

INSIDE THIS ISSUE:

CONVENTION NOTES	3
LOCAL REPORTS	6
TALKING TECH	7
TALKING TECH 2	8
VOTER SERVICES	10
GUBERNATORIAL DEBATE	11

SPECIAL DATES
TO REMEMBER:

- August 26—Women's Equality Day
- October 30: - Absentee ballot application deadline
- November 4—General Election
- December 15—Bill of Rights Day
- February 14—LWV Birthday, 95 years!

FROM THE PRESIDENT'S DESK BY SCARLETT GADDY & LEONETTE SLAY

With the primary elections concluded and the runoffs imminent, we settle in for the full-on election season. LWAL is in discussions to co-sponsor a gubernatorial debate between the Democratic candidate and Governor Bentley. This is still in the planning stage and more information will follow as it develops.

Many of you have been working hard to prepare voters for the new voting procedures and providing registration assistance through voter registration drives. Voter service forms the core of the work we do. Thanks for all of your hard work for Alabama's citizens. Don't forget LWVAL will need the estimates of voter registrations you have completed to report to LWVUS and the Voter Registration Day partnership. Also, check the

deadlines for voter registration materials to be turned in this year, as they may have changed. Many of your Leagues will be hosting candidate forums prior to the election. The LWVUS web site has [helpful resources](#) you may use to aid you in conducting a successful forum or debate. Click on the highlighted link to be taken to the page of resources. You may be required to login to the web site as a member to access the material.

Thanks to all of you who attended our Council Meeting in April. We had great attendance and a great location for the event. Thanks again to LWV Greater Birmingham for hosting the event. It's not too soon to begin thinking about the location of our 2015 Convention. If your local

League is interested being the host city for Convention, please let your State Board members know. Last year's Convention was held in Tuscaloosa.

LWVUS Convention was held this year in Dallas, Texas, with representatives from several of our Leagues attending. Barbara Caddell represented the LWVAL Board at the meeting. Look for attendees' impressions here in the Voter and the information about Council on the LWVUS web site in the Members section. Summary reports of each day's events and video of the working sessions are available for members to view.

(Continued on page 2)

OUR NEW SHUR FELLOW BY BARBARA CADDELL

Alabama has been assigned a new Shur Fellow - Amanda Patanow - to help us implement our Membership Leadership Development program. As your state coach, I look forward to working with Amanda to help Alabama grow. Amanda first joined the League of Women Voters in 2008 as a way to take action after seeing low voter turnout, particularly among young voters, in a local election. Since then, she has continued the theme of action

by serving on the Voter Service committee, as a Director and President of her local League board and as a Membership and Leadership Development state coach. In each of these roles, Amanda has applied her love of bringing about change and connecting with people through lobbying state legislators, moderating local candidate forums and coaching local Leagues.

(Continued on page 2)



FROM THE PRESIDENT-CONT'D

As we move into our fall events calendar, we'll be renewing our memberships and recruiting new members to our ranks. This election year is a great time to attract new members to our Leagues. Give new members a chance to aid you as you conduct your League activities, gather from them their interests, and harvest their

energy for our communities' and the League's benefit. Retaining our members and developing new leaders will keep the League a vital organization for years to come.

If your LWVAL Board can be of help to you during your fall activities please contact us.

SHUR FELLOW-CONT'D

In her professional life, Amanda uses her 15 years of marketing experience to create strategies, materials, and training for sales organizations to reach healthcare professionals. To do this successfully, she has specialized in understanding the complex world of healthcare reform, changing legislation, and physician practice workflow optimization. Amanda holds a BS in Interdisciplinary Social Sciences from Florida State University. She lives in St. Petersburg, Florida with her wife, Lisa, and their daughter.



Voter Registration Drive - Baldwin Co.

