger voters.

Being a college town, Bellingham's college voter demographic is an extremely important and influential demographic. The League hopes that, by educating young voters and encouraging political activism, that they will make informed and wise voting choices, regardless of political alignment.

###

PRESS RELEASE #2

Sam Pearce
Brand-Aid PR
720-448-5333
samwill.pearce@gmail.com

Press Release
5/31/23

FOR IMMEDIATE RELEASE:

League of Women Voters Bellingham-Whatcom to host “Galentine’s Day” Brunch
The LWVBW will be hosting a brunch event featuring a panel of women politicians and activists to encourage women to run for office.

The League of Women Voters Bellingham-Whatcom is hosting a Galentine’s Day Brunch to encourage women to run for local offices.

Galentine’s Day, the day preceding Valentine’s Day, was an informal holiday that came from the hit comedy series Parks and Recreation. It is a day for the celebration of women and female friendship.

The LWVBW will be hosting their own version of this event on February 13th, 2024, as a way to encourage women to be more politically active. The event will take place in the Viking Union Multipurpose room at Western Washington University.

The League of Women Voters is an organization that was founded in 1920, mere months before the 19th Amendment was ratified. Its goal was to enfranchise women and empower them to freely exercise their newly acquired voting rights.

The Bellingham-Whatcom chapter was founded in 1956 to specifically uplift and empower all voters within Whatcom County. Today, they continue to educate and inform Whatcom residents about important issues and elections, all while maintaining a nonpartisan stance.

The brunch is expecting an exciting array of panelists, both politicians and activists, who will be able to share their experiences as women in politics.

Seats at the event are limited, and attendees will have to RSVP ahead of time on the League of Women Voters Bellingham-Whatcom website.

###

MEDIA CONTACTS

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news@wwu.edu

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Hailey Hoffman, Cascadia Daily News

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The Front

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Zarea Lavalais, Whatcom Community College
Coordinator

KAjiboye@whatcom.edu

Donna Wilson, Western Washington University
Coordinator

wilso263@wwu.edu

PERSONNEL CONTACTS

Personnel contacts

<i>Local</i>		
Bellingham City Council		
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	Kristina Michele Martens	kmmartens@cob.org
Ferndale City Council		
	Erin Gunter	
	Ali Hawkinson	AliHawkinson@cityofferndale.org
Blaine City Council		CityCouncil@cityofblaine.com
	Kerena Higgins	khiggins@cityofblaine.com
<u>**Blaine Mayor</u>	Mary Lou Steward	msteward@cityofblaine.com
Whatcom County Council		council@co.whatcom.wa.us
City of Bellingham Council		ccmail@cob.org
<i>State</i>		
	8th District Rep., Stephanie Barnard**	stephanie.barnard@leg.wa.gov
	40th District Sen., Liz Lovelett Media specialist: Courtney James	liz.lovelett@leg.wa.gov courtney.james@leg.wa.gov
	40th District Rep., Debra Lekanoff Media/comms specialist: Megan Stockhausen	debra.lekanoff@leg.wa.gov Megan.Stockhausen@leg.wa.gov

IMPORTANT CONTACTS

	42nd District Sen., Alicia Rule Media/comms specialist: Kaitlin Mastin Lisa Foster	Kaitlin.Mastin@leg.wa.gov Lisa.Foster@leg.wa.gov
	44th District Rep., April Berg*	info@aprilberg.com
<i>Federal</i>		
	Former Secretary of State, Kim Wyman	central@cisa.gov
	State Auditor, Pat McCarthy Media/comms specialist: Kathleen Cooper	pat.mccarthy@sao.wa.gov Kathleen.Cooper@sao.wa.gov
	2nd District Rep., Rick Larson Comms director: Joseph Tutino	Joseph.Tutino@mail.house.gov
	5th District Rep., Cathy McMorris Rodgers** Media specialist: Kyle VonEnde	Kyle.VonEnde@mail.house.gov
	WA Senator, Suzan Delbene Comms director: Nick Martin	Nick.martin@mail.house.gov
	WA Senator, Maria Cantwell Cheif of Staff: Amit Ronen	amit_ronen@cantwell.senate.gov
	WA Senator Patty Murray Comms director: Helen Hare	helen_hare@murray.senate.gov

IMPORTANT CONTACTS

<i>Restaurants</i> <input type="checkbox"/>	
Mount Bakery Cafe	mountbakery@gmail.com
Boundary Bay	genmgr@bbaybrewery.com
Old Town Cafe	eat@theoldtowncafe.com
Horseshoe Cafe	Ray@horseshoecafe.com
Hela Provisions	helaprovisions@gmail.com
The Birchdoor Cafe	birchdoorcafe@gmail.com
Avenue Bread	Eat@AvenueBread.com
<i>Florists</i>	
A New Leaf Florist Shoppe	anewleaffloristshoppe@gmail.com
A Lot of Flowers	alotofflowersbham@gmail.com

IMPORTANT CONTACTS

MISC CONTACTS

<i>LWV of WWU/Campus chapter</i>		
Potential Advisor	Betsy O'Donovan	odonove@wwu.edu
AS WWU Club Activities Manager	Jenn Cook	jennifer.cook@wwu.edu
<i>Galentine's Day</i>		
Panel Moderator	Professor Catherine Wineinger	wincinc@wwu.edu
Smart Girls/Amy Poehler/Kovert Creative	Gia Friedberg PR/Executive Assistant at Kovert Creative	gia.friedberg@kovertcreative.com
Political Science Dept <input type="checkbox"/>	Program Coordinator, Jessie Tanksley	paynej9@wwu.edu politicalscience@wwu.edu
Journalism Dept	Program Coordinator, Colleen van Pelt	colleen.vanpelt@wwu.edu journalism@wwu.edu
Women, Gender, and Sexuality Studies	Program Coordinator, Dylan Gibson	gibsond6@wwu.edu
ASWWU	Noah Schexnayder, ASVP for Student Activities Rahma Iqbal, AS Student Senate President	asvpact@wwu.edu as.senate.president@wwu.edu
<i>Know Your Rights Series</i>		
Law Advocates of Whatcom County		info@lawadvocates.org
Print and Copy Center		printandcopycenter@wwu.edu

SURVEY

WWU Student Survey



Demographics

Age

- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+

Pronouns

- she/her
- he/him
- they/them
- Other/Prefer not to say

Income

- Less than \$10,000
- \$10,000 – \$50,000
- \$50,000 – \$100,000
- \$100,000 – \$150,000

Marital status

- Single
- Married
- Not married but in a long-term relationship

Children under 18 living at home

- Yes
- No

Are you, or have you ever been, a college student?

