

Hello  
League of Women Voters!



Actions you can take ...



LWVKY Supporter Starter Kit



## Why OutreachCircle?

Even before COVID-19 impacted our communities, we knew that LWV needed to diversify our digital organizing strategy. The League of Women Voters' mission is to empower voters, defend democracy, and serve our communities across the nation. To make this possible, we need to bring more voices into the conversation. As an organization that envisions a democracy where every person has the desire, the right, the knowledge, and the confidence to participate, the League must become a more accessible organization. We must ask ourselves as League members: *how can League members and newcomers alike stay connected with the League of Women Voters? How can we mobilize our supporters around important causes?*

While over 100 years of activism has proven to LWV that this conversation has no end, it begins today with OutreachCircle.

## About your Supporter Kit

You do **not** need to be a technology expert to effectively use OutreachCircle.

This OutreachCircle Supporter Kit and its accompanying resources are designed to:

- Introduce League members and Supporters to their League's OutreachCircle
- Maximize current LWV work
- Empower voters and defend democracy

## In League Power

Remember that no League or League member is in it alone. The LWVUS OutreachCircle team is and will be available to offer you technical support and guidance before, during, and after setup.

**Now...let's get started!**



## Step 1.

### Access OutreachCircle

The OutreachCircle app is **free** for both Apple (iPhone) and Android (Samsung Galaxy, Google Pixel, etc.).

For non-smartphone users, OutreachCircle is also available online. **To access OutreachCircle on your computer**, click on the button below or enter the web address into your web browser.

[outreachcircle.com](https://outreachcircle.com)

**To access the OutreachCircle on your smartphone**, you'll first need to download the app. We can help with that!

If you already have the app, don't need help downloading it onto your phone, or if you only plan on accessing OutreachCircle through your computer, you can skip ahead to Step 2 while we set up smartphone users.



## Step 1.

### Access OutreachCircle (continued)

The OutreachCircle app is available for free on both the iPhone App Store and Android Google Play app stores. If you're not sure what your phone's app store looks like, take a look below.



iPhone users: look for




Android users: look for



## Step 1.

### Access OutreachCircle (continued)

Once you've opened your smartphone's app store, follow the instructions below:

- Search for "OutreachCircle" in the search bar.
  - On both iPhone and Android app stores, the search area is indicated by the  icon.
- Select the option to download the OutreachCircle app.  
**Remember: the app is 100% free.**
  - The app store may ask for your password to confirm your download. If you don't remember your password, follow your phone's instructions on how to reset your password.
- Wait for the download to complete, then open the OutreachCircle app.

Now let's get you set up with an account!

## Step 2. Sign in

There are **two** kinds of OutreachCircle account:

- **Admin:** an account that your League will use to control its OutreachCircle and publish content.
  - There may be more than one Admin per OutreachCircle.
- **Supporter: This is your account!** Using your Supporter account, you and other League members can interact with League OutreachCircles.
  - As a Supporter, you can follow more than one League's OutreachCircle.

Got it? Awesome! Now let's get your Supporter account set up.

## Step 2. Sign in (continued)

When you first open the OutreachCircle app, you'll see something similar to the image on the right.

First things first, let's get you signed in.

