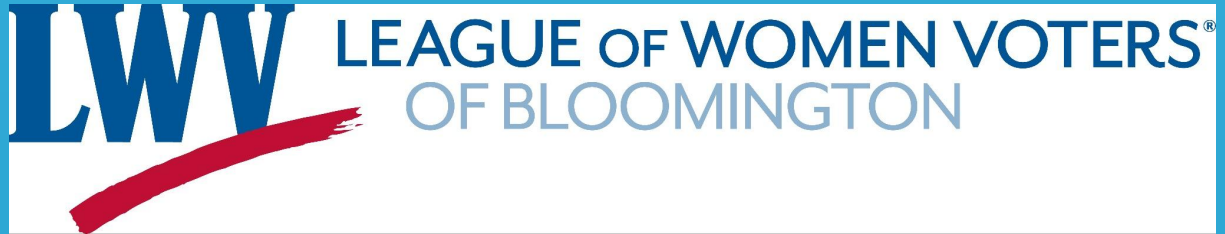


Annual Report 2023



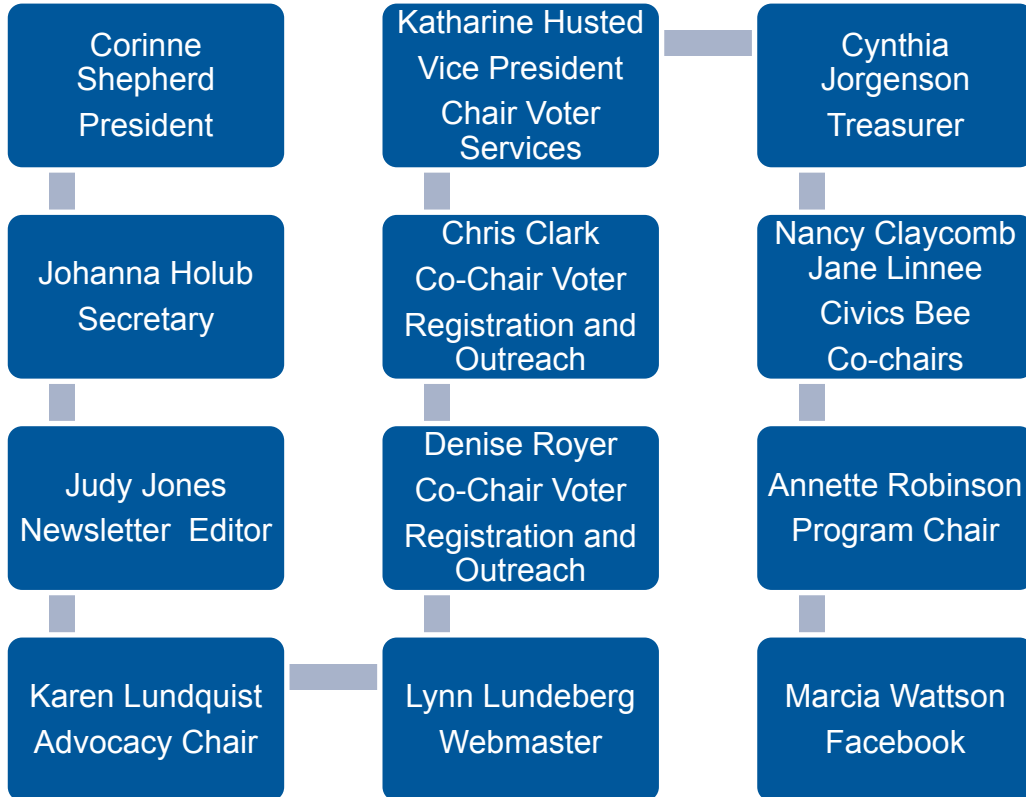
# LWVBloomington Mission

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

**LWV NEVER ENDORSES A POLITICAL CANDIDATE OR PARTY.**

# 2023 Board of Directors + Plus

Thank you  
to a dedicated  
team of leaders  
and volunteers!



# 2023 Key Strategies

|  |  |
|--|--|
| <b>Democracy, Voting and Voter Education</b> | Voter Guide, Voter Education, Voter Registration and Outreach  |
| <b>DEI and Racial Justice</b>                | Establish student relationships at two high schools & community college                                  |
| <b>LWVB Visibility and Member Engagement</b> | Establish relationship with an organization to learn how to better connect with under-represented groups |
| <b>Climate Change</b>                        | Required by LWVMN<br>Adopt a Drain Program   |
| <b>Youth</b>                                 | Civics Bee! Engagement at the high schools and Normandale Community College                              |

# Voter Services

## Voter Registration & Outreach

Katharine Husted, Chair  
Voter Services Team

- Jo Holub
- Cynthia Jorgenson
- Lynn Lundeberg
- Terry Mackin
- Katharine Husted
- Marilyn Kelly