- Yes, currently enrolled
- Yes, graduated/not currently enrolled
- No

1. Where/how do you support local non-profits (check all that apply)?

- Support financially
- Volunteer
- Donate products/services
- Attend events
- I don't currently support non-profits
- Other, please specify: _____

- 1-5 hours
- 6-10 hours
- 11-15 hours
- 16-20 hours
- 25+ hours

2. Have you participated in any political organizations, and if so what organizations?

3. How much time do you typically spend volunteering per month?

- None

4. What does or would motivate you to volunteer? (check all that apply)

- wanting to make a change in local communities
- sense of accomplishment
- social connections
- filling the time
- Other, please specify: _____

5. What kind of volunteer work do/would you enjoy doing?

- Planning and organizing events

SURVEY

- On-the-ground; running events, tabling, etc.
- Behind-the-scenes work
- Running social media and creating content
- Other, please specify: _____

6. Where do you get your information about local elections?

- Newspaper/publications
- Television/radio
- Voter guide
- Word-of-mouth
- Social media
- Other, please specify _____

7. If you use social media sites, which ones? (check all that apply)

- Facebook
- Twitter
- TikTok
- Instagram
- Snapchat
- None
- Other, please specify _____

8. How important is nonpartisanship (lack of affiliation with, and a lack of bias towards, a political party) in a political nonprofit?

- Extremely Important
- Important
- Somewhat Important
- Not Important

9. How important are the following issues to you?

	Extremely important	Somewhat important	Neutral	Not important
Climate change				
Gender equality				
Reproductive rights				
LGBTQ+				
Healthcare				
Housing issues				
Education policy				
Voters rights				

10. How much do you know about the League of Women Voters?

- Nothing
- I've heard the name but that's all
- I know a little bit about them
- I know a lot but am not a member
- I'm a member

11. How interested would you be in learning more about education policy or participating in related research?

- Very Interested
- Interested
- Somewhat Interested
- Not Interested

RESEARCH PAPER

Research Paper Outline

Brand-Aid — Tallie, Jonathan, Sam

Executive Summary

- The League of Women Voters needs a campaign to expand their membership base, raise awareness and gain more attention from a younger, college-aged demographic.
- Brand-Aid conducted a hybrid online and in-person survey for 1 week in late April and early May, which received a total of 152 responses.
- The key findings were:
 - Wanting to make a change in their community would motivate nearly 75% of respondents to volunteer more. Over 50% would be motivated by social connectivity.
 - Respondents between the ages of 45-54 are more likely to spend more time volunteering than any other age group.
 - 37.5% of college student respondents said they would volunteer by helping with social media.
 - Issues of climate change, gender equality, LGBTQ+ rights, affordable healthcare, basic needs, and voter rights were extremely important, to those survey

Methodology

- The goal of the survey was to measure how involved Whatcom County residents are in non-profits and their willingness to volunteer.
- We surveyed Whatcom County residents from April 27 through May 4. We had a total of 152 responses; 40 in person and 112 online.
 - IN-PERSON: We surveyed students at Western Washington University on Thursday, April 27, 2023 from 2:00 p.m to 3:00 p.m. We collected 25 responses and four no's for a response rate of 86.2%.
 - IN-PERSON: We surveyed people at the Bellingham Farmers Market on Saturday, April 29 from 10:30 a.m. to 12:00 p.m. We collected 15 responses and 43 no's for a response rate of 38.6%.
 - ONLINE: We shared a link to the survey on the Bellingham, Whatcom Community College, Whatcom and WWU Reddit pages. Online surveys were also sent to employees at Avenue Bread, the Office of Civic Engagement, Make.Shift Art Space, Honey Salon, and Trader Joe's. The link was also shared onto the WWU students Facebook group. Lastly, a link was shared on a personal Instagram story.

Demographic Totals

Age	%
18-24	40.79%
25-34	28.29%
35-44	9.21%
45-54	11.18%
55-64	6.58%
65+	3.95%
Pronouns	%
He/him	34.21%
She/her	57.24%
They/them	3.29%
Other/prefer not to answer	5.26%
Annual Household Income	%
Less than \$10,000	23.33%
\$10,000 - \$50,000	28.00%
\$51,000 - 100,000	26.67%
More than \$100,000	22.00%
Marital Status	%
Single	44.00%

Married	28.00%
Not married but in a long-term relationship	28.00%
Children under 18 living at home	%
Yes	11.84%
No	88.16%
College Enrollment / Graduation Status	%
Yes, currently enrolled	42.11%
Yes, graduated	51.32%
Yes, didn't graduate and am not currently enrolled	3.95%
Never been a college student	2.63%

- Sources of Error
 - We did not collect a large enough sample size to properly analyze responses recorded as they/them, those with no pronouns/preferred not to answer, people who did not graduate college and are not currently enrolled, and people aged 35-44 and 55+.

Findings

RQ1 — Where and how do you support local nonprofits?

- Totals
 - Attend events (36.2%)
 - Support financially (35.5%)

- Volunteer (32.2%)
 - Donate products and services (27.6%).
 - I don't currently support non-profits (27.6%)
 - Other, please specify (13.2%)
- Age
 - Support financially - 18-24 (19.4%), 25-34 (23.3%), 45-54 (82.4%)
 - Donate products and services - 18-24 (24.2%), 25-34 (11.6%), 45-54 (52.9%)
 - I don't currently support nonprofits - 18-24 (37.1%), 25-34 (32.6%), 45-54 (5.9%)
 - There was no significant differences based on those who responded "Other, please specify"
 - No other differences based on age
- Pronouns
 - No noticeable differences were based on pronouns.
- Income
 - Support Financially - less than \$10,000 (20%), \$10,000-\$50,000 (23.8%), \$51,000-\$100,000 (40%), more than \$100,000 (57.6%).
 - Volunteer - less than \$10,000 (25.7%), \$10,000-\$50,000 (28.6%), \$51,000-\$100,000 (42.5%), more than \$100,000 (42.5%).
 - Donate product/ services - less than \$10,000 (20%), \$10,000-\$50,000 (21.4%), \$51,000-\$100,000 (30%), more than \$100,000 (42.4%).
 - Attend events - less than \$10,000 (28.6%), \$10,000-\$50,000 (26.2%), \$51,000-\$100,000 (40%), more than \$100,000 (51.5%).
 - I don't currently support non-profits - less than \$10,000 (51.4%), \$10,000-\$50,000 (26.2%), \$51,000-\$100,000 (17.5%), more than \$100,000 (18.2%).
 - Other, please specify - less than \$10,000 (2.9%), \$10,000-\$50,000 (7.1%), \$51,000-\$100,000 (32.5%), more than \$100,000 (9.1%).
- Marital status
 - Attend events - Single (31.8%), Married (31.0%), Unmarried but in a long-term relationship (47.6%)
 - Support financially - Single (22.7%), Married (57.1%), Unmarried but in a long-term relationship (31%)