Keep an eye out for the

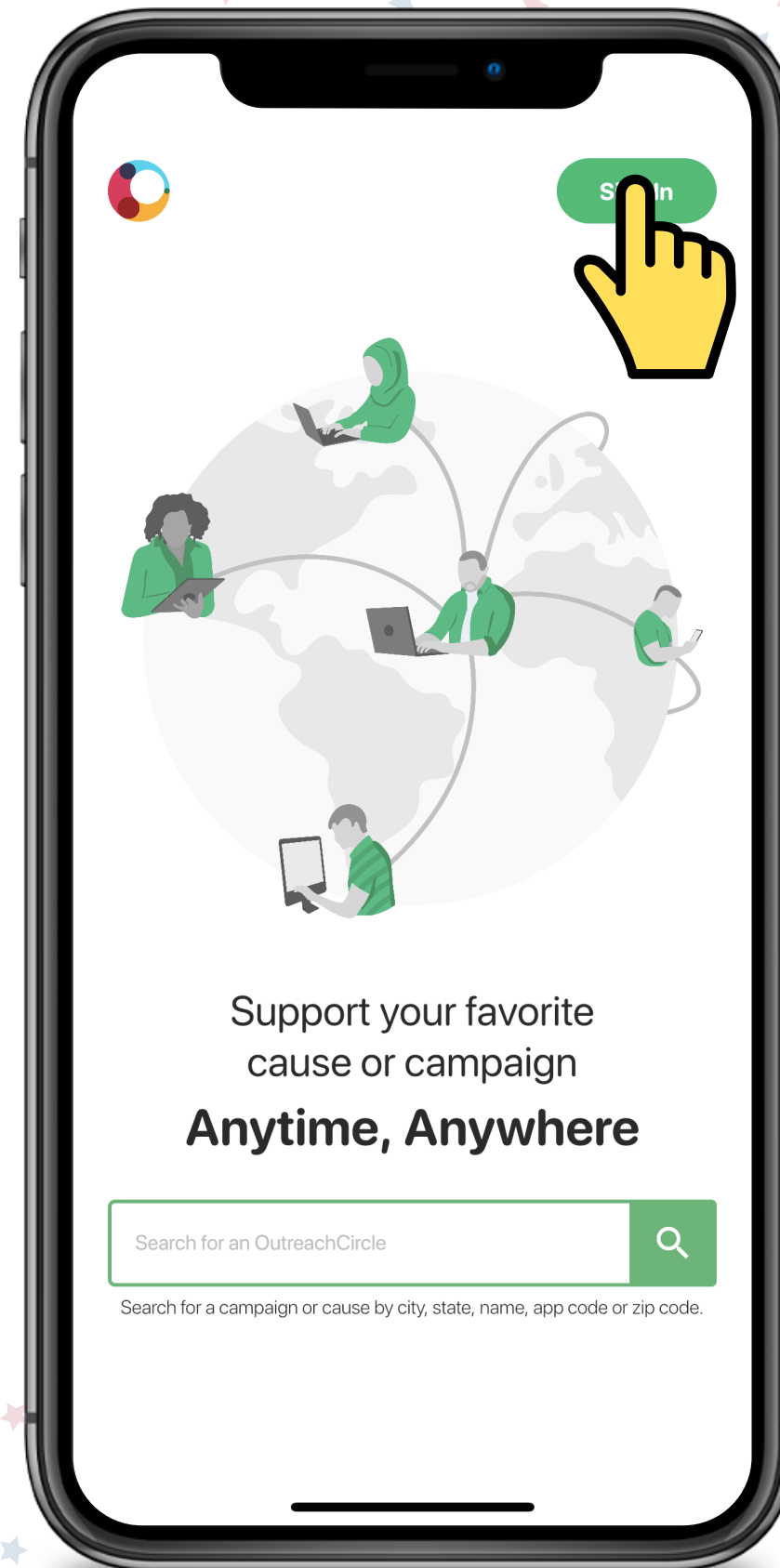


icon.

We'll use it to help show you exactly where to look.

Ready? So are we!