Voter Registration Drive - LWV East Alabama



Voter Registration Drive - LWV Greater Tuscaloosa

ALABAMA LEAGUES ONCE AGAIN PARTICIPATE IN NATIONAL VOTER REGISTRATION DAY

On September 23, 2014, volunteers, celebrities, and organizations will participate in National Voter Registration Day. The League of Women Voters of Alabama will once again join LWVUS as partners in the coalition sponsoring the event. The 2014 mid-term elections in Alabama will be the first major elections to include the Voter ID requirement. Our Leagues have been working hard to aid those registered who do not have the accepted identification,

but we need to be sure that our efforts to register the first time voters continue to be a priority. Additionally, those individuals with addresses that are no longer correct will need to correct them prior to the elections.

If you are planning voter registration drives between now and September 23rd, please record the numbers of registrations and turn them in to Scarlett Gaddy, sgaddy@lwval.org, by September 23rd, so they can be reported to LWVUS.

Those registration drive numbers can include any registrations since the last National Voter Registration Day and estimates are fine on previous registration drives. The League of Women Voters continues to provide communities with vital voter services and I am proud of our efforts here in Alabama. Keep up the great work!

A NATIONAL CONVENTION MOMENT BY MYRA EVANS

A moment in the whirlwind of LWV Convention was the state leader/Shur Fellow MLD meeting Sunday morning. I had the pleasure of sitting down with Mary Jo Garret from FL, Robin Collins from GA and our own Barbara Caddell. The focus of the gathering was to think regionally about LWV and how we could come together to make a bigger impact. In the few moments we were together the issue of water came up and it was determined that was a hot button issue and something

that, combined, we potentially could impact. So, work is underway to open lines of communication between the leagues and we are all hopeful it will yield a positive result. I enjoyed working with these ladies, and look forward to future collaborations. Together we can do anything!



3 CONVENTIONS AND COUNTING BY BARBARA CADDELL

Since this was my third LWVUS Convention, I thought I knew how to manage the competing demands on my time and attention. Well we all know what happens to those who “assume”!!! Just like my first convention, this one challenged my thinking as well as my time management skills – I found that I still wanted to do it all!! From the very first session- which featured our own Myra Evans as a panel member - to the final votes, this 51st convention was an energizing experience!

My attention was focused on three areas – my responsibilities as a state coach for the Membership/ Leadership Development program that we are attempting to re-energize in Alabama, our local interest in restoring voting rights to ex-felons, and our state league interest in so-called “school choice” issues. Each of these issues “hit” me on the first day of convention and discussion continued throughout my time in Dallas.

The very first MLD training session captured my attention with its brain exercises and helpful tips for capturing the “elephants” while ignoring the “rabbits” as we reach out to grow our leagues. I was very excited to have cogent scientific explanations for some of our thinking patterns that are (and are not) helpful. Especially gratifying to me was the explanation of why multi-tasking is not effective!! Subsequent sessions explored ways to communicate and use technology in our outreach efforts as well as to raise money and support for the league. You will be hearing more from me along these lines as the year progresses.

(Continued on page 4)



Some of the Alabama delegation- Gina Finnegan, Kristen de la Fuente, Laura Hill, Renee Collini, and Andrea Pennington

3 CONVENTIONS—CONT'D

Our Mobile League has participated in Project HOPE, an initiative sponsored by our U.S. Attorney that seeks to assist felons re-integrate into the community. An important piece of this is making sure that eligible felons get their voting rights restored. I was stupefied to learn at Convention of the immense variation in state voter suppression laws that pertain to convicted criminals. Some states do not revoke voting rights at all – inmate votes are counted along with everyone else's. Others permanently disenfranchise all felons. Still others (like Alabama) permanently disenfranchise some felons but restore voting rights to others who qualify. I was proud to see our convention enact the following motion: *"Be it resolved, we, the delegates to the 2014 LWWUS Convention, call upon the LWWUS Board to: Strongly advocate for passage of legislation that restores voting rights in federal elections to citizens with felony convictions who have been released from prison or who have been paroled or placed on probation; and to Use the resources of LWWUS to provide support to Leagues who are working to repeal state felon disenfranchisement laws."* Congratulations are in order for the LWV of Clackamas County, Oregon, whose members worked tirelessly to craft this resolution!!