Chris Clark & Denise Royer, Co-chairs  
Voter Registration & Outreach Team

|                 |                  |                |
|-----------------|------------------|----------------|
| Jane Metcalf    | Jon Crampton     | Sarajane Myers |
| Karen Powers    | Lori Rasmussen   | Lynn Newman    |
| David Zarkin    | Lauren Braswell  | Lori Roy       |
| Denise Royer    | Karen Lundquist  | Phil Burke     |
| Chris Clark     | Cindy Royce      | Nancy Claycomb |
| Marcia Wattson  | Cathy Cheeseman  |                |
| Pat Meyer       | Marcia Averbrook |                |
| Terry Mackin    | Deborah Capouch  |                |
| Monica Williams | Lynn Lundeberg   |                |

# LWVBloomington Candidate Forums

September  
13

- ISD 271 School Board

September  
19

- Mayoral

September  
19

- City Council At-Large

September  
20

- City Council Districts

# Accomplishment - Candidate Videos



Grant Parker from the City of Bloomington was the video producer for the League.



Candidate videos recorded and made available on web sites and Facebook increased LWVB exposure and increased impact to the public.

# Accomplishment - Candidate Forums



Four expertly executed  
Candidate Forums met  
our GOALS!  
6749 Views  
of the forums and  
candidate videos





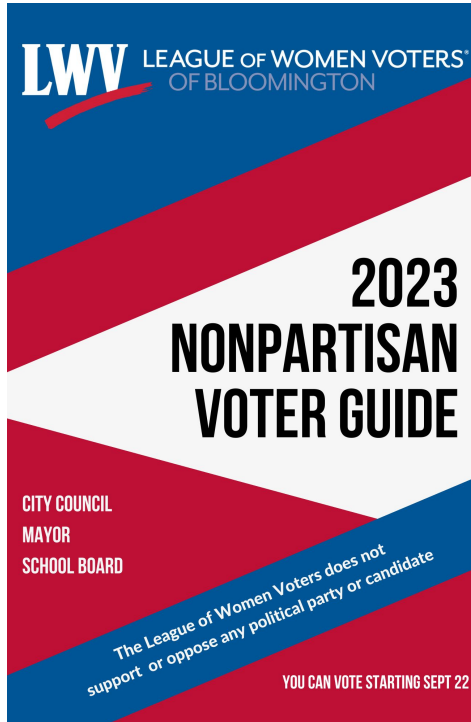
# Member Summer Grill & Chill!



LWVB members work hard and have fun, too!  
FUN and FOOD!  
Enjoyed a new Summer Social for members at Amanda Crombie's home!  
Thank you Amanda!



# Accomplishment - Voter Services & Voter Outreach Collateral



## ELECTION INFORMATION

Find Your Polling Place, Register to Vote, Request Absentee Ballot, & Learn What is on Your Ballot, by Contacting:

MN Secretary of State

[MNVOTES.org](https://mnvotes.org)



Bloomington City Clerk

[952-563-8729](tel:952-563-8729)

League of Women Voters U.S.

[Vote411.org](https://Vote411.org)



### To Register to vote, you must be:

- A U.S. citizen
- At least 18 years old on Election Day
- A resident of Minnesota for 20 days
- Not currently incarcerated for a felony conviction
- And other criteria per MN Secretary of State [mnvotes.org](https://mnvotes.org)

### Preregistration for 16 and 17 year-olds:

- You can pre-register to vote as a 16 or 17 year-old in Minnesota
- You must be 18 years old before voting

### View Candidate Videos and Forums:

- [www.lwv-bloomington.com/candidate](https://www.lwv-bloomington.com/candidate)
- [facebook.com/lwvbloomingtonpage](https://facebook.com/lwvbloomingtonpage)

### Check [Vote411.org](https://Vote411.org) to:

- Learn more about candidates

The League of Women Voters Bloomington (LWVB) is a nonpartisan, nonprofit political organization that encourages informed, active participation in government, and influences public policy through education and advocacy. The League never endorses any political candidate or party.

- Impactful redesign of the of the Voter Guide and Voter Flyers
- Voter Postcard included four languages matching our area demographics
- Inclusion of LWVUS Vote411 new website
- New informational brochure designed and distributed at events

# NEW in 2023 - LWVB Newsletter

Newsletter launched this year to inform and engage members on our activities and meetings.

Was an initiative to expand our communications.



## THE VOTER

April 2023 NEWSLETTER

**Join us Apr 4, 2023 for our member meeting.**

Learn about Bloomington's efforts to be prepared for climate changes. Be prepared for questions to the speaker.



