

100 Years Young:

How a historic brand
stays digitally relevant

Who we are

TODAY'S SPEAKERS



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About the League of Women Voters

EMPOWERING FEMALE ACTIVISTS TO BECOMES CIVIC CHANGEMAKERS ON A NATIONAL, STATE, AND LOCAL LEVEL

100 Years

Since 1920

Empowering people through proactive engagement with Legislators.

700+

State & Local Leagues

Engaging and building a more representative electorate.

10 Million

Voters reached in 2018

Educating voters about candidates running for local, state, and national offices.



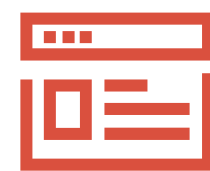
About Beaconfire RED

47 SMART ANALYTICS, MARKETING, UX, DESIGN, AND TECH EXPERTS SUPPORTING YOUR CAUSE



Digital Engagement & Marketing

- Digital advocacy
- Optimization & A/B Testing
- Display & Social Advertising
- Email Marketing & Engagement
- Marketing Automation
- Search Engine Marketing (SEM)
- Search Engine Optimization (SEO)
- SMS & Mobile Marketing
- Web Analytics & Data Analysis



UX & Visual Design

- Content Strategy
- Messaging Strategy
- Information Architecture
- Usability Testing
- Visual & Graphic Design
- Web Design
- Responsive Design
- Data Visualization & Infographic Design



Web & Mobile Development

- CMS Integration & Implementation
- CMS Maintenance & Support
- Front End / JavaScript Dev
- Mobile App Development
- Technology Evaluations
- AMS & CRM System Integrations



THE PROBLEM

The League's audience was stagnant and aging



THE GOAL

Grow audience and build lasting relationships with next generation

How **LWW** evolved their brand

- Crafted a **new design direction** to appeal more to new audiences
- Created a **unified, powerful voice** through brand and messaging changes
- **Met people where they are** using timely, relevant rapid-response-esque content.





IMPACT

- Register voters
- **Educate voters**
- Contact voters
- Protect Voters

RELEVANCE

- Engage **new target audience** members
- Move target audience members **to action**

VISIBILITY

- Reach individuals **through multiple channels and methods**
- Celebrated as a thought leader in our field

2018 Election Impact

HOW THE LEAGUE OF WOMEN VOTERS SERVED AMERICAN VOTERS IN 2018

250,000

People registered

through registration events, online campaigns, and voter engagement activities

1.9 Million

Voters protected

through varied advocacy, litigation and education efforts

10 Million

Voters educated

through forums, debates, and the League's premiere website VOTE411.org

15,000

Election events

including forums, voting rallies, and panel discussions

DATA COLLECTED FROM OVER 500 LEAGUES IN AN INTERNAL SURVEY CONDUCTED AFTER 2018 ELECTION

A purple-tinted background image showing hands holding a small American flag. The flag is positioned diagonally across the frame, with the stars in the upper left and the stripes extending towards the bottom right. The hands are visible in the lower left and center, holding the flag's edges. The overall image has a soft, ethereal quality due to the monochromatic color scheme.

A NEW DESIGN DIRECTION

NEW DESIGN DIRECTION

Imagery

- Used images that **audience identifies with** AND align with brand
- **Pushed** our comfort zone
- Staff took new photos **on a low budget**
- Made **brand design consistent** across channels



Old website



New website



TO BELONG

LWV.org

DIVERSITY
makes us
Stronger

UNIFIED, POWERFUL VOICE

19
together

INDNE
'M CAGES



UNIFIED, POWERFUL VOICE

Finding LWV's unique value proposition

- 100 years of history
- Nonpartisan
- Predominantly driven by volunteers passionate about making our democracy work.

ACLU website header featuring a navigation bar with links for 'ISSUES', 'KNOW YOUR RIGHTS', 'DEFENDING OUR RIGHTS', 'BLOGS', 'ABOUT', and 'SHOP'. Below the navigation is a hero section with a profile of Donald Trump and the text 'WE'LL SEE TRUMP IN COURT - AGAIN.' with a 'DONATE NOW' button.