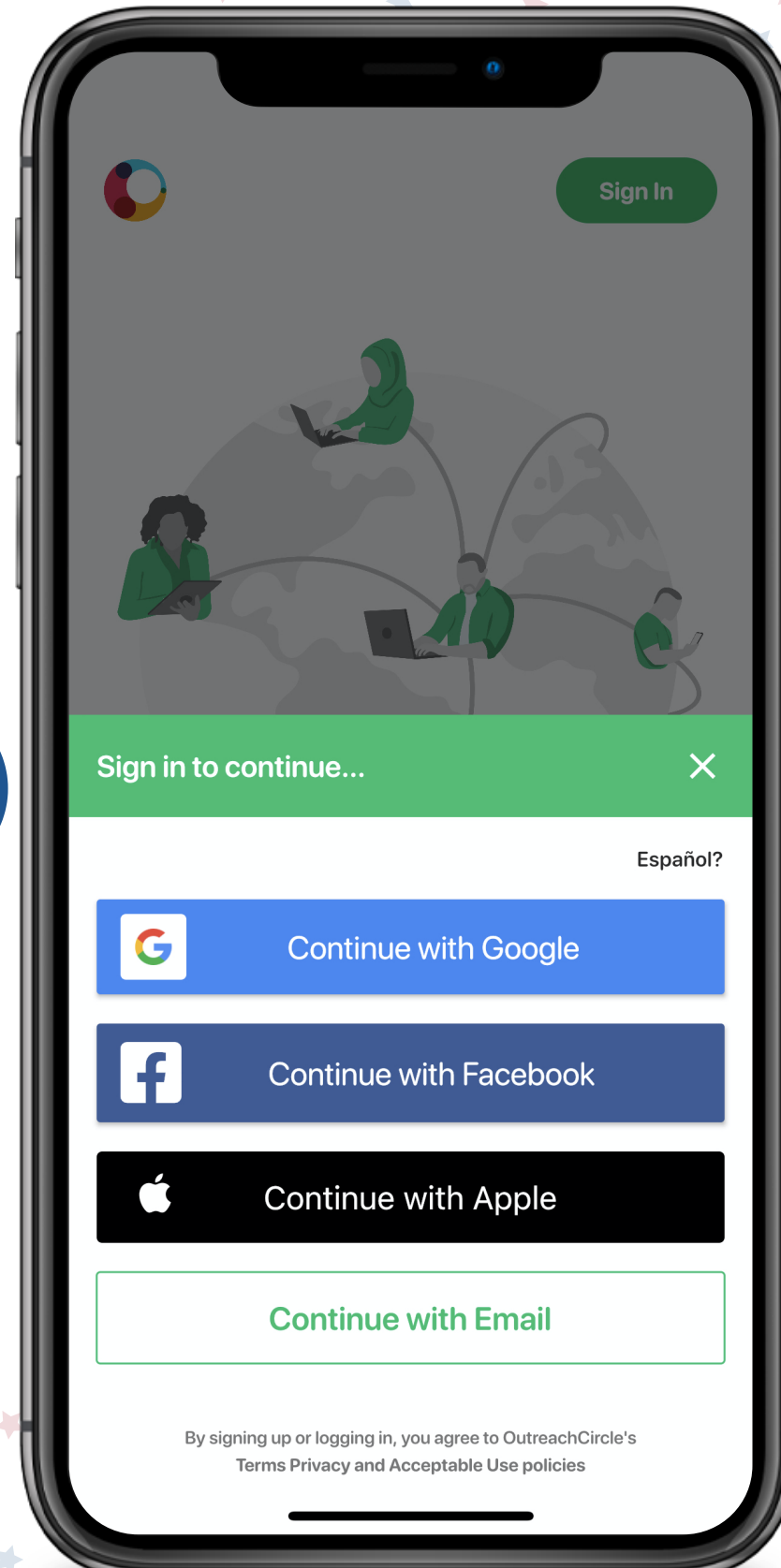
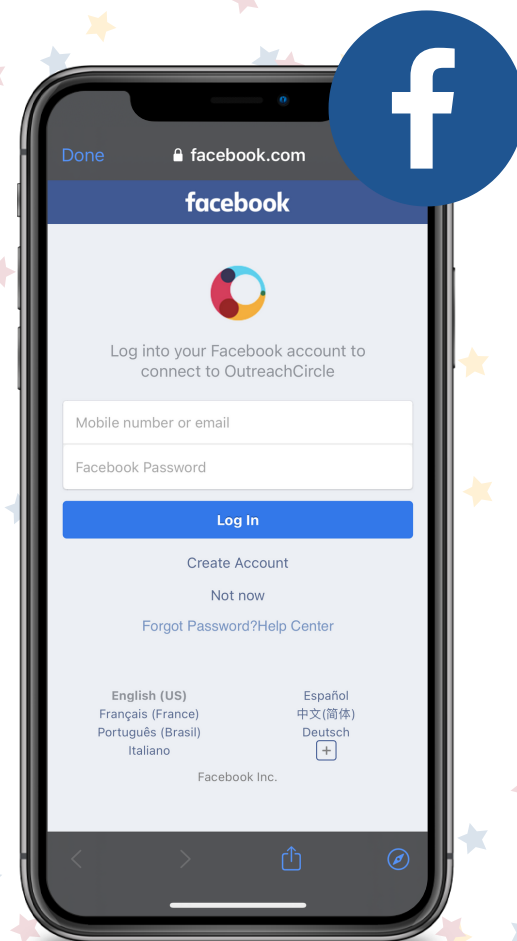
