

**LWVNYS MISSION AND GOALS**

<b>Survey Question</b>	<b>Member/Donor (n=230)</b>	<b>Member/Non-donor (n=331)</b>	<b>Former Member/ Donor (n=54)</b>	<b>Former Member/ Non-donor (n=104)</b>	<b>Donor Only (n=27)</b>
Ranking of Mission Components	<ol style="list-style-type: none"> <li>1. Voter Services</li> <li>2. Public Educ.</li> <li>3. Lobbying</li> </ol>	<ol style="list-style-type: none"> <li>1. Voter Services</li> <li>2. Public Educ.</li> <li>3. Lobbying</li> </ol>	<ol style="list-style-type: none"> <li>1. Voter Services</li> <li>2. Public Educ.</li> <li>3. Lobbying</li> </ol>	<ol style="list-style-type: none"> <li>1. Voter Services</li> <li>2. Public Educ.</li> <li>3. Lobbying</li> </ol>	<ol style="list-style-type: none"> <li>1. Voter Services</li> <li>2. Public Educ.</li> <li>3. Lobbying</li> </ol>
Voter Services Priorities	<p>Top 3:</p> <ul style="list-style-type: none"> <li>• Organizing forums/debates</li> <li>• Voter registration drives</li> <li>• Online voter guide</li> </ul> <p>Other:</p> <ul style="list-style-type: none"> <li>• Fighting against attempts to restrict voting rights</li> <li>• Drop nonpartisan role and endorse candidates</li> <li>• Consider televising forums</li> </ul>	<p>Top 3:</p> <ul style="list-style-type: none"> <li>• Organizing forums/debates</li> <li>• Voter registration drives</li> <li>• Online voter guide</li> </ul> <p>Other:</p> <ul style="list-style-type: none"> <li>• Make it easier to vote—address full range of barriers</li> </ul>	<p>Top 3:</p> <ul style="list-style-type: none"> <li>• Organizing forums/debates</li> <li>• Online voter guide</li> <li>• Voter registration drives</li> </ul> <p>Other:</p> <ul style="list-style-type: none"> <li>• Providing unbiased info about ballot propositions</li> </ul>	<p>Top 3:</p> <ul style="list-style-type: none"> <li>• Organizing forums/debates</li> <li>• Voter registration drives</li> <li>• Online voter guide</li> </ul> <p>Other:</p> <ul style="list-style-type: none"> <li>• Championing unbiased civility</li> </ul>	<p>Top 3:</p> <ul style="list-style-type: none"> <li>• Online voter guide</li> <li>• Voter registration drives</li> <li>• Organizing forums/debates</li> </ul> <p>Other:</p> <ul style="list-style-type: none"> <li>• None</li> </ul>

**LWVNYS MISSION AND GOALS**

<b>Survey Question</b>	<b>Member/Donor (n=230)</b>	<b>Member/Non-donor (n=331)</b>	<b>Former Member/ Donor (n=54)</b>	<b>Former Member/ Non-donor (n=104)</b>	<b>Donor Only (n=27)</b>
<b>Public Education Priorities</b>	<p>Top 3:</p> <ul style="list-style-type: none"> <li>• Educ. Programs about current issues</li> <li>• Creating educ. materials on current issues</li> <li>• School based youth educational programs</li> </ul> <p>Other:</p> <ul style="list-style-type: none"> <li>• Using electronic media to comment on issues</li> </ul>	<p>Top 3:</p> <ul style="list-style-type: none"> <li>• Educ. Programs about current issues</li> <li>• Creating educ. materials on current issues</li> <li>• School based youth educational programs</li> </ul> <p>Other:</p> <ul style="list-style-type: none"> <li>• Several recommendation for specific educational activities</li> </ul>	<p>Top 3:</p> <ul style="list-style-type: none"> <li>• School based youth educational programs</li> <li>• Educ. Programs about current issues</li> <li>• Creating educ. materials on current issues</li> </ul> <p>Other: None</p>	<p>Top 4:</p> <ul style="list-style-type: none"> <li>• Educ. Programs about current issues</li> <li>• Creating educ. materials on current issues</li> <li>• School based youth educational programs</li> <li>• Teaching public how to lobby</li> </ul> <p>Other: 2 recommendations for specific new activities</p>	<p>Top 3:</p> <ul style="list-style-type: none"> <li>• Teaching public how to lobby</li> <li>• Educ. Programs about current issues</li> <li>• School based youth educational programs</li> </ul> <p>Other: None</p>
<b>Legislative Advocacy Priorities</b>	<p>Top 3:</p> <ul style="list-style-type: none"> <li>• Ethics and campaign finance reform</li> <li>• Election laws</li> <li>• Environment</li> </ul>	<p>Top 3:</p> <ul style="list-style-type: none"> <li>• Ethics and campaign finance reform</li> <li>• Election laws</li> <li>• Healthcare</li> </ul>	<p>Top 4:</p> <ul style="list-style-type: none"> <li>• Ethics and campaign finance reform</li> <li>• Election laws</li> <li>• Environment</li> <li>• Financing educ.</li> </ul>	<p>Top 3:</p> <ul style="list-style-type: none"> <li>• Election laws</li> <li>• Ethics and campaign finance reform</li> <li>• Healthcare</li> </ul>	<p>Top 2:</p> <ul style="list-style-type: none"> <li>• Election laws</li> <li>• Ethics and campaign finance reform</li> </ul>