Three article thumbnails from the ACLU website. The first shows a map of the US with the text 'Mass Incarceration'. The second shows a man's face with the text 'Alabama Is Going to Kill Rocky Myers. He Might Be An Innocent Man.' The third shows an American flag with the text 'ACLU to Cha'.

A graphic with a blue background and a white diagonal line. It contains three columns of text: 'DEFENDING OUR RIGHTS IN THE COURTS', 'EMPOWERING COMMUNITIES ACROSS THE U.S.', and 'INFLUENCING PUBLIC POLICY AND A POWERFUL VOICE'.

A vertical timeline for Planned Parenthood's 100th anniversary. It features a 'DONATE' button at the top right and five color-coded sections: '1916-1936 THE DOORS OPEN', '1936-1956 THE START OF A MOVEMENT', '1956-1976 A NEW ERA FOR WOMEN', '1976-1996 VICTORIES AND VIOLENCE', and '1996-2016 THE NEW MILLENNIUM'.

Women's March website header featuring a woman speaking into a microphone. The text reads 'THE #WOMENSWAVE IS HERE.' and 'And we're sweeping the world forward with us.' Navigation links for 'ABOUT', 'ACTION', 'AFFILIATES', 'DONATE', and 'BECOME A MEMBER' are visible.

A registration form for Women's March with the text 'TWO YEARS OF RESISTANCE. TWO YEARS OF TRAINING. TWO YEARS OF BUILDING POWER.' Below this is a paragraph about the 2019 event and a 'MARCH DETAILS ->' button. The form includes fields for 'FIRST NAME', 'LAST NAME', 'EMAIL', and 'ZIP/POSTAL CODE', along with checkboxes for 'OPT IN TO UPDATES FROM WOMEN'S MARCH NATIONAL' and 'FOR SMS UPDATES'.

A navigation menu with three items: 'UNITY PRINCIPLES' with a 'READ MORE ->' button, 'SHOP' with a 'SHOP ->' button, and 'NOT IN DC?' with a 'FIND A MARCH ->' button.

Indivisible website header featuring a large crowd of people holding signs. The text reads 'CONGRESS IS BACK HOME ON YOUR HOME TURF: HOLD THEM ACCOUNTABLE' and 'Congress is home for the President's Day recess. Get everything you need take action on your home turf and demand they act immediately to stop Trump's fake national emergency.' A 'Take Action' button is present.

A 'Join the Movement' form for Indivisible. It includes a video player with the text 'AND GET BACK TO WORK.' and a paragraph: 'Join the movement, and together, we'll continue to build progressive power and save American democracy.' Below the text are input fields for 'Email' and 'ZIP'.

UNIFIED, POWERFUL VOICE

LWV made some big choices

- Identified LWV's **unique value and voice**
- Did **SEO keyword research**
- Changed messaging **from me to you**
- **Tested, tested, tested**



