

LWV of Juneau Board Handbook

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LWV Juneau
Board Member Handbook – Part 4 (Policies)

Item 1: Approval of Member Materials and Program

(Revised January 2003)

1. The Board approves the program and action outlines of each committee and any changes in its plan. All correspondence, posters, and written material must be double checked for grammar, spelling, clarity, and bias by at least two people not involved in writing them—either a member of the Board or a reading committee--the more the better.
2. The president or their designee must give final approval on all materials going out in the name of the League of Women Voters of Juneau (Voter, minutes, study materials, letters, testimony, etc.) and so must be shown all final drafts before they are printed for distribution.
3. The Board as a whole must approve consensus questions and position statements. Board members should prepare sufficient copies of drafts of written materials, outlines or programs, etc., for review.
4. Scripts for radio/TV and public testimony are handled in the same way as written material.
5. **Interviews for Study Committees or for Publications:** There should be at least two interviewers, and the interview report should be typed and returned to the interviewee for their review and initials if the material is to be published in any form, or if the interviewee requests it.

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Item 2: Conflict of Interest Policy
(Adopted August 21, 2017)

All board members of the League of Women Voters of Juneau (“LWVJ”) shall scrupulously avoid conflicts of interest between the interests of LWVJ on the one hand, and their personal, family, professional, and business interests on the other. This includes avoiding potential and actual conflicts of interest, as well as perceptions of conflicts of interest.

Each board member has a duty to place the interest of LWVJ foremost in any dealings with or on behalf of LWVJ and has a continuing responsibility to comply with the requirements of this policy.

- No member of LWVJ board of directors, or any of its committees, shall derive any personal profit, material interest or gain for him- or herself, or for members of her/his immediate family, directly or indirectly, by reason of his or her participation with LWVJ.
- Each board member shall disclose to the LWVJ board any personal interest which he or she may have in any matter pending before LWVJ and shall refrain from participation in any decision on such matter.
- The materials, products, designs, plans, ideas, and data of LWVJ are the property of LWVJ and may not be given to an outside firm or individual except through normal channels and with appropriate authorization.
- Board members may serve on other boards and organizations. However, unless clearly designated, appointees are not official representatives of LWVJ.
- LWVJ board members may find it necessary to lobby legislators on a variety of issues in the course of their employment or service on another board. In such cases, they must be scrupulous in avoiding the impression that they represent or have the support of LWVJ.

DISCLOSURE

A copy of this policy shall be given to each board member at the beginning of her/his term of office. The policy shall be reviewed annually at the first meeting of the duly elected board of directors.

VIOLATIONS

If the LWVJ board of directors has reasonable cause to believe that a board member has failed to disclose actual or possible conflicts of interest, it shall inform the board member of the basis for such belief and afford the board member an opportunity to explain the alleged failure to disclose. If, after hearing the board member’s response and after making further investigation as warranted by the circumstances, the board of directors determines that the member has failed to disclose an actual or possible conflict of interest, it shall take appropriate disciplinary and corrective action.

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Item 3: Correspondence
(Revised January 2003)

1. The President signs all letters, unless the Board directs otherwise.
2. The Board should discuss letters addressing policy questions before they are sent.
3. Letters to or from the State or National Board or to or from state or national government should be cc'd to the state League President, local League President, and the appropriate portfolio file.

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Item 4: Expenditures and Reimbursements

(Adopted August 1992, revised December 2003, March 2017)

1. Any motion to come before the Board of Directors or membership which involves the expenditure of funds of the Juneau League of Women Voters must identify a specific amount which includes a specific ceiling on expenditures or reimbursement on either a per day, per event, or per program basis, and must identify the source of income to support that motion, based on categories established in the annual budget. Expenditures not supported by such a motion and by appropriate receipts will not be reimbursed.
2. No action or expenditure by the board or by any member may exceed the annual budgeted amount for that particular category or program unless a replacement source of revenue previously has been identified and the annual budget is adjusted accordingly.

Non-budgeted Expenditures: If money is to be spent which is not budgeted, Board approval must be received first.

State Convention, National Convention or Council Reimbursement for Delegates:

Delegates approved by the Board shall be reimbursed as follows:

- Travel Expenses on a per share basis of the total amount budgeted for the Convention or Council according to the number of delegates
- Reimbursement shall be made based on reasonable receipts for either airfare, lodging, food and/or transportation.

Note: The policy regarding State Board members' expenses is addressed in the State Board Policies and Procedures.