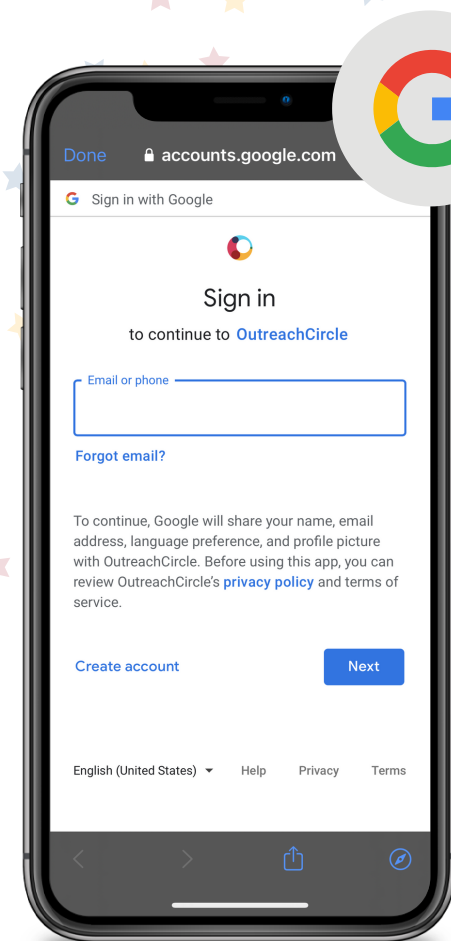
Tap the **"Sign In"** button.