- Donate products and services - Single (24.3%), Married (35.7%), Unmarried but in a long-term relationship (26.2%)
 - I don't currently support non-profits - Single (37.9%), Married (16.7%), Unmarried but in a long-term relationship (23.8%)
 - Other, please specify - Single (6.1%), Married (19%), Unmarried but in a long-term relationship (19%).
 - No other differences were based on marital status
- Children under 18 living at home
 - Support financially - Yes (50%), No (33.6%)
 - Volunteer - Yes (44.4%), No (30.6%)
 - Other - Yes (22.2%), No (11.2%)
 - No other differences were based on whether children under 18 were living at home.
- College Enrollment Status
 - Attend events - Yes currently enrolled (28.1%), Yes graduated (42.3%).
 - Support financially - Yes currently enrolled (21.9%), Yes graduated (42.3%)
 - Donate products and services - Yes currently enrolled (21.9%), Yes graduated (32.1%).
 - I don't currently support non-profits - Yes currently enrolled (37.5%), Yes graduated (19.2%).
 - Other, please specify - Yes currently enrolled (7.8%), Yes graduated (16.7%).
 - No other differences based on college enrollment.

RQ2 — Have you participated in any political organizations?

- Totals
 - No/Not applicable (77.6%)
 - Yes, please specify (19.7%)
- Age
 - Yes - 18-14 (14.5%), 25-34 (14.5%), 45-54 (23.5%)
 - No/Not applicable - 18-14 (85.5%), 25-34 (7.0%), 45-54 (70.6%)
- Pronouns
 - No significant differences based on pronouns

- **Income**
 - Yes - Less than \$10,000 (5.7%), \$10,000-\$50,000 (19.0%), \$51,000-100,000 (32.5%), More than \$100,000 (21.2%)
 - No/Not applicable - Less than \$10,000 (94.3%), \$10,000-\$50,000 (78.6%), \$51,000-100,000 (62.5%), More than \$100,000 (75.8%)

- **Marital Status**
 - Yes - Single (13.6%), Married (21.4%), Not married but in a long-term relationship (26.2%)
 - No/Not applicable Single (84.8%), Married (73.8%), Not married but in a long-term relationship (71.4%)

- **Children under 18 living at home**
 - Yes - Yes (27.8%), No (18.7%)
 - No/Not applicable - Yes (66.7%), No (79.1%)

- **College enrollment status**
 - Yes - Yes, currently enrolled (15.6%), Yes, graduated (23.1%)
 - No/Not applicable - Yes, currently enrolled (79.7%), Yes, graduated (75.6%)

RQ3 — How much time do you typically spend volunteering per month?

- **Totals**
 - None at all (53.9%)
 - 1-5 hours (28.9%)
 - 6-10 hours (5.9%)
 - 11-15 hours (5.3%)
 - 16-20 hours (3.3%)
 - More than 20 hours (1.3%)

- **Age**
 - None at all - 18-14 (56.6%), 25-34 (62.8%), 45-54 (41.2%)
 - 1-5 hours - 18-14 (27.4%), 25-34 (20.9%), 45-54 (41.2%)
 - No other differences based on age.

- **Pronouns**

- No differences based on pronouns.
- **Income**
 - None at all - less than \$10,000 (68.6%), \$10,000-\$50,000 (50%), \$51,000-\$100,000 (47.5%), more than \$100,000 (48.5%).
 - 1-5 hours - less than \$10,000 (20%), \$10,000-\$50,000 (28.6%), \$51,000-\$100,000 (27.5%), more than \$100,000 (42.4%).
 - No other differences based on income.
- **Marital Status**
 - No differences based on marital status.
- **College**
 - No differences based on college enrollment status.
- **Children under 18 living at home**
 - None at all - Yes (27.8%), No (57.5%)
 - 1-5 hours - Yes (50%), No (26.1%)
 - 6-10 hours - Yes (16.7%), No (4.5%)
 - No other differences based on whether children under 18 are living at home.

RQ4 — What does or would motivate you to volunteer?

- **Totals**
 - Wanting to make a change in local communities (73.7%)
 - Sense of accomplishment (40.8%)
 - Social connections (55.9%)
 - Filling the time (12.5%)
 - Other, please specify (15.1%)
- **Age**
 - Wanting to make a change in local communities - 18-24 (74.2%), 25-34 (72.1%), 45-54 (82.4%)
 - Sense of accomplishment - 18-24 (46.8%), 25-34 (37.2%), 45-54 (35.3%)
 - Social connections - 18-24 (64.5%), 25-34 (55.6%), 45-54 (64.7%)
 - Filling the time - 18-24 (19.4%), 25-34 (9.3%), 45-54 (5.9%)
 - Other, please specify - 18-24 (6.5%), 25-34 (16.3%), 45-54 (17.6%)

- Pronouns
 - No significant differences based on pronouns

- Income
 - Wanting to make a change in local communities - Less than \$10,000 (68.6%), \$10,000-\$50,000 (73.8%), \$51,000-100,000 (72.5%), More than \$100,000 (78.8%)
 - Sense of accomplishment - Less than \$10,000 (37.1%), \$10,000-\$50,000 (40.5%), \$51,000-100,000 (42.5%), More than \$100,000 (45.5%)
 - Social connections - Less than \$10,000 (65.7%), \$10,000-\$50,000 (50.0%), \$51,000-100,000 (45.0%), More than \$100,000 (69.7%)
 - Filling the time - Less than \$10,000 (11.4%), \$10,000-\$50,000 (11.9%), \$51,000-100,000 (22.5%), More than \$100,000 (3.0%)
 - Other, please specify - Less than \$10,000 (8.6%), \$10,000-\$50,000 (16.7%), \$51,000-100,000 (25.0%), More than \$100,000 (9.1%)