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Item 5: Facebook
(Draft: November, 2017)

Posting Guidelines(adapted from the LWVUS Posting Guide)

- The Facebook Admin (Pat Watt) authorizes permissions for 2-3 other LWVJ members to post on the LWVJ page.
- At least 75% of posts should include a link outside of Facebook. Link to News articles, important resources, blog posts, our website, other League websites or FB pages
- Carefully frame the content to ensure it is nonpartisan and in line with LWV positions where applicable
- Include photos or videos
- Types of content
 - Historical information about the LWV
 - Action items on issues we have positions on
 - Election laws, voter registration and GOTV information
 - Government transparency and public process
 - Good work our or other Leagues are doing
 - Interesting anecdotal stories related to “Making Democracy Work”
- Use an informal or conversational tone in the post
- Respond to comments quickly (thank for input if nothing else)
- Check the page frequently and delete comments or posts reflecting negatively on the LWV
- For non-admin posts comment on them, thanking if nothing else.
- Block any spammers that show up.

Scheduling

- Post regularly – ideally 4-7 times *every* week.
- If more than one person is posting, then agree on a schedule with topics and who’s going to post what, when.
- If posts must be done more than once a day, separate them by several hours.
- Find out when the Page’s fans check Facebook and post at those times if possible.

Expanding the Page’s Reach:

Here’s what every Board member should do:

- Invite FB friends to “Like” the League’s Facebook page. (Type the gear icon under the Page’s cover and follow the share option)
- Review Page posts on a regular basis and then:
 - Like them
 - Share them
 - Comment on them

Analytics

At least once a month review Facebook Insights (analytics) to track the number of page Likes, and evaluate which type of posts have post reach and engagement. Also, watch which posting times are most effective, and who the audience is. Track changes in these over time.

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Item 6: Membership Policies

(Adopted August 1993, Revised October 2002)

The purpose of the Membership Chairperson or Committee is to recruit, orient, and retain members. The goal of the committee is to increase active membership to reflect the diversity of interests and concerns of the Juneau community.

Membership Lists:

1. The Board on a case-by-case basis will consider requests by agencies or other organizations for the LWVJ membership lists. Members shall not use or share the LWVJ membership for non-League purposes.

Recruitment:

1. The chairperson or committee will, on an annual basis, develop membership goals. The goals will be developed through a review of the membership needs of the organization, a review of available materials published by all levels of League, and, through coordination with all other League events, committees, and activities.
2. The membership chairperson or committee will also, on an annual basis, prepare and implement a proposal for soliciting contributions to the membership scholarship fund. (See related scholarship policy).
3. The president will ensure that a sign-up sheet for more information on the Juneau League will be available at all League-sponsored events and activities. The sign-up sheet will be forwarded to the membership chair. Depending upon the nature of the event or activities, information of interest to potential members may also be available, i.e., LWV brochure, positions, etc.
4. The membership chairperson or committee will develop an “invitation to join” letter for Board approval. This letter will be used for specific direct mail solicitation by the membership chairperson or committee to individuals the committee has identified as potentially being interested in the LWV or to those who express interest through sign-up sheets or who are recommended through any other means.
5. All members share responsibility for identifying potential members and inviting them to join LWV. Such invitations should be communicated to the membership chairperson for follow-up.
6. The membership chairperson or committee will follow up on potential members within 30 days of receiving such names by mailing the “invitation-to-join” letter and a Juneau LWV brochure.

New and Renewing Member Procedures:

- Applications for membership and dues payments first go to the treasurer for deposit. The application is then given to the membership chair for follow-up. The membership chairperson will develop a welcome letter for Board approval. He/she will then mail to new members a welcome letter, a copy of the New Member Handbook, and other pertinent information.
- League members are expected to renew their membership in September. Approximately one month before that, the treasurer sends a Board approved letter and pre-addressed envelope to current members seeking their renewal. All responses are routed through the treasurer and then to the membership chairperson.
- Membership status, addresses, and phone numbers will be maintained and kept current by the membership chairperson.
- The LWV membership chairperson will, by the end of October, send a reminder letter to members who have not yet renewed. The membership chairperson, if necessary will send A third, and final letter, within 30 days following the second reminder. The Board will contact by phone all members who have not renewed by the November board meeting to determine why the member has not renewed and how League can encourage that member's retention.

Membership Waiver and Scholarship Policy

1. All membership materials will indicate that rejoining or potential members may seek a scholarship to cover annual membership.
2. Anyone may ask the Board of Directors (BOD) to consider a scholarship membership for himself or herself or for someone else.
3. A BOD member must bring such a request to the attention of the entire board during a regular board meeting. The BOD can approve a scholarship membership by simple majority vote.
4. Consideration criteria:
 - Can the member afford the dues? (Items such as employment can be considered.)
 - Can the League afford to pay the member's national and state dues?
 - Has the member or potential member expressed an interest in participating in League?
5. All scholarships are for one dues year, and expire on September 30, although they can be renewed through a simple majority vote as often as the board so chooses.
6. A Membership Scholarship Fund will be established.
7. The Membership Committee each year will prepare and implement a proposal for soliciting contributions to the Membership Scholarship Fund. The Membership Committee will establish the funding target.