UNIFIED, POWERFUL VOICE

Created consistent design approach



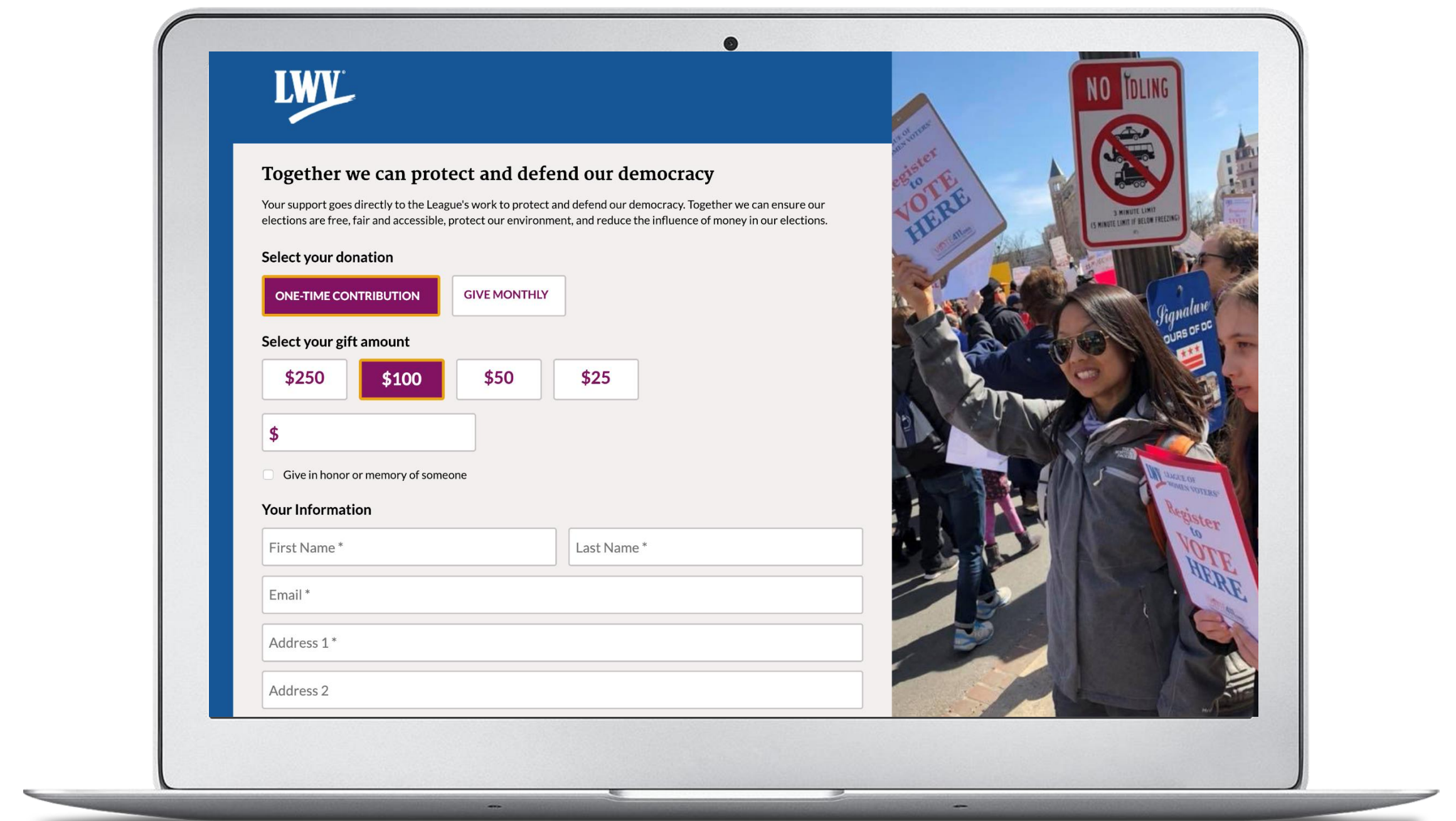
A Facebook advertisement for the League of Women Voters. At the top left is the LWV logo and the text "League of Women Voters Sponsored". Below this is a paragraph of text: "Congressional districts and government legislative bodies should be apportioned substantially on population. Sign up to oppose gerrymandering that strips rights away from voters." The main visual is a purple banner with the text "MAKE YOUR VOICE COUNT" and the LWV logo, overlaid on a photo of a diverse group of people at a rally holding signs, one of which says "#fairmaps". At the bottom left, it says "WWW.LWV.ORG" and "Sign up to support fair redistricting" with a "Sign Up" button. At the bottom right are icons for "Like", "Comment", and "Share".

FACEBOOK AD



A screenshot of the Twitter profile for "LWV of the US" (@LWV). The profile header includes the LWV logo, the name "LWV of the US", and a "Follow" button. The bio reads: "Seeking to improve government and impact public policies through education & advocacy. Also at @VOTE411 for elections info!". It lists the location as "Washington, DC", the website as "lww.org", and that it was "Joined September 2010". It shows "3,852 Following" and "24.2K Followers". Below the bio is a "Pinned Tweet" from @LWV dated 2/6/19: "TAKE ACTION FOR #HR1: Tell your representative to strengthen voting rights, end gerrymandering, and improve transparency in our elections. Use our simple form: bit.ly/2WNTFEI #ForThePeople".