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# Advocacy Work at the Capitol

Karen Lundquist is the League Advocacy Chair and  
connection to the LWVMN work at the State Capitol

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# High Achieving Volunteerism

**Door to door  
Canvassing  
Bloomington  
Precincts  
25 and 29  
4Dates**

**24 Voter  
registration and  
education  
events**

**1201 Volunteer  
hours for Voter  
Services and  
Voter  
registration and  
Outreach  
teams**

**Additional  
hours from  
Board member  
responsibilities,  
Advocacy,  
Communication  
and back office  
tasks**

# Youth Initiative - Civics in the Classroom

## 7th Grade Civics Bee

- LWV partnership with Bloomington Public Schools 7th grade students
  - **Civics Bee Team:** Nancy & Doug Claycomb, Jane Linnee
  - Student Education
  - Civics Bee Competition



# May Day Breakfast with Members



# Accomplishment - 2023 Community Service/DEI Outreach



- Pride Festival at Bloomington Civic Plaza



# Expanded Social Media: Facebook & YouTube



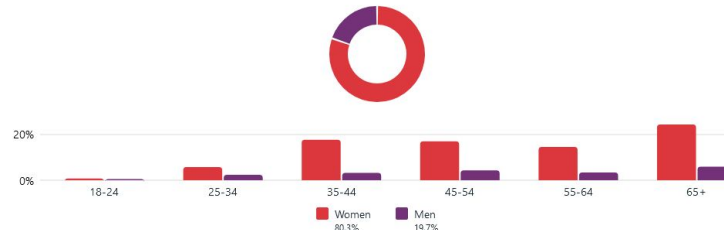
- Mayoral Forum **2,048** Views
- Candidate Videos **1,971** Views
- Council Member Forums **1,581** Views
- School Board Forum **1,268** Views

- **10,412 Views** 192.5% increase
- **2419 Visits** 521.9% increase
- **73 New Likes/Followers** 143.3 % increase

Facebook followers

817

Age & gender



# Expanding our Social Media Reach – LWVB website



## **The main goals of the new website were met:**

- Navigate with very few clicks
- Up-to-date, relevant content
- Professional, visually appealing

## The LWVB website:

- Fresh content continuously updated by our webmaster
- Easy to find information
- Great success & feedback with posting of the forum videos
- Post the link on your social media site

# Accomplishment - 2023 Community Service at the Farmers Market



LWVBloomington volunteers educated voters on redistricting precinct boundaries, polling locations and how to register to vote.



Spin the wheel is a very popular game for kids and adults.

# Engaging Voters

- \* VEAP Resource Fair
- \* Kennedy & Jefferson High Schools
- \* Juneteenth Celebration Bloomington Link-up
- \* Metro South Adult Basic Education



# Bloomington Link-up Event August 12, 2023

## Kennedy High School – Civic Engagement



# Member Education: Guest Speakers All Year

- ❑ Mary Lewis Grow, Firearms Study Consensus
- ❑ Faith Jackson, DEI manager
- ❑ Emma Struss, City of Bloomington Sustainability Plan
- ❑ Suzann Willhite, ERA Minnesota
- ❑ Jeanne Massey, FairVote MN
- ❑ Mike Dardis, Veteran Memorial
- ❑ City of Bloomington Referendum Panel
- ❑ Seamus Dolan, Blue Cross Citizen Blue Program
- ❑ Sam Streukens, LWVMN Advocacy

Our League offered continuous learning opportunities at our monthly member meetings.

Our goal is to provide members events to learn about the issues of concern for our city.

# Membership is growing

LWVBloomington is **71** members strong!

This role:

- manages the LWVMN and LWWUS membership rosters
- arranges meetings with new members
- sends welcome letters and LWVB information to new members

This is a key role for our League!



# Treasury Report

|  | November<br>2022 | November<br>2023 |
|--|------------------|------------------|
| Expenses                                   | (\$4842)         | (\$2652)         |
| Member Donations including in-kind         | \$1288           | \$1455           |
| Paid Membership Dues                       | \$1675           | \$622            |
| Restricted Grants, Donations & PMP<br>dues | \$6736           | \$5039           |
| Bank Balance                               | \$11,938         | \$13,266         |

## Accomplishments



The League of Women Voters Bloomington has a strong, stable treasury.



# 2023 Accomplishments

- Efforts to continue to build and enhance partnerships with the Bloomington School District & the Bloomington high schools
- Renewed relationships with Normandale Community College & ABE
- New outreach efforts including Resource Fair at VEAP
- Continuing and growing partnership with the Bloomington City Clerk's office
- New relationships with apartment complexes for voter registration and education
- Martin & Brown grant recipient
- Member education : meeting speakers, webinars on misinformation/disinformation
- Members serving as Election Judges
- Members volunteering at the Naturalization Ceremonies

# LWVBloomington Representation at the LWVMN State Convention - June 2023



To Our Volunteers  
and Donors



THANK YOU

Your volunteer time devoted to the LWVBloomington makes us stronger and able to reach more of our residents.

**Please commit to helping us reach and inform voters during the challenging election year to come.**



**THANK YOU** for a great year!

December 5, 2023