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Item 7: Nonpartisanship Policy

(Revised February 2003)

1. If a Board member plans to engage in substantial political activity, she or he should notify the Board before acting and ask their opinion. The Board will determine if such action is in conflict with the non-partisan policy. If there is a conflict the member should either discontinue the activity or resign from the board.
2. No Board member may serve in an elective public office concurrent with being on the Board.
3. Campaign managers for local, state, or federal candidates must resign from the Board.
4. The President and Voter Service chairperson may attend get-acquainted coffees, receptions, etc., for candidates, but cannot hold one in their home or host one elsewhere.

Additional guidance from the LWVUS follows in a separate .pdf document.

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Opportunity for Guidance: Nonpartisanship

August 2013

APPRECIATIVE ICEBREAKER

"The League shall not support or oppose any political party or any candidate."

- Article III, Sec.2, LWVUS Bylaws

- What does it mean to be nonpartisan?
- How do others understand and use the term nonpartisan?
- What does it mean to our reputation and the public's trust in the League?
- How are we being proactive in defining the League as nonpartisan?

GUIDANCE

The organization's roots began during the long struggle to get women the right to vote and the League has continued the fight to educate both women and men on the issues impacting their communities. Soon after our founding, the decision was made to take positions on issues but to neither support nor oppose any political party or candidate (appointed or elected) for public office. Today, this policy continues to ensure that the League's voice is heard above the tumult of party politics. As it can sometimes be difficult for new members and leaders and/or the public to understand our "political but nonpartisan" ethos, we wanted to present this guidance.

Proactively Marketing the League's Nonpartisan Orientation

The League's strength is in its work to **educate and inform voters in a factual and nonpartisan way**. We are **community-based** and present **information on all sides of an issue to help voters decide, rather than taking political positions**. That information/education function is a key value, seen by the public as even more necessary and more rare in today's world of biased ads and media.

Some things to consider when marketing the League in your community:

- Emphasize the role of the League in educating and informing voters.
- Reiterate that the League is not partisan and explain what this means – i.e. "The League does not support or oppose any political party or candidate."
- Emphasize the grassroots, local aspect of the League and that issues the League addresses are based on community needs and priorities.
- Cite the League's long 93-year history and provide information about successes over the years.
- Emphasize the League's commitment to providing nonpartisan, fact-based information about candidates and issues to help voters make their own decisions.
- Cite the organization's involvement in debates and voter guides.

Actions Leagues Can Take to Protect Nonpartisan Reputation

To ensure the credibility of the League as a nonpartisan organization, each League's board of directors is responsible for annually reviewing, adopting and carrying out its own nonpartisan policy and for seeing that both its members and the public understand the League's nonpartisan role.



While the LWVUS has guidance and sample nonpartisan policies Leagues can use as models, it is the responsibility of each local League board to formulate and adopt its own nonpartisan policy which conforms to this bylaw, and to determine the limitations to be placed on board members' activities to maintain the League's nonpartisanship.

Being nonpartisan toward candidates and political parties is critical to the effectiveness of the League's unique voters' service/citizen information work. This does not mean that the League isn't political. Our nonpartisan stance provides a strong foundation for the work done in support of issues. Action on legislation and ballot proposals is more effective when the public and the legislators know for certain that the League's conclusions are based on merit rather than playing politics.

When you review your League's nonpartisan policy, be sure to consider the whole picture; the League and the community you serve and the new ways your League is sharing information in person, in print and online. It is much easier to make sound decisions when dealing within a framework of consistency and common sense. Don't try to build a policy statement around an individual case. A few things to keep in mind while reviewing your League's nonpartisan policy:

- The visibility associated with specific political activities
- The visibility associated with specific League roles
- Social media visibility
- The possible effects on neighboring Leagues who share the same officials

Determine what limitations should be placed on board members seeking or holding elective or party affiliated offices (e.g. committee person or elections inspector). Although LWVUS' guidance is that local board members not run for partisan elective office, some leeway is given in defining "elective office."

Accused of being Partisan?