## Step 2. Sign in (continued)

OutreachCircle will bring up the screen on the right. You have a few different options for signing in.

Selecting Google, Facebook, or Apple will prompt a login popup similar to the ones below.

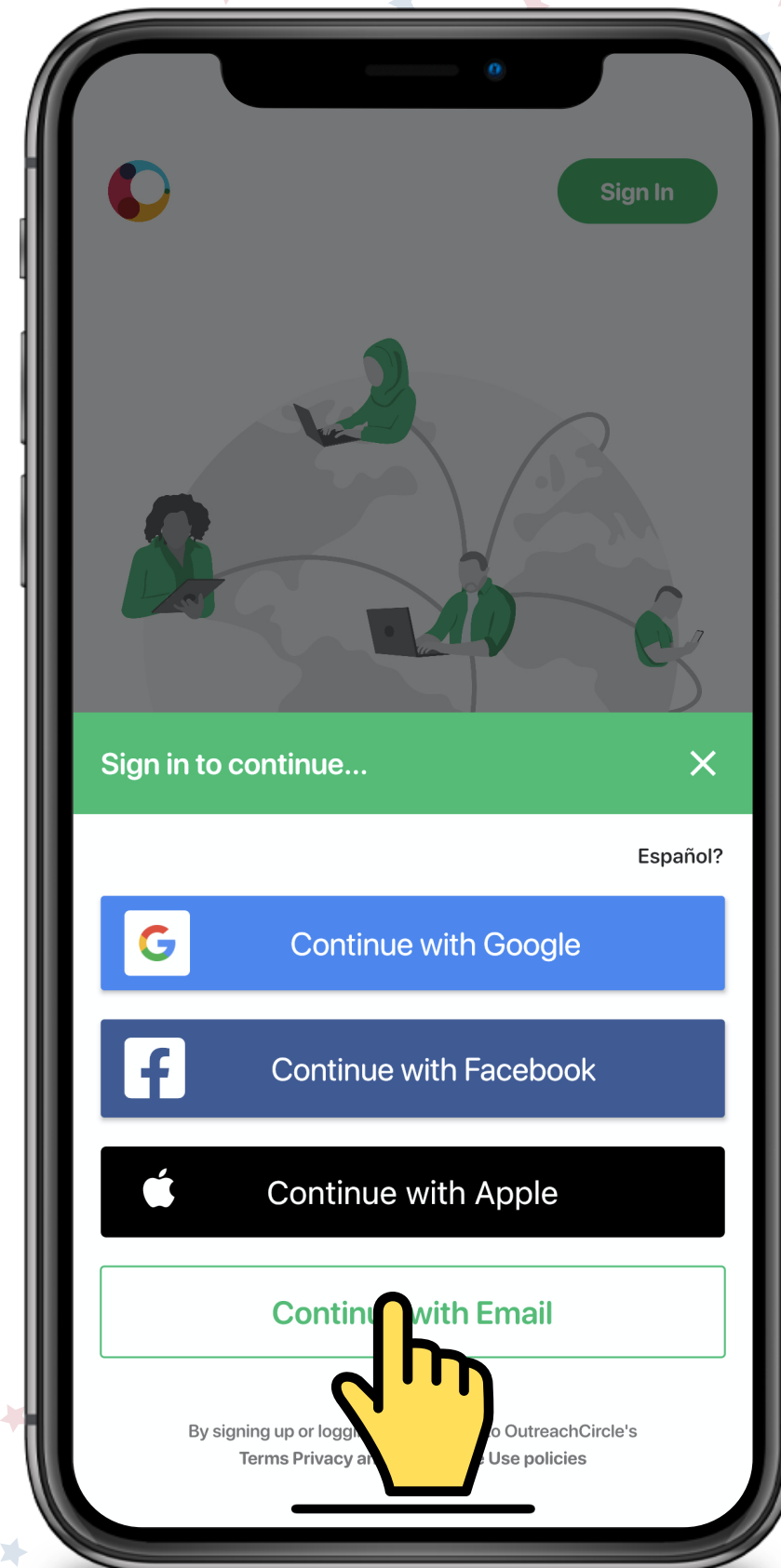


## Step 2. Sign in (continued)

Worried about privacy? We get it! Remember that if you decide to sign in with Google, for example, you are **not** giving OutreachCircle access to emails. OutreachCircle has a very strict privacy policy.

If you want to sign in using Google, Facebook, or Apple, type in the requested information, follow the prompts to proceed, and skip ahead to Step 3!

If you don't want to sign in using Google, Facebook, or Apple, you can create an account using your email address. Tap "**Continue with Email**" to select that option.



