

Anniversary Resource Kit

Get ready to celebrate four important 100 year anniversaries –

- NYS women secured the right to vote on November 6, 1917
 - LWVNYS was founded on November 19, 1919
 - LWVUS was founded on February 14, 1920
- The 19th Amendment to the US Constitution (giving American women the right to vote) was officially certified on August 26, 1920

The State League has assembled several Centennial Committees to help us plan events, compile resources related to women’s history and suffrage, and to help update our League history documents.

The goal of our Committees is to help local Leagues launch their own celebrations and discover their own local histories. This kit is designed to get you started in the right direction. Materials covered in this kit include:

- **How to Build Partnerships (p. 3)**
 - **How to Plan Events (p. 3 & 4)**
- **How to Publicize Your Events (p. 4 & 5)**
 - **Social Media Resources (p. 5, 6 & 7)**
 - **Grant Opportunities (p. 7 & 8)**

We have also included additional attachments with resources to help you plan, publicize, and fund your events. These attachments include:

- **Working With Allied Groups**
- **Event Planning Check List**
- **Event and Activity Form**
- **Template Press Release**
- **Sample League Activity**
- **Guidance on Being Highly Visible**

The attachments also include a large **Resource Packet** created by our Education Committee. Resources include books on suffrage, films your League could screen, speakers who could come speak at your meetings, memorabilia you can purchase, and photos that can be included on your social media pages and in your publications.

The kit and attachments will be posted on the State League website. We will continue to add additional resources to the website as our Committees uncover more valuable materials.

The State League will also be launching a **brand new blog to focus on women's history** and suffrage:

<http://lwnys100thanniversary.blogspot.com/>

Currently the blog does not have any entries but we will let everyone know once we decide a date to formally launch. We encourage all local Leagues to share the blog on your Facebook pages and websites.

Finally, the State League will also be creating a **public calendar where we will post the celebrations happening all over the state**. Local Leagues can send information about their celebrations to Jennifer in the state office who will post them in the calendar which will be featured on the League website and on the blog.

How to Use the Resource Kit

The kit is designed to assist local Leagues as they plan their activities and events for the anniversary and afterwards. Steps are laid out as examples to follow for a successful event. Each League and event is different so modify or add to the ideas in the kit. Be aware of the interests that are important to your area. Think “outside the box.” Be creative.

Attached to this document are examples and resources you can use while planning events.

Let's Get Started

The women, who came before us, didn't do it alone. They organized, gathered like-minded people, assigned roles, and made plans. Members want to contribute and be included. Connect with them and explore their interests.

Form a committee or if you are in a smaller League, ask a neighboring League to join in planning, or partner with a similar organization in your area.

Spend some time brainstorming. What is your vision? What are others interested in? What can you do given the time and resources available? Choose a smaller event rather than taking on more than can be accomplished.

Build Collaborations and Partnerships

It is never too early to consider who else in the community would be a partner in your event. Collaborating with partners will make the event easier to carry out and help establish long term relations.



Meet with local organizations, people, and events with similar missions that may have an interest in your event. Visit their website and social media sites to get a good idea of mutual interests.

Expect to do a presentation to their representatives. Talk about similar interests and how collaboration will benefit them, e.g. visibility, membership.

Think of partners as committee members who have valuable input to include in your planning and not just a vehicle to advertise your event. Keep them involved every step of the way. Make sure all names are promoted along with the event.

See the attached “Evaluate an Opportunity for Allied Outreach” for ideas on collaboration with other organizations.

Decide on the Event

Think local. How did the suffrage movement play out in your area? Was there



a person who played a role in the movement or did an event take place nearby. Talk to your local historian. Here’s a link to local historians by county: <http://www.aphnys.org/wp-content/uploads/2016/12/All-Regions-2016-12->

[21-by-county.pdf](#). Do research online or at your library.

Once the event is decided, clearly define the event and present it to members and partners. Explain its purpose and what resources are needed. Get buy in from the members and partners. Recruit additional committee members.

Consider an image and tagline that will allow for a branding and make it easily recognizable. Always include the LWV's logo and your local League's name. The LWVNYS has a logo specifically for the anniversary – it's coming very soon. Include it in your media materials.

The Education Sub-Committee has developed additional resources. This resource provides a wealth of ideas and details for book clubs, films and discussions, speakers, field trips, etc. Visit the link. This list will be updated throughout the year so keep checking back for more resources.

Start a timeline

Timelines often need to be modified as plans go forth.

Include: publicity, committee meetings, contacts, thank you notes.

Find the "Events Planning Check List" attached. It will be helpful keeping your program on track and ensure that nothing is missed.