**LWVNYS MISSION AND GOALS**

<b>Survey Question</b>	<b>Member/Donor (n=230)</b>	<b>Member/Non-donor (n=331)</b>	<b>Former Member/ Donor (n=54)</b>	<b>Former Member/ Non-donor (n=104)</b>	<b>Donor Only (n=27)</b>
<p>Long Term Goal Priorities</p>	<p>Top 3:</p> <ul style="list-style-type: none"> <li>• Voting is easier</li> <li>• Gov't rid of corruption</li> <li>• Public understanding of how gov't works</li> </ul> <p>Other:</p> <ul style="list-style-type: none"> <li>• Honesty in public discourse</li> </ul>	<p>Top 3:</p> <ul style="list-style-type: none"> <li>• Public understanding of how gov't works</li> <li>• Voting is easier</li> <li>• Gov't rid of corruption</li> </ul> <p>Other:</p> <ul style="list-style-type: none"> <li>• Reducing gerrymandering</li> </ul>	<p>Top 3:</p> <ul style="list-style-type: none"> <li>• Gov't rid of corruption</li> <li>• Public understanding of how gov't works</li> <li>• Voting is easier</li> </ul> <p>Other:</p> <ul style="list-style-type: none"> <li>• Merit selection of judges</li> </ul>	<p>Top 3:</p> <ul style="list-style-type: none"> <li>• Public understanding of how gov't works</li> <li>• Gov't rid of corruption</li> <li>• Voting is easier</li> </ul> <p>Other:</p> <ul style="list-style-type: none"> <li>• Prevent/limit gerrymandering</li> <li>• Electronic voting</li> </ul>	<p>Top 4:</p> <ul style="list-style-type: none"> <li>• Gov't rid of corruption</li> <li>• Gov't rid of corruption</li> <li>• Public understanding of how gov't works</li> <li>• League is go-to source for media</li> </ul>

**LWVNYS MEMBERSHIP**

<b>Survey Question</b>	<b>Member/Donor</b>	<b>Member/Non-donor</b>	<b>Former Member/ Donor</b>	<b>Former Member/ Non-donor</b>
Why a member?	<p>Top 3:</p> <ul style="list-style-type: none"> <li>• Concerned about national, state, and local issues</li> </ul> <p>Other:</p> <ul style="list-style-type: none"> <li>• Wanted to be knowledgeable about issues</li> <li>• Non-partisan focus</li> <li>• Personal relationships</li> </ul>	<p>Top 4:</p> <ul style="list-style-type: none"> <li>• Concerned about national, state, and local issues</li> <li>• Wanted to meet with other civic minded people around common issues of concern</li> </ul> <p>Other:</p> <ul style="list-style-type: none"> <li>• League is valuable source of unbiased information— wanted to learn from it and support it</li> <li>• Family history of membership</li> </ul>	<p>Top 3:</p> <ul style="list-style-type: none"> <li>• Concerned about national, state, and local issues</li> </ul> <p>Other:</p> <ul style="list-style-type: none"> <li>• To support League’s educational work</li> </ul>	<p>Top 3:</p> <ul style="list-style-type: none"> <li>• Concerned about national, state, and local issues</li> </ul> <p>Other:</p> <ul style="list-style-type: none"> <li>• Wanted the unbiased educ. materials</li> <li>• Was asked to help</li> <li>• Family history of League membership/ leadership</li> <li>• To focus on women’s issues and promote women candidates</li> </ul>
Why no longer a member?			<p>Top 3:</p> <ul style="list-style-type: none"> <li>• Other (Most thought they were still members)</li> <li>• Not enough time</li> <li>• Other organizations more attuned to interests</li> </ul>	<p>Top 3:</p> <ul style="list-style-type: none"> <li>• Other</li> <li>• Not enough time</li> <li>• Other organizations more attuned to interests</li> </ul>

			<p>Other:</p> <ul style="list-style-type: none"><li>• Age and disability</li><li>• Forgot to send dues</li><li>• Moved</li><li>• League is “too white and upper middle class”</li></ul>	<p>Other:</p> <ul style="list-style-type: none"><li>• Age and disability</li><li>• Moved</li><li>• Thought local dues supported the state League</li><li>• Inconvenient meeting times</li><li>• League has lost focus and objectivity</li><li>• Opposed to some League positions</li><li>• Accidentally let membership lapse</li></ul>
--	--	--	---	--