Public education is a big concern for the league and moves to privatize and otherwise "innovate" in schools remain controversial. The school choice caucus on June 9 was "standing room only" – I literally had to sit on the floor. I was able to share information with other leaguers about our charter school study as well as the Alabama Accountability Act's tuition tax credits and its legal challenges. Alabama is not alone in feeling threats to universal public education. Sue Legg of Florida (smlegg@LATAM.UFL.EDU) has assumed a leadership role on education issues and will be starting a blog. Already she has sent out lots of helpful information on charter schools as well as on the use of tuition tax credits for private education. If you are concerned about either of these issues, contact Sue or me.

Although the convention was packed with lots of good information and intense conversations with like-minded people, it was not all serious business. In two adjoining rooms, we hosted an impromptu after-meeting party on most nights – on one memorable occasion, our rooms were jammed with young people excited to be making a difference in their work on our issues. Alabamians also roared with laughter at the Molly Ivins tribute (Red Hot Patriot). We all returned home ready to take up Molly's mantra – politics IS more fun than daytime television!

EXPERIENCE OF A NEW "LEAGUER" BY RENEE COLLINI

As a first time conventioneer and a new (less than a year) leaguer this was an exciting experience for me. I learned a lot about parliamentary procedure and was able to connect with members from around the country. My career expertise is in marine science so I primarily attended caucuses, meetings, and round tables on the league and climate change. My second focus was on the work being done by the YP task force.

The National League had updated their position on climate change to include support of the President's climate change action plan and the EPA's goal to reduce carbon emissions by 30%. There were also several caucuses on local efforts and regional collaborations by local leagues to push climate change reform in their communities. There was also the introduction of the grassroots Climate Change Network to help coordinate and communicate between local leagues and their various strategies and attempts to further policy attention on climate change.

TUSCALOOSA UPDATE BY SHARI AUGINS

On April 24, 2013, The League of Women Voters of Greater Tuscaloosa held a forum to acquaint people associated with non-profits in the community with the new Voter ID law that would be in effect at the June primary. Employees from the Board of Registrars came to explain the new law and answer questions. Attendees also discussed ways that they could inform the public about the law and assist people in obtaining ID if needed.

LWVUS AND CLIMATE CHANGE AT THE NATIONAL CONVENTION

BY JOYCE LANNING

On July 9th at the 2014 national convention in Dallas, the LWVUS took an important step in dealing with the growing threat of catastrophic climate change by passing the following resolution from the Delaware League:

The LWVUS should support a price on carbon emissions that will increase in stages, as part of an overall program to improve energy efficiency and to replace fossil fuels with renewable energy, fast enough to avoid serious damage to the climate system.

At the climate change issue session also on the 9th, the Climate Change Task Force (CCTF) shared information they developed for the [Toolkit for Climate Action](#). LWVUS staff also updated participants on action at the federal level. The discussion included climate change issues and action steps using LWV positions at all levels of government.

A caucus, [Protecting Our Planet: New Resources for Climate Action](#), was sponsored June 8th by the CCTF. Task Force members shared new information in the Climate Action Toolkit to help communities become more resilient to climate change impacts. League members shared their local climate action projects and LWVUS Senior Director for Advocacy Lloyd Leonard reviewed the outlook for action at the federal level.

Joyce Lanning, LWVAL board member, has been a member of the national CCTF since 2008 working on informing members and supporting action to address climate change. She helped write [recent updates to the Toolkit](#) to include opportunities for leagues to help their communities adapt to unavoidable changes already occurring as well as to lower carbon emissions. From the introduction to the adaptation section:

Climate change is happening, and its impacts are already evident around the world. The latest report from the [International Panel on Climate Change](#) (IPCC) as well as the [Third National Climate Assessment](#) for the United States add urgency to the call to prepare now for the current and expected damaging impacts of climate change.

There is a recent LWVUS call to action that you can take to support the EPA's proposal to limit carbon pollution from existing power plants. Follow [these easy steps](#) to register your support for the [Clean Power Plan](#). Also see the [President's Climate Action Plan](#).