Publicity

Publicity is important. It brings attention to your event and awareness of the League's work. There are many ways to get publicity: from an interview on a TV station to a flyer in a store window.

While being interviewed keep these tips in mind:

- Keep on message.
- Repeat the message.
- The short message will be what people remember and take away from the interview.

For example, *The LWV is celebrating its long history of protecting voter rights, or The LWV believes that it is important to continue fighting for voter's rights.*

Check with local TV and radio station to see if they have programs that interview community people about events. Early in the planning stages, contact local radio and TV stations and inquire about being on their interview shows.

Allow enough time for print media. If you want a reporter, send an email inviting them to attend. Include the relevance of the event and the local connection. Always provide a person and contact information. Reporters work on a tight deadline and they cannot wait for a call back. If you can't attract a reporter, write a Letter to Editor about your upcoming event – it's an easy way to get publicity.

Community calendars are often free and a relatively easy way to advertise the event. Include links to website and social media.

Write a press release and send it to all print, radio, digital media and include organizations, government representatives, and local governments, e.g. City Hall. Make sure to include whether the event is free or there's a fee. Be clear that the public is invited.

See the attached “Visibility” suggestions and “Template Press Release” for guidance in preparing press releases, conducting interviews and other resources for improving visibility in your community.

Social Media

Social media may be one of the best ways to bring attention to the event.

Facebook:

If you haven't already, make a Facebook page for your League. Ask members and others to “like” the page. Make a couple of members Facebook page



administrators. They can post and change the look of your page.

Plan on making frequent posts. Always have an image or a link on a post. Images get attention. A link will bring people to your website to learn

more. Encourage members to like and share posts to get broader coverage.

Post photographs during the planning phase and the event. For example, a photograph of invitations being sent out with a message alerting members to expect to see it in their mailbox.

Facebook allows you to make Events as part of your League's page. Under Events, list details, images, maps, and a url (computer address) for linking to external sites like, Eventbrite, where people can RSVP and pay for tickets.

On the Facebook Event Page, click "interest" or "going" and the event will populate calendars on phones and computers. This is a big advantage for busy people. Contact the state office if you need assistance.

Events can be boosted for a small amount of money. A boost gets the event in front of many more people than members. You can control the audience for age, location etc.

Learn to take a video on your smart phone to post on Facebook or make a Facebook live post. Video is becoming a popular way to post on Facebook.

Sample Facebook posts:

The League of Women Voters of [local LWV name] will celebrate 100 years of making democracy work. Check out our event calendar. [www.lwv \[your name\].org/eventcalendar](http://www.lwv[your name].org/eventcalendar). Add image.

Twitter:

Twitter is increasingly popular. It's like a newsfeed where posts are 140 characters or less. The posts are called tweets and include images and links to websites. Twitter uses hashtags #. Hashtags help your message be part of larger conversations and be more visible. Use hashtags that are popular for your event, e.g. #vote.

Sample tweets:

For 100 years @LWV has worked to educate & engage voters. Check us out!
<http://www.lwv.org/#LWV100yrs>, #LWV100yrsstrong

#stillfightingfordemocracy LWVNY fights to make our election laws more democratic @LWV #fightingfordemocracy

50 LWV in NYS will celebrate #100yearsstrong #makingdemocracywork !
Find events near you: www.lwvnys.org/anniversarycalender

The Event and Afterwards

Ensure that all who have a role are aware of what they have to do. Write it down and distribute to all. Give them your cell phone number to text or call you for a last minute question or problem.

Enjoy the event. Remember that if things don't go 100% the way it's planned, no one will notice.

Afterwards, meet with your committee and do a wrap up. Report to your board of directors. And always write thank you notes to all involved.

Share Your Knowledge

As soon as you have your event planned, send the "Events and Activities of Local Leagues" form (attached) to Katrina at the state office. After the event, feel free to update the info if necessary. We will keep a calendar of all events on the state website and provide this information to other local Leagues who might like to replicate your ideas. Share your successes and problems – we can all learn from each other!

Grants

The NYS Council for Humanities is prepared to support the anniversary activities. Contact LWVNYS Executive director Laura Bierman for help in the process.

- Grants for \$1,500 Vision Grants from NY Council for the Humanities. Gather advisors, partners, humanities experts and community leaders to develop and plan Centennial events, nyhumanities.org/grants
- Public scholar available to speak at events. nyhumanities.org/cc. e.g. Sally Roesch Wagner
- Grants for Centennial Activities, \$5,000 Action Grant. Projects that explore the legacy of women's suffrage for contemporary audiences, feature under-represented voices etc.