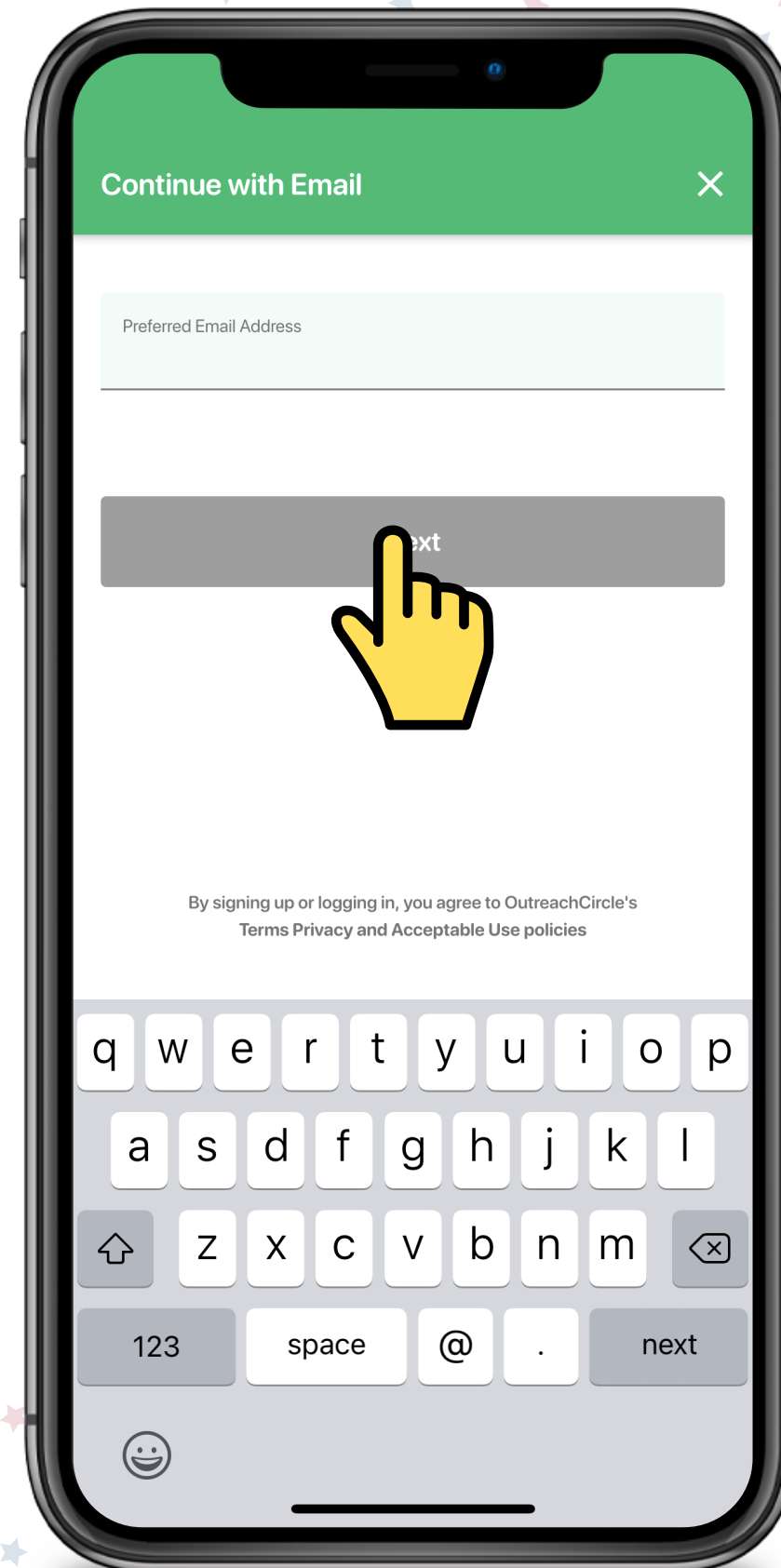


## Step 2. Sign in (continued)

Type in the email address you'd like to use.

OutreachCircle won't spam you with emails, but your League's OutreachCircle might opt to send you alerts when your help is needed on a particular action.