- Marital Status
 - Wanting to make a change in local communities - Single (77.3%), Married (73.8%), Not married but in a long-term relationship (69.0%)
 - Sense of accomplishment - Single (40.9%), Married (33.3%), Not married but in a long-term relationship (47.6%)
 - Social connections - Single (65.2%), Married (45.2%), Not married but in a long-term relationship (52.4%)
 - Filling the time - Single (15.2%), Married (4.8%), Not married but in a long-term relationship (16.7%)
 - Other, please specify - Single (7.6%), Married (23.8%), Not married but in a long-term relationship (16.7%)

- Children under 18
 - Wanting to make a change in local communities - Yes (88.9%), No (71.6%)
 - Sense of accomplishment - Yes (44.4%), No (40.3%)
 - Social connections - Yes (61.1%), No (55.2%)
 - Filling the time - Yes (5.6%), No (13.4%)
 - Other, please specify - Yes (5.6%), No (16.4%)

- College Enrollment Status

- Wanting to make a change in local communities - Yes, currently enrolled (67.2%), Yes graduated (78.2%)
- Sense of accomplishment - Yes, currently enrolled (40.2%), Yes graduated (41.0%)
- Social connections - Yes, currently enrolled (59.4%), Yes graduated (52.6%)
- Filling the time - Yes, currently enrolled (17.2%), Yes graduated (9.0%)
- Other, please specify - Yes, currently enrolled (12.5%), Yes graduated (16.7%)

RQ5 — What kind of volunteer work do/would you enjoy doing? (Check all that apply)

- **Totals**

- Behind the scenes work (57.2%)
- On the ground-running events, tabling, etc (53.3%)
- Planning/organizing events (27.6%)
- Running social media (25.7%)
- Other, please specify (12.5%)

- **Age**

- Behind the scenes work - 18-24 (54.8%), 25-34 (48.8%), 45-54 (76.5%)
- On the ground running events, tabling, etc. - 18-24 (56.5%), 25-34 (65.1%), 45-54 (35.3%)
- Planning/organizing events - 18-24 (33.9%), 25-34 (27.9%), 45-54 (11.8%)
- Running social media - 18-24 (38.7%), 25-34 (14%), 45-54 (11.8%)
- No other differences based on age.

- **Pronouns**

- On the ground - running events, tabling, etc - he/him (61.5%), she/her (46%)
- Running social media - he/him (15.4%), she/her (32.2%)
- No other differences based on pronouns.

- **Income**

- Behind the scenes work - Less than \$10,000 (60%), \$10,000-\$50,000 (47.6%), \$51,000-100,000 (55%), More than \$100,000 (66.7%)
- On the ground-running events, tabling, etc - Less than \$10,000 (54.3%), \$10,000-\$50,000 (52.4%), \$51,000-100,000 (60%), More than \$100,000 (48.5%)
- Planning/organizing events - Less than \$10,000 (34.3%), \$10,000-\$50,000 (23.8%), \$51,000-100,000 (30%), More than \$100,000 (24.2%)

- Running social media - Less than \$10,000 (42.9%), \$10,000-\$50,000 (16.7%), \$51,000-100,000 (30%), More than \$100,000 (15.2%)
 - Other, please specify - Less than \$10,000 (5.7%), \$10,000-\$50,000 (14.3%), \$51,000-100,000 (17.5%), More than \$100,000 (12.1%)
- **Marital Status**
 - On the ground-running events, tabling, etc - Single (62.1%), Married (11.9%), Not married but in a long-term relationship (31%)
 - Planning/organizing events - Single (33.3%), Married (11.9%), Not married but in a long-term relationship (31%)
 - Running social media - Single (25.8%), Married (16.7%), Not married but in a long-term relationship (33.3%)
 - Other, please specify - Single (6.1%), Married (21.4%), Not married but in a long-term relationship (11.9%)
 - No other differences based on marital status.
- **Children under 18 living at home**
 - On the ground-running events, tabling, etc - Yes (38.9%), No (55.2%)
 - Other, please specify - Yes (22.2%), No (11.2%)
 - No other differences based on whether children under 18 are living at home.
- **College enrollment status**
 - Planning/organizing events - Yes currently enrolled (34.4%), Yes graduated (19.2%).
 - Running social media - Yes currently enrolled (37.5%), Yes graduated (16.7%).
 - Other, please specify - Yes, currently enrolled (6.3%), Yes, graduated (15.4%).
 - No other differences based on college enrollment status.

RQ6 — Where do you get your information about local elections? (Check all that apply)

- **Totals**
 - Social Media (72.4%)
 - Voter guide (61.2%)
 - Newspaper/print publications (57.9%)
 - Word-of-mouth (40.8%)
 - Television/radio (15.8%)
 - Other, please specify (10.5%)

- Age
 - Social Media - 18-24 (82.3%), 25-34 (81.4%), 45-54 (58.8%).
 - Voter guide - 18-24 (37.1%), 25-34 (69.8%), 45-54 (82.4%).
 - Newspaper/print publications - 18-24 (45.2%), 25-34 (60.5%), 45-54 (76.5%).
 - Word-of-mouth - 18-24 (48.4%), 25-34 (32.6%), 45-54 (35.3%).
 - No other differences based on age.

- Pronouns
 - Voter guide - he/him (73.1%), she/her (56.3%).
 - Newspaper/print publications - he/him (50%), she/her (63.2%).
 - Television/radio - he/him (9.6%), she/her (20.7%).
 - No other differences based on pronouns.

- Income
 - Social Media - Less than \$10,000 (80%), \$10,000-\$50,000 (81%), \$51,000-100,000 (70%), More than \$100,000 (60.6%)
 - Voter guide - Less than \$10,000 (34.3%), \$10,000-\$50,000 (54.8%), \$51,000-100,000 (65%), More than \$100,000 (90.9%)
 - Newspaper/print publications - Less than \$10,000 (51.4%), \$10,000-\$50,000 (45.2%), \$51,000-100,000 (60%), More than \$100,000 (75.8%)
 - Word-of-mouth - Less than \$10,000 (54.3%), \$10,000-\$50,000 (35.7%), \$51,000-100,000 (35%), More than \$100,000 (42.4%)
 - Television/radio - Less than \$10,000 (20%), \$10,000-\$50,000 (16.7%), \$51,000-100,000 (15%), More than \$100,000 (9.1%)
 - Other, please specify - Less than \$10,000 (8.6%), \$10,000-\$50,000 (4.8%), \$51,000-100,000 (17.5%), More than \$100,000 (12.1%)

- Marital status
 - Social Media - Single (77.3%), Married (59.5%), Not married but in a long-term relationship (76.2%).
 - Voter guide - Single (50%), Married (76.2%), Not married but in a long-term relationship (64.3%).
 - Newspaper/print publications - Single (48.5%), Married (71.4%), Not married but in a long-term relationship (59.5%).
 - Word-of-mouth - Single (37.9%), Married (28.6%), Not married but in a long-term relationship (57.1%).