Other activity around climate at convention included these caucuses:

[Stepping Up Our Game in Reducing Carbon Emissions](#), sponsored June 7th by LWV of Delaware. The caucus described: the nature of the growing climate change threat in light of the latest science; various possible mitigation policies – with an emphasis on reducing carbon emissions; and the pros and cons of various options, including putting a price on carbon.

[Combating Climate Change: What Your League Can Do](#), sponsored June 8th by the LWV of Palm Beach County (FL). This event focused on the ways in which state and local Leagues can organize around the critical issue of climate change. The program centered around LWV member and 2014 Great March for Climate Action participant Kathe Thompson who presented successful strategies and answered questions.

Myra Evans explains the "Alabama story" to the delegates



LWVMobile President Andrea Pennington with LWVUS President Elizabeth McNamara



REPORT FROM MOBILE BY ANDREA P. PENNINGTON

The Mobile League has been very active this year in various arenas. We have had several forums on local elections, including two with area high schools. Our Forum at Vigor High School in August 2012, in which the students researched extensively the issues of the Mayoral election of the city of Prichard, AL. They wrote all of the questions and served as moderators, timekeepers, ushers, etc.

The forum drew a crowd of about 600 and resulted in a request from McGill-Toolen High School in the fall of 2013. We participated with them in developing and executing a Forum for the First District Congressional race between Bradley Byrne and Dean Young. This was done before the Republican Primary in June 2013, once again produced by the students with the League's assistance and tutoring. Our most visible and widely viewed Forum was a joint venture of WKRG TV and the League, involving the two Mayoral candidates for Mobile, the previous Mayor, Sam Jones and our new Mayor, Sandy Stimpson. This involved a lot of meetings and coordination

between the TV station and the League to iron out the questioning procedures and other issues to make sure that we would draw a large enough TV audience to justify supplanting NCIS in prime time and to insure that the standards of LWVUS were not compromised in the process! We had the highest draw in the time period that night, with thousands of viewers, as well as a capacity live audience of about 700.

We also continued our work with Vote 18, taking our interactive voting history and registration program to a number of high schools and community colleges, resulting in a large number of young voter registrations. In addition, we continued our work with our Observer Corps, who sit in on meetings of City and a County Boards and the City Commission meetings to try and insure transparency in their operations. Add to this several members who were very active in participating in Public Service Commission rate hearings for both Mobile Gas and Alabama Power. These members not only attended the hearings in Mobile, but also travelled throughout the State to follow these hearings to their conclusions. We participated in National Voter a Registra-

tion Day, and reached our goal of registering at least one voter for each of our members. We also registered new voters at the Law Day Naturalization ceremony in May 2013.

We also participated in two studies: healthcare and agriculture. We limited our particular study and recommendations to GMOs. We had a Christmas party, a Summer Social and a Membership Retreat, along with monthly luncheon meetings, featuring speakers on topics related to our study topics. We try to include some refreshments and social time in each of our meetings, study groups, etc., to spark additional participation by our members, which at this time number 100!

Finally, we are paid to report the Vote Count in most elections by Al.com and a couple of TV stations, which help fund our other activities. We were able to send several members to the State Council in Birmingham and five members to the National Convention in Dallas, TX, where we were able to spend time with the two members present from the East Alabama LWV.

NEWS FROM BIRMINGHAM BY TRISHA POWELL CRAIN

The League of Women Voters of Greater Birmingham cosponsored a "Nonpartisan Community Forum on Voting" in early April at the St. John AME Church in Birmingham. This voter service program was presented to the public in collaboration with the Magic City Bar Association (MCBA) and the Upsilon Eta Chapter of Alpha Kappa Alpha Sorority (AKA), Incorporated. These topics were discussed:

- "The importance of Voting"
- "All about the new Alabama Voter Photo ID. Are you ready?"
- "Felons and Voter Restoration Process"
- "Alabama 2014 Election Calendar"

Just last week, we held our annual Business meeting where Yvonne Brakefield was installed as President and Ida Tyree-Hyche accepted the position of Vice President. The newly-seated board will hold their planning meeting in mid-July as we all prepare for the 2014 election season.

