

League of Women Voters of the La Crosse Area Community Partnerships and Voter Services

Since January, La Crosse area LWV members, with several Coulee Region progressive advocacy groups, have successfully collaborated to significantly grow our voter services activities. The La Crosse LWV partnered with representatives from Our Wisconsin Revolution, Organizing for America, Unitarian Universalist fellowship, Shoulder to Shoulder, Neighborhood Associations, Cia Siab, and the YWCA to coordinate and support voter registration initiatives. All partners committed to a non-partisan approach to voter registration. Partners shared financial resources and through in-kind contributions (eg. professional media consultant) significantly expanded our social media strategies and direct voter outreach to target communities. The LWV and Driftless Voter Coalition (DVC) scheduled voter outreach events in targeted low-voter neighborhoods, Hmong New Year Festival, Juneteenth Day, Pridefest, county fairs, libraries, etc. The LWV voter registration experience and LWV voter services resources was greatly enhanced by the energy, social media savvy, and community connections of our DVC partners. Thanks to a grant by a local foundation, DVC volunteers will have 300 “Everyone Votes” yard signs and 100 posters in businesses as GOTV reminders.

Collectively, we have significantly expanded visibility and community voter outreach. Throughout 2018 (DVC) members worked together to train OVR to 100 volunteers in three Coulee Region counties. In September/ October alone the LWV / DVC have almost 30 voter registration events scheduled. During the August UWL move-in weekend, with student government leaders, almost 400 students were registered. Cia Siab volunteers reserved a LWV table adjacent to their table at the Hmong New Year because “LWV members have experience and information that we need to know”. And the LWV needs the young adult voter registration champions in our Hmong community, and LGBTQ community, our university community, and neighborhoods. In total, we project that our collaboration will result in over 800 voters registered in the Coulee Region and hundreds more reminded to vote through informal conversations and information sharing.

Deb Lutjen, President, LWV of the La Crosse Area
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