- Other, please specify - Single (4.5%), Married (17.6%), Not married but in a long-term relationship (14.3%).
- No other differences based on marital status.
- Children under 18 living at home
 - Social media - Yes (83.3%), No (70.9%).
 - Voter guide - Yes (72.2%), No (59.7%).
 - No other differences based on whether children under 18 are living at home.
- College enrollment status
 - Voter guide - Yes currently enrolled (43.8%), Yes graduated (74.4%).
 - No other differences based on college enrollment status.

RQ7 — If you use social media sites, which ones? (Check all that apply)

- **Totals**
 - Instagram (43.9%)
 - Snapchat (30.9%)
 - Facebook (27.6%)
 - TikTok (26.3%)
 - Twitter (21.1%)
 - Other (21.1%)
- **Age**
 - Instagram - 18-24 (69.4%), 25-34 (46.5%), 45-54 (29.4%).
 - Snapchat - 18-24 (58.1%), 25-34 (18.6%), 45-54 (5.9%).
 - TikTok - 18-24 (46.8%), 25-34 (18.6%), 45-54 (11.8%).
 - Twitter - 18-24 (30.6%), 25-34 (16.3%), 45-54 (11.8%).
 - Other - 18-24 (9.7%), 25-34 (37.2%), 45-54 (17.6%).
 - No other differences based on age.
- **Pronouns**
 - Facebook - he/him (19.2%), she/her (34.5%)
 - TikTok - he/him (13.5%), she/her (32.2%)
 - No other differences based on pronouns.
- **Income**

- Instagram - Less than \$10,000 (65.7%), \$10,000-\$50,000 (47.6%), \$51,000-100,000 (50%), More than \$100,000 (36.4%)
 - Snapchat - Less than \$10,000 (51.4%), \$10,000-\$50,000 (38.1%), \$51,000-100,000 (17.5%), More than \$100,000 (18.2%)
 - Facebook - Less than \$10,000 (28.6%), \$10,000-\$50,000 (21.4%), \$51,000-100,000 (42.5%), More than \$100,000 (18.2%)
 - TikTok - Less than \$10,000 (40%), \$10,000-\$50,000 (31%), \$51,000-100,000 (22.5%), More than \$100,000 (12.1%)
 - Twitter - Less than \$10,000 (28.6%), \$10,000-\$50,000 (19%), \$51,000-100,000 (20%), More than \$100,000 (18.2%)
 - No other differences based on income.
- Marital Status
 - Instagram - Single (57.6%), Married (28.6%), Not married but in a long-term relationship (57.1%)
 - Snapchat - Single (39.4%), Married (11.9%), Not married but in a long-term relationship (38.1%)
 - Facebook - Single (22.7%), Married (26.2%), Not married but in a long-term relationship (38.1%)
 - TikTok - Single (36.4%), Married (4.8%), Not married but in a long-term relationship (33.3%)
 - Twitter - Single (22.7%), Married (11.9%), Not married but in a long-term relationship (28.6%).
 - No other differences based on marital status.
- Children under 18 living at home
 - Facebook - Yes (38.9%), No (26.1%)
 - TikTok - Yes (11.1%), No (28.4%)
 - Twitter - Yes (11.1%), No (22.4%)
 - Other - Yes (33.3%), No (19.4%)
 - No other differences based on whether children under 18 are present.
- College Enrollment Status
 - Instagram - Yes currently enrolled (60.9%), Yes graduated (42.3%).
 - Snapchat - Yes currently enrolled (46.9%), Yes graduated (21.8%).
 - TikTok - Yes currently enrolled (39.1%), Yes graduated (17.9%).

- No other differences based on college enrollment status.

RQ8 — How important is nonpartisanship in a political nonprofit?

- **Totals**

- Slightly Important (31.6%)
- Important (31.6%)
- Extremely Important (19.1%)
- Not Important (15.8%)

- **Age**

- Slightly Important - 18-24 (37.1%), 25-34 (23.3%), 45-54 (35.3%)
- Not Important - 18-24 (9.7%), 25-34 (25.6%), 45-54 (17.6%)
- No other differences based on age.

- **Pronouns**

- Extremely Important - he/him (19.2%), she/her (34.5%)
- Not Important - he/him (19.2%), she/her (34.5%)
- No other differences based on pronouns.

- **Income**

- Slightly Important - Less than \$10,000 (48.6%), \$10,000-\$50,000 (21.4%), \$51,000-100,000 (25%), More than \$100,000 (36.4%)
- Extremely Important - Less than \$10,000 (14.3%), \$10,000-\$50,000 (26.2%), \$51,000-100,000 (20%), More than \$100,000 (9.2%)
- Not Important - Less than \$10,000 (5.7%), \$10,000-\$50,000 (16.7%), \$51,000-100,000 (20%), More than \$100,000 (21.2%)
- No other differences based on income.

- **Marital Status**

- Slightly Important - Single (22.7%), Married (14.3%), Not married but in a long-term relationship (19%)
- Important - Single (28.8%), Married (23.8%), Not married but in a long-term relationship (45.2%)
- Extremely Important - Single (33.3%), Married (38.1%), Not married but in a long-term relationship (21.4%)
- No other differences based on marital status.

- Children under 18 living at home
 - Slightly Important - Yes (22.2%), No (32.8%)
 - Important - Yes (44.4%), No (29.9%)
 - No other differences based on whether children under 18 are present
- College enrollment status
 - Slightly Important - Yes currently enrolled (39.1%), Yes graduated (25.6%).
 - No other differences based on college enrollment status

RQ9 — How important are the following issues to you (Extremely, Slightly, Neutral Not Important)?