EAST ALABAMA UPDATE BY KRISTEN DE LA FUENTE

The LWV of East Alabama has been busy growing this year! We increased our 2014 membership by 30% thanks to some great programming, additional social events and dedicated members. We presented interesting talks on education, healthcare and advocacy. In January, we hosted a successful Legislative Forum that was well attended even with an impending winter storm! In addition, the LWVEA started our very popular Hot Topics Lunches and Five O'Clock Socials. The lunches were valuable by attracting members who were unable to attend evening events and the socials were popular with those who work and want to socialize before they head home for the day. These social events are very fun and relaxed and have enabled attendees to get to know each other and forge great friendships.

At our Annual Meeting in April, our guest speaker was Lee County Circuit Clerk Mary Roberson who updated us on the new photo ID law, answered questions about absentee ballots and talked about her experience in the clerk's office. It was great getting to know Mary! The LWVEA also presented the Phyllis Rea Award for community activity to Clara Clothiaux and the Sue Flood Award for LWVEA service to Marilyn Garrett. These women have been integral to our success and are so inspirational in their dedication to our city and our league!

In June, Laura Hill and Kristen De La Fuente proudly represented East Alabama at the LWV National Convention in

Dallas, TX. One important theme this year was attracting younger members/leaders to the League. East Alabama is ahead of the curve as our new board of directors consists of five people under the age of 45, including one Auburn University student! Another area of interest was "Money in Politics," which is of great importance, especially in Alabama. We also focused on protecting voting rights, combating climate change and embracing social media.

We have plans this year to host several voter registration events, an August forum for Auburn city candidates, an October forum for Lee County candidates and an informational session/forum on Common Core. We also plan to participate in the "Coalition for the Advancement of Women in Public Office" hosted by the Women's Leadership Institute at Auburn University in August.



TECH TIP – BE READY TO CAPTURE THAT NEXT GOLDEN AUDIO MOMENT BY JEAN JOHNSON

Audio-visual media on your League website or social media account makes a big difference in the appeal of your posting. It's getting such that it's difficult to catch the public's (or even members') attention online without it. Video is definitely cool, but it takes up a lot of storage space and streaming bandwidth. An audio recording might be just what you need. So now, what if you score a spur-of-the-moment interview with the mayor on a hot League issue? What if you're out there doing woman-on-the-street interviews just to feel the public pulse? You might like to record your League's board meeting or community meeting. Wouldn't it be great to just pull your cell phone out and press a couple of buttons to start recording? There are phone apps that make this possible. They're free. (Full/pro versions are available at small cost, but don't bother. The only difference is usually an absence of a small advertising banner.)

Voice Record Pro (VRP) 7 2.3.1 for iPhone and iPad is one such cell phone application. It's simple to use and has a lot of options. You can set to record nice high quality audio or save space with a lower quality option (still decent). You can send your recording by email, save to Dropbox or Google Drive, post directly to Facebook, edit, etc. – too many options to list here. Download it here:

<https://itunes.apple.com/us/app/voice-record-pro-7/id810588885?mt=8>

For Android phones, a recommended app is Tape-a-Talk Voice Recorder – also simple to operate, unlimited recording length, and choices of recording formats and qualities. You can review and download Tape-a-Talk and other Android recorders at

<http://lifelacker.com/5879500/the-best-voice-recording-app-for-android>

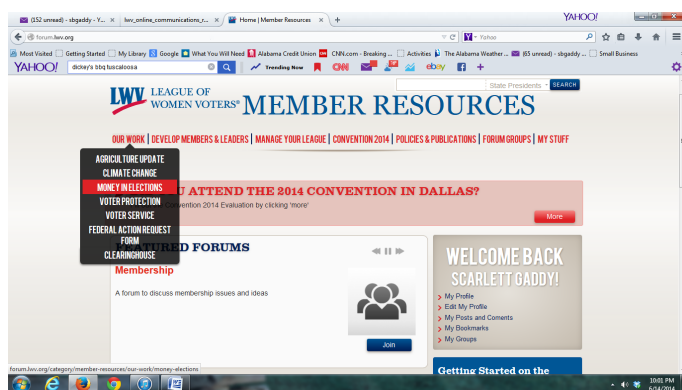
Go grab a free recorder app for your cell phone. Be ready to capture that next golden audio moment for your League. Post it for all to hear. "He said what???"

