



# Sample League Activity

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Below is an example of an activity and how the local LWV organized and carried out the event.

## Everyone Loves a Parade

A parade in your town is a visible way to bring awareness to the LWV's anniversary. Parades celebrate events or holidays, such as Independence Day. Members marching as suffragists is fun and gets positive attention.



The LWV of Saratoga County walked in the Memorial Day parade dressed as suffragists in honor of women veterans and to support the Guardian House. The Guardian House is a shelter that was being built for homeless female veterans.

## Build, Collaborate, Partner

The LWV of Saratoga County learned that the parade's theme would be in support of the Guardian House for homeless women veterans, making for a good fit. The LWV of Saratoga County worked with the veterans to make the Guardian House come to fruition. The result was a request to join the parade.

## **Decide on the Event**

The image of suffragists is often in a parade, so marching in the Memorial Day parade for the Guardian House worked well. Members wore white tops with dark or white skirts and a hat. Sashes in purple or gold marked the colors of the suffrage movement in America. They carried banners and signs to complete the look.

### **Timeline: (sample)**

One year:

If possible, as soon as the prior year's parade is over, contact the organizer about walking in the next year's parade. If you cannot find the name of the person responsible, ask one of the participants to put you in touch with the right people.

6 months:

Or, at least 6 months ahead of the parade's date. Decide on your message and how to carry out publicity. Send out save the date information. Start to generate excitement for the parade. Make sure assignments are distributed, e.g. how will the signs and banner be produced, what will be printed on them.

3 months:

At about 3 months, start to gather members who will participate. Finalize the clothing, signage and press.

1 month:

At one month prior to parade, have a list of members walking in the parade. Make sure members know what to do, such as where to meet, what to wear and signs to carry. Make sure that the marchers include diverse representation of your members such as men, different age groups and people of color. At the point press releases go out, be sure your newsletter has information as well as social media.

### **Publicity:**

The LWV of Saratoga County sent our press releases to the papers and radio. Members were alerted through mail chimp emails, the newsletter and social media.

Their Facebook and Twitter started posting a Save the Date as soon as plans were finalized.

Tips: Decide on an image to include in your posts. Pick a hashtag that fits your event. Make an event on Facebook's event page. It'll give you a rough idea how many people are interested.

### **The Event and Afterwards:**

A location to meet on the parade route was established. It was a hot day, so a cooler of cold water was provided. Signs distributed. The LWV of Saratoga County took photographs during the event and posted them on social media alerting followers to look for them during the parade.

Afterward, an article was written for the newsletter, thank you emails to the members who marched and supported the activity and a report with recommendation was submitted to the Board of Directors.

Tips: Waiting to march and walking in the parade can be difficult. Look out for anyone needing assistance. It's ok to step out and enjoy the parade on the sidelines.