Climate Issues

- **Totals**
 - Extremely (73%)
 - Slightly (23%)
 - Neutral (2%)
 - Not Important (0%)
- Age
 - No differences based on age.
- Pronouns
 - Extremely - he/him (65.4%), she/her (78.2%)
 - No other differences based on pronouns.
- Income
 - Extremely - Less than \$10,000 (80%), \$10,000-\$50,000 (69%), \$51,000-100,000 (70%), More than \$100,000 (75.8%).
 - No other differences based on income.
- Marital Status
 - Extremely - Single (71.2%), Married (64.3%), Not married but in a long-term relationship (85.7%).

- Slightly - Single (24.2%), Married (28.6%), Not married but in a long-term relationship (14.3%).
- No other differences based on marital status.
- Children under 18 living at home
 - No differences based on whether children under 18 are present.
- College enrollment status
 - No differences based on college enrollment status

Gender Equality/ Reproductive Rights

- **Totals**
 - Extremely (80.3%)
 - Slightly (11.8%)
 - Neutral (4.6%)
 - Not Important (2%)
- Age
 - No differences based on age.
- Pronouns
 - he/him (65.4%), she/her (78.2%)
 - No other differences based on pronouns.
- Income
 - Extremely - Less than \$10,000 (88.6%), \$10,000-\$50,000 (76.2%), \$51,000-100,000 (77.5%), More than \$100,000 (78.8%).
 - No other differences based on income.
- Marital Status
 - Extremely - Single (77.3%), Married (71.4%), Not married but in a long-term relationship (92.9%).
 - Slightly - Single (10.6%), Married (23.8%), Not married but in a long-term relationship (2.4%).
 - No other differences based on marital status.

- Children under 18 living at home
 - No differences based on whether children under 18 are present.
- College Enrollment Status
 - Slightly - Yes currently enrolled (7.8%), Yes graduated (15.4%).
 - No other differences based on marital status.

LGBTQ+ Rights

- **Totals**
 - Extremely Important (74.3%)
 - Slightly Important (17.1%)
 - Not Important (4.6%)
 - Neutral (2.6%)
- Age
 - No differences based on age.
- Income
 - Extremely - Less than \$10,000 (85.7%), \$10,000-\$50,000 (69%), \$51,000-100,000 (70%), More than \$100,000 (75.8%).
 - Slightly - Less than \$10,000 (11.4%), \$10,000-\$50,000 (14.3%), \$51,000-100,000 (22.5%), More than \$100,000 (18.2%).
 - No other differences based on income.
- Marital Status
 - Extremely - Single (71.2%), Married (64.3%), Not married but in a long-term relationship (88.1%).
 - Slightly - Single (16.7%), Married (28.6%), Not married but in a long-term relationship (7.1%).
 - No other differences based on marital status.
- Children under 18 living at home
 - No differences based on age.

- College enrollment status.
 - No differences based on college enrolment status.

Affordable Healthcare

- **Totals**
 - Extremely (84.2%)
 - Slightly (12.5%)
 - Neutral (1.3%)
 - Not Important (0.5%)
- Age
 - No differences based on age.
- Income
 - Extremely - Less than \$10,000 (88.6%), \$10,000-\$50,000 (83.3%), \$51,000-100,000 (77.5%), More than \$100,000 (87.9%).
 - Slightly - Less than \$10,000 (8.6%), \$10,000-\$50,000 (9.5%), \$51,000-100,000 (20%), More than \$100,000 (12.1%).
 - No other difference based on income.
- Marital Status
 - Extremely - Single (84.8%), Married (76.2%), Not married but in a long-term relationship (92.9%).
 - No other differences based on marital status.
- Children under 18 living at home
 - No differences based on children under 18 found.
- College enrollment status
 - No differences based on college annulment status.

Basic Needs

- **Totals**
 - Extremely (81.6%)
 - Slightly (13.8%)

- Neutral (3.3%)
- Not Important (0%)
- Age
 - No differences based on age.
- Income
 - Extremely - Less than \$10,000 (97.1%), \$10,000-\$50,000 (78.6%), \$51,000-100,000 (72.5%), More than \$100,000 (84.8%).
 - Slightly - Less than \$10,000 (2.9%), \$10,000-\$50,000 (14.3%), \$51,000-100,000 (20%), More than \$100,000 (12.1%).
 - No other differences based on income.
- Marital Status
 - Extremely - Single (84.8%), Married (64.3%), Not married but in a long-term relationship (92.9%).
 - Slightly - Single (10.6%), Married (31%), Not married but in a long-term relationship (2.4%).
 - No other differences based on marital status.
- Children under 18 living at home
 - Extremely - Yes (66.7%), No (83.6%).
 - Slightly - Yes (27.8%), No (11.9%).
- College enrolment status
 - No differences based on college enrollment status.

Voters Rights

- **Totals**
 - Extremely (72.4%)
 - Slightly (20.4%)
 - Neutral (4.6%)
 - Not Important (0%)
- Age
 - Extremely - 18-24 (67.7%), 25-34 (69.8%), 45-54 (88.2%).
 - No other differences based on age.

- **Income**
 - Extremely - Less than \$10,000 (68.6%), \$10,000-\$50,000 (66.7%), \$51,000-100,000 (75%), More than \$100,000 (81.8%).
 - Slightly - Less than \$10,000 (25.7%), \$10,000-\$50,000 (26.2%), \$51,000-100,000 (17.5%), More than \$100,000 (9.1%).

- **Marital Status**
 - Extremely - Single (65.2%), Married (76.2%), Not married but in a long-term relationship (78.6%).
 - Slightly - Single (25.8%), Married (16.7%), Not married but in a long-term relationship (16.7%).

- **Children under 18 living at home**
 - No differences based on whether children under 18 are present.

- **College enrolment status**
 - No differences based on college enrollment status.

RQ10 — How much do you know about the League of Women Voters?