TALKING TECH BY SCARLETT GADDY

Since the LWVUS Convention was recently held in Dallas, it seemed timely to discuss how to find information about Convention 2014 and other topics on the LWVUS web site. The site has been recently updated to make its resources more available to state and local Leagues and more user friendly.

Some portions of the site are available without logging in as a member but others will require you to log in. If you have previously used the LWVUS site, your login information has not changed. If you are new to League and have not logged into the Members section of the site, you will need to register. The link <https://member.lwv.org/Login.asp> will take you to the page to register and create your login. The username is your email address and you create your password. If you forget your password, there is a password reminder that can be sent to your email.

Once you have logged in to the site you will be taken to your home page. On the menu at the top of the page, choose “Members” to access the pages that will help you with your League work.



Currently there are numerous resources detailing the events from Convention 2014 highlighted on the Members Homepage. For example, the social media workshop Powerpoint is available to view and download for your use.

http://forum.lwv.org/sites/default/files/lwv_convention_2014_-_social_media_ppt_v2.pdf It details the types of social media that can be leveraged to increase the visibility of your League. Other training materials included Voter Protection and Engagement and for those looking for fundraising ideas, the Development materials will be a valuable resource.

Another helpful section is the publications section of the Members materials. Items like the Bylaws and Policies and Impact on Issues materials which outline the LWVUS positions are located there.



Membership recruitment and retention materials are located in the “Develop Members and Leaders” tab on the menu. League of Women Voters of Alabama has a new Shur Fellow to guide us in the Membership Leadership Development Program. Materials in this section will aid your League in increasing membership and developing leaders from our member populations.

Finally, take some time to sign up for the forum discussions that interest you. The topics are varied and will keep you informed of League changes and new ideas shared by other Leagues.

Get to know your resources on the LWVUS web site and utilize them in your work. You’re just a click away from the answers to those questions that you have engaging in League activities.



HEALTHY FOOD ACCESS CAMPAIGN BY JESSICA NORWOOD

Over 1 million Alabamians, including almost 245,000 children, live in areas where they don't have access to healthy food options such as fruits and vegetables, low-fat dairy and whole grains. Alabama has more than 156 of these "food deserts".

The purpose of the Alabama healthy food access campaign is to build political and community support for the establishment of healthy food access policy. The campaign is being run by VOICES for Alabama's Children with leadership from American Heart Association in Alabama and the Emerging Changemakers Network.

If you are interested in joining the campaign, please contact Rhonda Mann, Grassroots Manager, VOICES for Alabama's Children at rmann@alavoices.org

Related Article:

http://www.al.com/opinion/index.ssf/2014/06/all_alabamians_deserve_healthy.html

[VOTER SERVICES REPORT BY SHIRLEY ANN RAWLS

REMINDER: 2014 SCHEDULED ELECTIONS:

July 15- Primary Runoff Election

August 26 - Municipal Elections: Auburn, Bessemer, Gadsden, Huntsville, Mountain Brook, Scottsboro