**DONATING TO THE LEAGUE**

<b>Survey Question</b>	<b>Member/Donor</b>	<b>Former Member/ Donor</b>	<b>Donor Only</b>
Is League top giving priority?	Yes: 35% No: 65%	Yes: 24% No: 76%	Yes: 4% No: 96%
Reasons for “yes”	<ul style="list-style-type: none"> <li>• Belief in what the League does—the Mission is important</li> <li>• League addresses issues I care about</li> <li>• Donation will have greater impact than with other organizations</li> </ul>	<ul style="list-style-type: none"> <li>• League is essential to informed citizenry</li> <li>• League is best source of unbiased information</li> </ul>	<ul style="list-style-type: none"> <li>• Focus on education is key</li> </ul>
Reasons for “no”	<ul style="list-style-type: none"> <li>• Other charities or commitments are priorities</li> <li>• Donate equally to many different charities</li> <li>• Limited resources</li> <li>• Give time more than money</li> </ul>	<ul style="list-style-type: none"> <li>• Other charities or commitments are priorities</li> <li>• Disagree with some League positions</li> <li>• Limited resources</li> <li>• Need to see results</li> </ul>	<ul style="list-style-type: none"> <li>• Other charities or commitments are priorities</li> <li>• Limited resources</li> <li>• Don’t have a clear picture of what my donations make possible</li> </ul>
Top other charities supported	Top 4: <ul style="list-style-type: none"> <li>• Church</li> <li>• College/University</li> <li>• Planned Parenthood</li> <li>• Local organizations</li> </ul>	Top 5: <ul style="list-style-type: none"> <li>• Planned Parenthood</li> <li>• Local organizations</li> <li>• Doctors Without Borders</li> <li>• ACLU</li> <li>• Environmental issues</li> </ul>	Top 2: <ul style="list-style-type: none"> <li>• Planned Parenthood</li> <li>• Environmental issues</li> </ul>

**DONATING TO THE LEAGUE**

<b>Survey Question</b>	<b>Member/Non-donor</b>	<b>Former Member/Non-donor</b>
Possible motivation to donate	<p>Top 2:</p> <ul style="list-style-type: none"><li>• Advocacy on issue of personal concern</li><li>• Need to educate students and young people</li></ul> <p>Other:</p> <p>Primarily barriers to giving:</p> <ul style="list-style-type: none"><li>• Already do donate-especially to local Leagues</li><li>• Limited financial ability to contribute</li><li>• Give time instead of money</li></ul>	<p>Top 2:</p> <ul style="list-style-type: none"><li>• Advocacy on issue of personal concern</li><li>• Need to educate students and young people</li></ul> <p>Other:</p> <p>Primarily barriers to giving:</p> <ul style="list-style-type: none"><li>• Limited financial ability to contribute</li><li>• Opposition to League positions</li></ul>

**LWVNYS OTHER CONCERNS**

<b>Member/Donor</b>	<b>Member/Non-donor</b>	<b>Former Member/ Donor</b>	<b>Former Member/ Non-donor</b>	<b>Donor Only</b>
<ul style="list-style-type: none"> <li>• Need to engage younger women/diversify and increase membership</li> <li>• Need to increase awareness of League—improve relationships with media and increase use of social media</li> <li>• Current scope is too broad, League is spread too thin—need to better focus efforts</li> <li>• League should focus primarily on voter and civics education—this role is unique to them</li> <li>• Concerns about League’s approach to NY Constitutional Convention</li> <li>• Hard to prioritize— all League roles and positions are</li> </ul>	<ul style="list-style-type: none"> <li>• Need to engage younger women/diversify membership</li> <li>• “Partisan” League positions are a barrier to potential new membership— League is seen as too liberal</li> <li>• Need to increase awareness of League—improve relationships with media and increase use of social media</li> <li>• Current scope is too broad—need to better focus advocacy efforts</li> <li>• League is slow to respond to current issues</li> <li>• Concerns about League’s approach to NY Constitutional Convention</li> <li>• Local Leagues need</li> </ul>	<ul style="list-style-type: none"> <li>• Increase educational stress on importance of voting, particularly with young people</li> <li>• League had greater visibility when it hosted national presidential debates—need to return to that tradition</li> <li>• Separate roles of state and national Leagues are not clearly differentiated</li> <li>• League should help make it easy as clicking a button to contact public officials</li> </ul>	<ul style="list-style-type: none"> <li>• Need to find a way to engage younger generations—team up with other youth organizations</li> <li>• Need to target potential members in their 50’s—more likely to have time</li> <li>• Increase on-line/social media presence</li> <li>• Increase collaboration with other social action groups</li> <li>• Need to maintain focus on providing unbiased educational programs and materials and promoting civil discourse</li> </ul>	<ul style="list-style-type: none"> <li>• Need to find ways to welcome and engage new people in hands-on activity at the local level</li> <li>• Primary focus should be on increasing voter participation</li> <li>• Hard to prioritize among League activities—all are important</li> <li>• Maintain focus on women’s issues</li> </ul>



important	assistance to survive			
-----------	-----------------------	--	--	--