- **Totals**
 - Nothing (32.9%)
 - I've heard the name, but that's all (21.7%)
 - I know a little bit about them (29.6%)
 - I know a lot but am not a member (14.5%)
 - I'm a member of the league (0.0%)

- **Age**
 - Nothing - 18-24 (48.4%), 25-34 (48.4%), 45-54 (5.9%)
 - I've heard the name, but that's all - 18-24 (24.2%), 25-34 (27.9%), 45-54 (17.6%)
 - I know a little bit about them - 18-24 (21.0%), 25-34 (27.9%), 45-54 (35.3%)
 - I know a lot but am not a member - 18-24 (6.5%), 25-34 (7.0%), 45-54 (41.2%)

- **Pronouns**
 - Nothing - he/him (38.5%), she/her (29.9%)

- I've heard the name, but that's all - he/him (19.2%), she/her (23.0%)
 - I know a little bit about them - he/him (28.8%), she/her (31.0%)
 - I know a lot but am not a member - he/him (11.5%), she/her (14.9%)
- **Income**
 - Nothing - less than \$10,000 (45.7%), \$10,000-\$50,000 (38.1%), \$51,000-100,000 (32.5%), More than \$100,000 (15.2%)
 - I've heard the name, but that's all - Less than \$10,000 (22.9%), \$10,000-\$50,000 (23.8%), \$51,000-100,000 (20%), More than \$100,000 (21.2%)
 - I know a little bit about them - less than \$10,000 (25.7%), \$10,000-\$50,000 (28.6%), \$51,000-100,000 (25%), More than \$100,000 (29.4%)
 - I know a lot but am not a member - less than \$10,000 (5.7%), \$10,000-\$50,000 (7.1%), \$51,000-100,000 (20%), More than \$100,000 (24.2%)
- **Marital Status**
 - Nothing - Single (45.5%), Married (19%), Not married but in a long-term relationship (28.6%)
 - I've heard the name, but that's all - Single (21.2%), Married (19%), Not married but in a long-term relationship (23.8%)
 - I know a little bit about them - Single (21.2%), Married (49.9%), Not married but in a long-term relationship (31%)
 - I know a lot but am not a member - Single (10.6%), Married (16.7%), Not married but in a long-term relationship (16.7%)
- **Children under 18**
 - Nothing - Yes (11.1%), No (35.8%)
 - I've heard the name, but that's all - Yes (27.8%), No (35.8%)
 - I know a little bit about them - Yes (33.3%), No (29.1%)
 - I know a lot but am not a member - Yes (22.2%), No (13.4%)
- **College graduate**
 - Nothing - Yes, currently enrolled (39.1%), Yes, graduated (28.2%)
 - I've heard the name, but that's all - Yes, currently enrolled (25%), Yes, graduated (19.2%)
 - I know a little bit about them - Yes, currently enrolled (26.6%), Yes, graduated (32.1%)

- I know a lot but am not a member - Yes, currently enrolled (6.3%), Yes, graduated (20.5%)

RQ11 — How interested would you be in learning more about education policy and/or participating in related research?

- **Totals**

- Somewhat interested (34.9%)
- Not interested (32.9%)
- Interested (22.4%)
- Very Interested (8.6%)

- **Age**

- Somewhat interested - 18-24 (40.3%), 25-34 (37.2%), 45-54 (29.4%)
- Not interested - 18-24 (22.6%), 25-34 (23.3%), 45-54 (52.9%)
- No other differences based on age

- **Pronouns**

- Somewhat interested - he/him (42.3%), she/her (32.2%)
- No other differences based on pronouns

- **Income**

- Somewhat interested- less than \$10,000 (48.6%), \$10,000-\$50,000 (40.5%), \$51,000-100,000 (25%), More than \$100,000 (27.3%)
- Not interested- less than \$10,000 (17.1%), \$10,000-\$50,000 (33.3%), \$51,000-100,000 (37.5%), More than \$100,000 (39.4%)
- Interested - less than \$10,000 (31.4%), \$10,000-\$50,000 (16.7%), \$51,000-100,000 (20%), More than \$100,000 (24.2%)
- Very Interested - less than \$10,000 (2.9%), \$10,000-\$50,000 (7.1%), \$51,000-100,000 (15%), More than \$100,000 (9.1%)

- **Marital Status**

- Somewhat interested - Single (43.9%), Married (26.2%), Not married but in a long-term relationship (31.0%)
- Not interested - Single (28.8%), Married (50%), Not married but in a long-term relationship (19%)

- Interested - Single (18.2%), Married (16.7%), Not married but in a long-term relationship (35.7%)
- No other differences based on marital status
- Children under 18 living at home
 - No differences based on whether children under 18 are present.
- College enrollment status
 - Not interested - Yes, currently enrolled (25%), Yes, graduated (38.5%)
 - No other differences based on college enrollment status

Concluding Interpretations

This survey validated some of the hypothesized information about the League of Women Voters Bellingham-Whatcom.

- Wanting to make a change in the community and social connection motivates individuals to volunteer.
 - This is important because we can better adjust The League's tasks to fit with the respondents and increase membership rates.
- Knowledge/awareness is lower among younger demographics
- To increase knowledge/awareness we are proposing
- ...
 - The League starts college chapters at Whatcom Community College and Western Washington University.
 - The League develops a committee that researches and takes an official position on social/political issues of LGBTQ+ and gender equality rights.
 - Create an internship partnership with The League and Western and Whatcom CC.
 - Use the intern to build up their online social media presence, specifically targeting younger demographics.
- It was surprising to see that 82.3% of people surveyed were at least somewhat in favor of nonpartisanship within political organizations. We had previously assumed this would be an issue we'd need to combat.

[Sample: insert org name here]

Constitution

Instructions: This is a handy tool for building a constitution. Read each section and fill-in the necessary information as it pertains to your club. Not ALL sections will be needed for every club, but this represents a fairly standard set of sections that are helpful in clarifying proper structure and procedures and should provide for the long-term health and stability of your organization. Note the instructions in red font below; you should delete all instructions for the final draft of your document. Feel free to add/delete Articles and Sections as needed.

Preamble

State the purpose and aim of the organization. These must match the name and purpose on file with the AS, per your official recognition. It will be the purpose of [name of organization] to [identify purpose].

Notice of Non-discrimination: The University is committed to ensuring equal opportunity and prohibiting illegal discrimination. Club membership, officers, executive councils/Board of Directors, Elections, Meetings, Advisers, and Events are subject to WWU's Nondiscrimination Policies 1600.02 and 1600.04. Clubs are also required to follow University Policy 1600.03 by providing reasonable accommodations to all club members and individuals participating in club activities who may request an accommodation based upon a disability.

WWU Hazing Prevention: WWU prohibits hazing in all university clubs. The prohibition applies to on- and off-campus behavior and conduct is subject to the university Student Conduct Code.

Hazing is defined as any act that, as an explicit or implicit condition for initiation or admission into, affiliation with, or continued membership in a group or organization, endangers the health, safety, or well-being of any member of the university community, is a violation of the code. Examples of hazing include, but are not limited to:

1. Requiring the consumption of any food, alcohol, drug, or other substance.
2. Requiring forced participation in physical activities, including calisthenics, exercise, or other games or activities that entail physical exertion.
3. Requiring exposure to weather elements or to other physically or emotionally uncomfortable situations, including sleep deprivation, confinement in small spaces, physical bondage, and/or taking a student to an outlying area and dropping them off.
4. Requiring conduct that can be reasonably expected to embarrass another, including the performance of public stunts or activities such as scavenger hunts.
5. Requiring anything that would be illegal under city, state, or federal law, or in violation of any university policies or procedures, including the code.