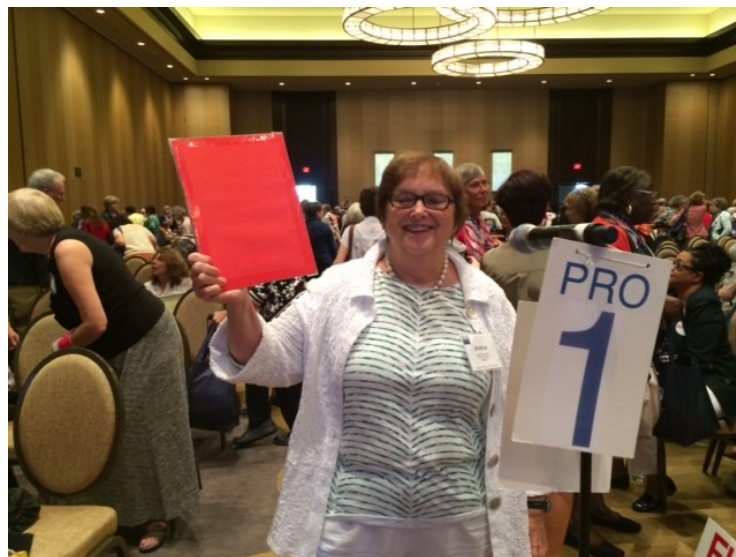
November 4- General Election

The June Primary is over and according to many news outlets, only **21%** of Alabama's registered voters, with photo ID, bother to show up! Many LWVAL chapters around the state did their part prior to the primary to educate voters...forums, newsletters, social networking and many other tools were used to reach the masses.

News headlines reported: "**League of Women Voters reports a reboot needed at the Mobile County Courthouse. Final results delayed.**" At the next board meeting hope we can get more details from the members.

Below are excerpts from the Secretary Of State's statement about the primary and the use of the voter photo ID. (Read the entire statement: <http://www.sos.alabama.gov/PR/PR.aspx?ID=8819>)

- "Secretary of State Jim Bennett said the first election using the new photo voter ID law at the polls was a great start to the implementation of the program. Of the over 600,000 voters that came to the polls on June 3rd, his office has only received only a few calls concerning issues with the new law.
- All in all, we believe the program worked and our efforts to ensure that those who needed a free photo voter ID card had the opportunity to receive one were positive.
- We have met and worked with various groups like the **NAACP** since the beginning of the implementation process and they have been helpful in getting the word out about the new photo voter ID requirement," he added. "We also conducted an extensive media campaign to inform voters and made **93** stops with mobile photo units travelling **12,000** miles around the state.
- Bennett said that every voter also has the opportunity to go to their local Board of Registrars even on Election Day to receive a free photo voter ID."



GUBERNATORIAL DEBATE FOR 2014?

BY KATHRYN BYRD, LWVAL VICE PRESIDENT

Without a doubt, one of the highlights of the 2010 election season for the League of Women Voters of Alabama was the pair of debates between the Democratic and Republican nominees for Alabama's governor. Democratic candidate and then Commissioner of Agriculture and Industries Ron Sparks and his Republican opponent, Alabama legislator Robert Bentley, debated in a pair of statewide televised debates, one at the University of Alabama and the other at Auburn University. The debates were sponsored by the LWVAL, along with the Student Government Associations at both universities, the local chambers of commerce for both locations, and the Alabama Disabilities Advocacy Program (ADAP).

So, will we repeat the debate? The LWVAL Board has voted to explore the possibility. But let's look at the 2010 and 2014 election years.

2010 Election Year

Considerable interest in the 2010 election arose because popular incumbent Republican Governor Robert Riley could not run for a third term, and because of a growing power shift between the long-time Democratic stronghold and the Republican Party. Also, a series of events resulted in a surprising pair of nominees from the Democratic and Republican Parties. At the outset, Democratic Congressman Artur Davis appeared the obvious Democratic nominee, but his opposition to President Obama's health care program, problems with

the Democratic leadership, failure to please his constituents led to his resounding defeat. Dr. Bentley entered the Republican Primary as a dark horse because of his lack of statewide name-recognition, but he ultimately emerged as the nominee after the run-off.

2014 Election Year

Many 2014 statewide elections generally appear less contentious than in 2010. The Republican Party domination appears well entrenched, with few, if any, Democratic candidates running in many races. Gov. Bentley, who has enjoyed a good approval rating in many sectors, is eligible for a second term. Democratic nominee, Parker Griffith, is a retired physician, like Gov. Bentley. He has served in both the Alabama legislature and Congress. He has asked Gov. Bentley to debate.