TWITTER



A laptop displaying the LWV donation form. The form has a blue header with the LWV logo. The main heading is "Together we can protect and defend our democracy". Below this is a sub-heading: "Your support goes directly to the League's work to protect and defend our democracy. Together we can ensure our elections are free, fair and accessible, protect our environment, and reduce the influence of money in our elections." The form includes sections for "Select your donation" with buttons for "ONE-TIME CONTRIBUTION" and "GIVE MONTHLY"; "Select your gift amount" with buttons for "\$250", "\$100", "\$50", and "\$25", and a text input field for a custom amount; a checkbox for "Give in honor or memory of someone"; and a "Your Information" section with input fields for "First Name *", "Last Name *", "Email *", "Address 1 *", and "Address 2". The right side of the laptop screen shows a photo of a woman at a rally holding a "Register to VOTE HERE" sign.

DONATION FORM

UNIFIED, POWERFUL VOICE

LWV moved from “me” to “you”

DONATE TO THE LEAGUE

STAND WITH THE LEAGUE

READ ABOUT THE LEAGUE

LOOK AT A PICTURE OF THE LEAGUE

The screenshot shows four tweets from LWV of the US (@LWV) dated December 15-16, 2016. The tweets are: 1) Promoting League membership as a gift with a link to a RegisterGuard article. 2) Encouraging participation in a petition to stop voter suppression, featuring a graphic that says "Stand up for Voting Rights & Stop Voter Suppression". 3) Announcing that League volunteers registered tens of thousands of new citizens to vote in 2016, with a link to a PublicNow article. 4) A historical photo of President Truman with the League of Women Voters National Board, with the hashtag #TBT.

2016



The screenshot shows three tweets from LWV of the US (@LWV) dated February 6, 2019. The tweets are: 1) A tweet about special interests rigging rules against HR1, featuring a video clip of Rep. John Sarbanes. 2) A retweet of a tweet from LWV of Cville Area (@LWVCVA) quoting Senator Creigh Deeds. 3) A tweet about a court case in Michigan regarding state house districts, featuring a map of Michigan's political districts and a link to michiganradio.org.

2019

Advocacy CTA

LWV of the US @LWV

TAKE ACTION: STOP THE REPEAL OF HEALTH CARE #ProtectOurCare participate.lwv.org/c/10065/p/dia/ ...

ACTION ALERT!

Stand with the League and tell your Senators to oppose repeal of the ACA.

10:09 AM - 31 Dec 2016

8 Retweets 9 Likes

2016



LWV of the US @LWV

We want a government that works for all of us—that gives us all a say and puts our needs ahead of special interests. Add your name to demand that Congress makes a bold show of support for our democracy and the #ForThePeople Act. bit.ly/2QThsox

WE DESERVE A BETTER DEMOCRACY

7:10 PM - 15 Jan 2019

32 Retweets 50 Likes

2019

Promoting LWV's work

 **LWV of the US** 
@LWV Follow

League works to preserve civil liberties [#LWV](#)
[#votingrights](#)
journalreview.com/opinion/article ...

5:47 AM - 15 Dec 2016

7 Retweets 3 Likes 

  7  3

2016



 **LWV of the US** 
@LWV Follow

We're in court in Michigan this week, making sure state house districts will be redrawn to fairly represent voters. This case is a key step in putting power back where it belongs: in the hands of the people.

 **Congr** **Michigan's political maps go on trial in re...**
Was the last re-drawing of Michigan's political district maps so biased in Republicans' favor, they were illegal?
michiganradio.org

6:35 AM - 6 Feb 2019

23 Retweets 42 Likes 

  23  42

2019

Keyword Research

KEYWORD	MONTHLY SEARCH VOLUME	LEAGUE OF WOMEN VOTERS RANK
Voter rights	-	14
Voting rights	5400	15
Educating voters	-	1
Protecting voters	-	1

A woman with short blonde hair and sunglasses is smiling and looking down at a clipboard she is holding. She is wearing a white t-shirt with text on it, including "rateChange&", "omic", "ative", "ience", "tione", "inCare&", and "ignition". She is surrounded by a crowd of people, some of whom are also wearing white t-shirts. The background is a blurred crowd of people, suggesting a large gathering or event. The entire image has a semi-transparent purple overlay.