Article I – Name

Section 1 The name of this organization will be [provide complete, official name, and specify any variations on the name which the organization might use in the business it conducts].

Section 2 Identify any affiliations with national, regional, or other groups and specify what the relationship is between the local group and the other groups. If none exist, delete the section.

Last Approved: [insert date when last ratified, approved, amended]

Article II – Membership

- Section 1** Membership in this organization is open to all currently enrolled WWU students on a non-discriminatory basis. Add any qualifications, requirements, rights, duties, and all other conditions for membership in the organization. If desired, include benefits and privileges of membership. Specify how membership may be resigned. *Please note: Membership must be open to all students on a non-discriminatory basis. Full membership (with voting privileges) in a recognized student club or organization is available only to currently enrolled WWU students. Non-students (including faculty, staff, students at other institutions, and community members) may participate in the activities of an organization and will be known as “community affiliates” without the ability to vote or hold office.*
- Section 2** Describe the procedure for deciding to terminate an individual’s membership and under what conditions this might occur. **Membership termination should not be done without notifying the Club Advisor, the Club Activities Manager, or the Club Activities Coordinator at the university.**

Article III – Officers

- Section 1** The officers of this organization will consist of [the number of officers, their titles, and their general duties and responsibilities, but NO NAMES so you won’t need to edit later].
- Section 2** Qualifications for each office, if any.
- Section 3** Term of office [state the period of time that officer positions will be held].
- Section 4** Describe the process for filling a vacant officer position.
- Section 5** Provisions for removal of an officer, including what type of vote is needed and under what conditions this might occur. **Removal of an officer should not be done without notifying the Club Advisor, the Club Activities Manager, or the Club Activities Coordinator at the university.**

Article IV – Executive Council / Board of Directors (delete this Article if it isn’t applicable)

- Section 1** State the make-up of the Executive Committee, Board of Directors, or Council (if you have one); the method of selection; terms of office; and its general duties and responsibilities as well as a provision for filling vacancies. **Removal of a Board/Council Member should not be done without notifying the Club Advisor, the Club Activities Manager, or the Club Activities Coordinator at the university.**

Article V – Elections

- Section 1** Election of officers will be held [state the method and frequency of elections; when they should be held; specify who is eligible to vote and all qualifications, requirements, or other conditions that members must meet before becoming candidates for office. Also, indicate what type of majority is required to win the election: largest number of votes or 51% of votes? Also, if there is a need for a run-off election or a recount of votes, how will this be handled?].

Article VI – Meetings

Last Approved: [insert date when last ratified, approved, amended]

- Section 1** Regular meetings will be scheduled [state the frequency of meetings, unless you wish to state that in the By-Laws for greater flexibility].
- Section 2** State by what rules of order or procedure the meetings of the organization will be conducted. Here is where you must state what form of decision-making the organization will follow. Examples include, but are not limited to:
- Voting Method – all decisions are made by voting using Parliamentary Procedure or Roberts Rules of Order
 - Voting Method – all/some decisions are made by voting without strict adherence to Parliamentary Procedure. (i.e. informal voting).
 - Consensus Method – decisions are made by open discussion and the voicing of any objections from club members.
- Note:** Any decision-making method is acceptable as long as the chosen method is “democratic,” meaning that members are able to guide/determine the direction of the organization.
- Section 3** If you wish to state that a quorum (51% of the voting membership) be present at meetings in order to conduct business, here is the place to do so. Otherwise, delete the section.

Article VII – Advisers (if you don’t plan to have advisers, delete this section)

- Section 1** There shall be [list the number] faculty/staff advisers who will be ex officio members with no voting privileges. **Note:** The AS does not require recognized clubs to have a faculty or staff members as an adviser, but it is encouraged.
- Section 2** Method of selecting adviser(s).
- Section 3** Duties or responsibilities of adviser(s).
- Section 4** Method of removing an adviser.

Article VIII – Amendments

- Section 1** The constitution may be amended by a vote of [be specific – include any requirements for the form or manner in which the amendment is written; any limitations for the presentation or ratification of an amendment; and what margin of votes an amendment shall be required to receive for passage].

By-Laws for [insert org name]

By-Laws are optional and they deal with the day-to-day rules governing an organization. These may have to change in order to accommodate new conditions or circumstances. Hence, they should be reviewed and updated at least annually.

1. **Meetings:** Stipulate the frequency of meetings, possibly the day of the week, and even the time and location.
2. **Officers:** List any additional duties or responsibilities assigned to the various officers which have not already been covered in the constitution.
3. **Outcomes/Benefits for Members:** List here the intrinsic benefits of membership, such as how membership in this organization will impact/change/benefit the individual. These are the intended learning/involvement outcomes for the members. Start the section with: As a result of active membership in [org's name], members will...
4. **Committees:** Name any standing committees and the method to be used for selecting chairpersons and committee members. State the duties and responsibilities of these committees.
5. **Financial:** Describe any membership fees, dues, and other assessments (if any); also details regarding delinquencies. Consider provisions for allocation of funds. **Note: With the exception of religious clubs, all clubs and organizations are required to use the VU Finance Office for any and all financial transactions.**
6. **Elections:** State all election rules and procedures not already covered in the constitution. Be sure to include procedures for filling vacancies and procedures for voting.
7. **Meeting Minutes/Records:** Indicate how records of organization decisions and meeting discussion will be tracked and archived.
8. **Amendments to By-Laws:** Stipulate the method for amending the By-Laws. The requirements for amending the By-Laws should not be as great as those for amending the constitution.

Be sure that the latest copy of your Constitution and By-Laws are uploaded to your club's WIN organization site in the Documents tab through the management view (only group Admins can upload this). Thank You!

THANK YOU

From all of us at Brand-Aid, we would like to offer the sincerest thank you to the League of Women Voters Bellingham-Whatcom for the opportunity to collaborate with you, and for all you do for our community. We have greatly enjoyed crafting and presenting this campaign, and hope that it will prove to be of use. We hope that you enjoy the provided materials.

Sam Pearce, Tallie Johnson, and Jonathan Salazar