No matter what the League does, there will be times when the LWV is accused of being partisan. If the League has good leadership, planned its actions wisely, and acted within its own policies, there is no need to be upset by charges of partisanship. The most often used tactics are intimidation and threats (e.g., "I won't come to your Candidates Meeting."; "I won't meet with you."; "I am going to the newspapers.") When the League has followed its own rules and remained polite but firm, it has usually managed to gain the needed cooperation. In short, don't be scared off by bluster!

Remind - "The League does NOT support or oppose any political party or any candidate. "

Explain - The difference between League program and voters' service activities.

Remember – The League has the option to leverage public opinion.

They say the best defense is a good offense – proactively declare and show your true nonpartisanship. It is always possible to print a fact sheet showing both sides of the problem; it is also possible to hold a forum. The best results come from careful planning and a calculated response.

Resources:

LWVUS nonpartisan policy - <http://www.lwv.org/files/Nonpartisan%20Policy.pdf>

Voters' Guide best practices - <http://www.lwv.org/content/voters%E2%80%99-guides-best-practices>

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Item 9: Records Retention (Draft)¹

1. The following are kept electronically as .pdf documents

- **Financial Records** - retained by the Treasurer:
 - Monthly Financial Statements (5 years)
 - Check Registers (5 years)
 - Invoices, receipts, etc (5 years)
 - Annual Budgets (7 years)
 - Annual Financial Statements (7 years)
 - Tax documents (7 years)
 - Fundraising Reports (5 years)
- **Administrative Records** – retained by the Secretary or designated Board member
 - Bylaws (current on the website and in editable format for amending)
 - Annual Meeting Minutes (7 years)
 - Monthly Board Meeting Minutes (5 years)
 - Voter newsletters (permanent on the website)
 - Policies (current in editable format for amending)
 - Emails to the Membership (2 years)
- **Program material** – retained by the President or designated Portfolio holder
 - Active Study material (current)
 - Action Alerts (5 years on the website)
 - Positions (current on website)

2. Hard copies of the following are kept in labelled file folders

- **Financial Records** - retained by the Treasurer:
 - Tax Returns (7 yrs)
 - Biennial Corporation Filing (3 bienniums)
 - Annual Financial Statements (5 years)
 - Annual Budget (5 years)
 - Audit reports or reviews (5 years)
- **Administrative Records** – retained by the Secretary
 - Annual Meeting Minutes (5 years)
 - Monthly Board Meeting Minutes (1 year)
 - Policies (current for Board Handbook)
 - Official Correspondence signed by President (5 years)
- **Program material** – retained by the President *and* Portfolio holder
 - Study material (5 years)
 - Action Alerts (5 years)
- **Voter Services material** – retained by the President *and* Portfolio holder
- **Annual Portfolio Reports** – retained by the President *and* Portfolio holders (5 years)

3. Hard copies of the following are turned over to UAS Library (TBD)

¹ (Based on LWV TX and LWV Cincinatti Records Retention Schedules)

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Item 6: Requests for Donations and Contributions

_(Adopted February 1992; amended June 1993, revised January 2003)

When requests for donations or contributions are made to the Juneau League of Women Voters, the following policy and procedures shall apply.

1. All requests shall be made in writing and presented to the Board of Directors for their consideration. To be considered, the request must clearly apply to one or more of the following:
 - Local or State Board budget.
 - Local, State, or National positions.
 - Voter service or voter education.
2. The written request will receive a first reading and may be disapproved by the Board at that time. The written request will be presented at a second meeting for action by the Board. (Requests may be turned down after only one reading.)
3. Total donations cannot exceed five percent of the annual operating budget.

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Item 11: Accepting Public Opinion Survey Clients

_(Adopted September 1991; amended June 1993, revised January 2003)

It is the policy of the Juneau LWV to accept paid contracts to conduct public opinion telephone surveys. The criteria are:

1. Polling requests must be submitted in writing to the Board of Directors and receive a positive majority vote. Such requests must include proposed questions/topics for approval by the board. The Board reserves the right to edit the language of the poll.
2. A written contract or letter of agreement specifying the responsibilities and obligations of both parties will be prepared.
3. The client cannot be an individual candidate.
4. The board of directors to be a “public interest issue,” i.e., an issue that affects or could affect a significant segment of the community, must deem the issue in question.
5. For a polling job to be accepted, a League member must agree to serve as coordinator. That individual is responsible for overseeing all aspects of the poll, including arranging phone bank availability, contacting and scheduling volunteers, copying polling forms, ensuring standard directions, assuring the accuracy and integrity of computed results, and writing an executive summary for the client.
6. The client is responsible for the cost of reproducing the polling form.
7. Polling will be conducted by telephone.
8. Clients will be charged based on the schedule established in LWVJ Survey Guidelines unless otherwise negotiated and approved by the board.

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