MEET PEOPLE WHERE THEY ARE

MEET PEOPLE WHERE THEY ARE

Tested messaging in **LWV** ad campaign

- Easier to **push the envelope** here than on the Web
- **Tested everything!** Channels, issues and messages, tone and imagery
- Targeted **new audiences**



MEET PEOPLE WHERE THEY ARE

20%

of leads from
diverse audiences

27%

of supporters
under 45

Successful ad messages

- Identify a problem in democracy
- Easily identified
- Nonpartisan problems

 **League of Women Voters of the U.S.** ...
Sponsored · Paid for by the League of Women Voters · 🌐

Voting is an American right – why should we have to jump through hoops to exercise it? Sign up to support automatic voter registration for all Americans!



Sign up to support automatic voter registration [Sign Up](#)

 **League of Women Voters of the U.S.** ...
Sponsored · Paid for by the League of Women Voters · 🌐

Voters should pick their politicians, not the other way around! Sign up and oppose gerrymandering that strips rights away from voters.



Sign up to support fair redistricting [Sign Up](#)

Successful ad messages

- Rapid Response ads
- Adversarial vs aspirational in tone

LWV League of Women Voters of the U.S. ...
Sponsored - Paid for by the League of Women Voters of the U.S. · 🌐

Judge Kavanaugh has shown that he does not have the judicial temperament to be on the Supreme Court. Your Senator should vote no on this lifetime appointment!

An adversarial-style advertisement featuring a purple background on the left with the text "TELL YOUR SENATOR VOTE NO ON KAVANAUGH" and the LWV logo. The right side shows a photograph of a crowd protesting in front of the Supreme Court building, with a sign that says "KAVA NO".

Tell your Senator: Vote No on Kavanaugh [Sign Up](#)

LWV League of Women Voters of the U.S. ...
Sponsored - Paid for by the League of Women Voters of the U.S. · 🌐

Judge Kavanaugh has shown that he does not have the judicial temperament to be on the Supreme Court. Your Senator should vote no on this lifetime appointment!

An aspirational-style advertisement featuring a blue-tinted image of the Supreme Court building. A red banner at the bottom contains the text "TELL YOUR SENATOR: Vote NO on Kavanaugh" and the LWV logo.

Tell your Senator: Vote No on Kavanaugh [Sign Up](#)

MOST LEADS

MEET PEOPLE WHERE THEY ARE

30% more

**more new audiences members
acquired than our goal**

30% less

**cost for audience members
than our goal CPA**

“ If you don't like something,
change it. If you can't change it,
change your attitude.

Maya Angelou



OVERALL RESULTS

OVERALL RESULTS

Surpassed organizational goals

Educate Voters

+392%

Engage New Audiences

+120%

Increase in online donations

+78%

Got more engaged visitors online

+37%

More visitors

+78%

More page views

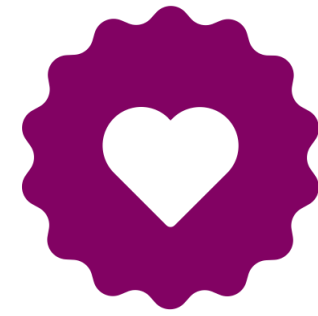
+26%

More pages per session

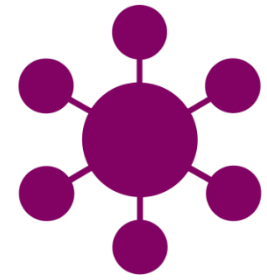
So, what did we learn?



It was time for a change



We needed to reinvigorate our brand



Unified the cross-channel experience



Test. Learn. Repeat.

Contact us



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