So, Will We Sponsor a Debate?

Robert McCurley, retired Director of the Alabama Law Institute, approached the LWVAL about cosponsoring a gubernatorial debate with UA. McCurley, who teaches a series of classes in the UA Honors Program, has also coordinated the writing of sections to revise the Alabama State Constitution. State Board Members Kathy Byrd and Hattie Kaufman have been meeting with McCurley. Both the Democratic and Republican Parties have been notified of our desire to hold the debate, and we are awaiting a response....Let's hope for good news soon!

[URGENT HELP NEEDED! BY GINA O'BRIEN FINNEGAN

Your help is urgently needed.

Today, please consider making a faithful offering to support our 2014 Annual Fund.

The consequences are real and dangerous.

Our future is defined by loyal supporters like you!

YOU can help!

Your Map of the World Enclosed

And so it goes, the *very urgent* chatter in my recycling box.

Somehow I had never made a connection with “Making Democracy Work” and those slogans and appeals while going through various levels of perusal or “nonperusal” of the stuff that fills my mailbox.

Yet, according to LWV-US staff, for many leagues, direct mail is the best option for starting a fundraising campaign. Why? Because 90 percent of all charitable giving comes from individuals.

LWV development professionals Laura Zylstra and Aimee Olivio presented a comprehensive fundraising workshop at the League of Women Voters of the United States 51st National Convention Power: Our Voices, Our Votes, held in Dallas in June. Zylstra and Olivio include discussed four areas of seeking donations: direct mail, grants, special events and large-donor gifts

They recommended that state league leaders strongly consider sending out at least two appeals a year in mass mailings to supporters and likely supporters. Often, a failure to ask, or to ask more than once, leaves potential donors believing that leagues don't need the money. Indeed, while we usually focus on the negative influence of money in much of what we do, healthy bank accounts help leagues recruit members and promote our message and work.

Asking is key. The number one reason that people give money to organizations is that someone asked. Requesting financial support also serves another significant purpose. It connects the League and its activities to those who support what we do but are limited in how they can provide that support. It builds relationships and provides opportunities for involvement.

Zylstra recommended taking a longer look at other organizations' appeals and analyzing them for effectiveness – as well as for aspects that produce a negative response. She also provided step-by-step instructions on how to build a direct-mail package and a rubric to measure its likelihood for success.

Direct-mail appeals should normally precede grant applications because foundations and other large donors typically want to see a financial commitment from an organization's members before considering funding.

So, if you notice “Making Democracy Work in Alabama” on an envelope later this year, please don't send it directly to the recycling bin. Your help is urgently needed!



**LEAGUE OF WOMEN
VOTERS OF ALABAMA**

P.O. Box 1326
Tuscaloosa, AL 35403

Phone: 205-871-8194
Fax: 205-879-8936
E-mail: admin@lwval.org



**LEAGUE OF
WOMEN VOTERS®**

M A K I N G D E M O C R A C Y W O R K !



Officers 2013-2015

Scarlett Gaddy & Leonette Slay, Co-Presidents
Kathy Byrd, 1st Vice President
Laura Hill, Secretary
Shelly Murray, Treasurer
Barbara Caddell, Director
Gina Finnegan, Director
Hattie Kaufman, Director
Joyce Lanning, Director
Anne Permaloff, Director
Jeanine Normand, Director
Shirely Ann Rawls, Director

ABOUT THE LEAGUE

The League of Women Voters is a citizens' organization that has fought since 1920 to improve our government and engage all citizens in the decisions that impact their lives. We operate at national, state, and local levels through more than 800 state and local Leagues, in all 50 states as well as DC, the Virgin Islands and Hong Kong.

League of Women Voters Mission Statement

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.

League of Women Voters Education Fund Mission Statement

The League of Women Voters Education Fund works to encourage the active and informed participation of citizens in government to increase understanding of major public policy issues.