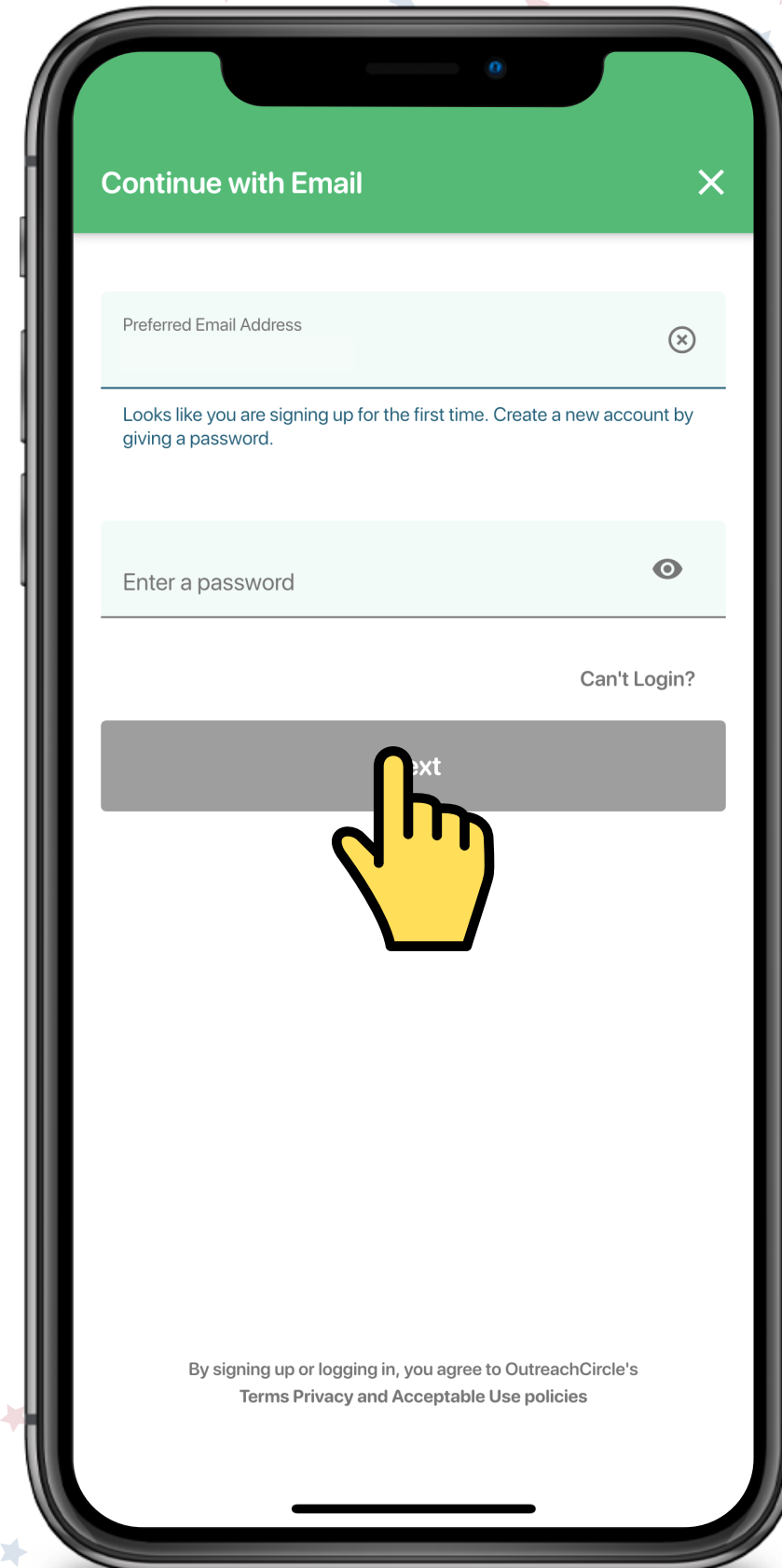
Once you have your email typed in, tap **"Next"** to continue.



## Step 2. Sign in (continued)

OutreachCircle will then prompt you to set your password.

Tap **"Next"** once you have this entered.



Continue with Email

Preferred Email Address

Looks like you are signing up for the first time. Create a new account by giving a password.

Enter a password

Can't Login?

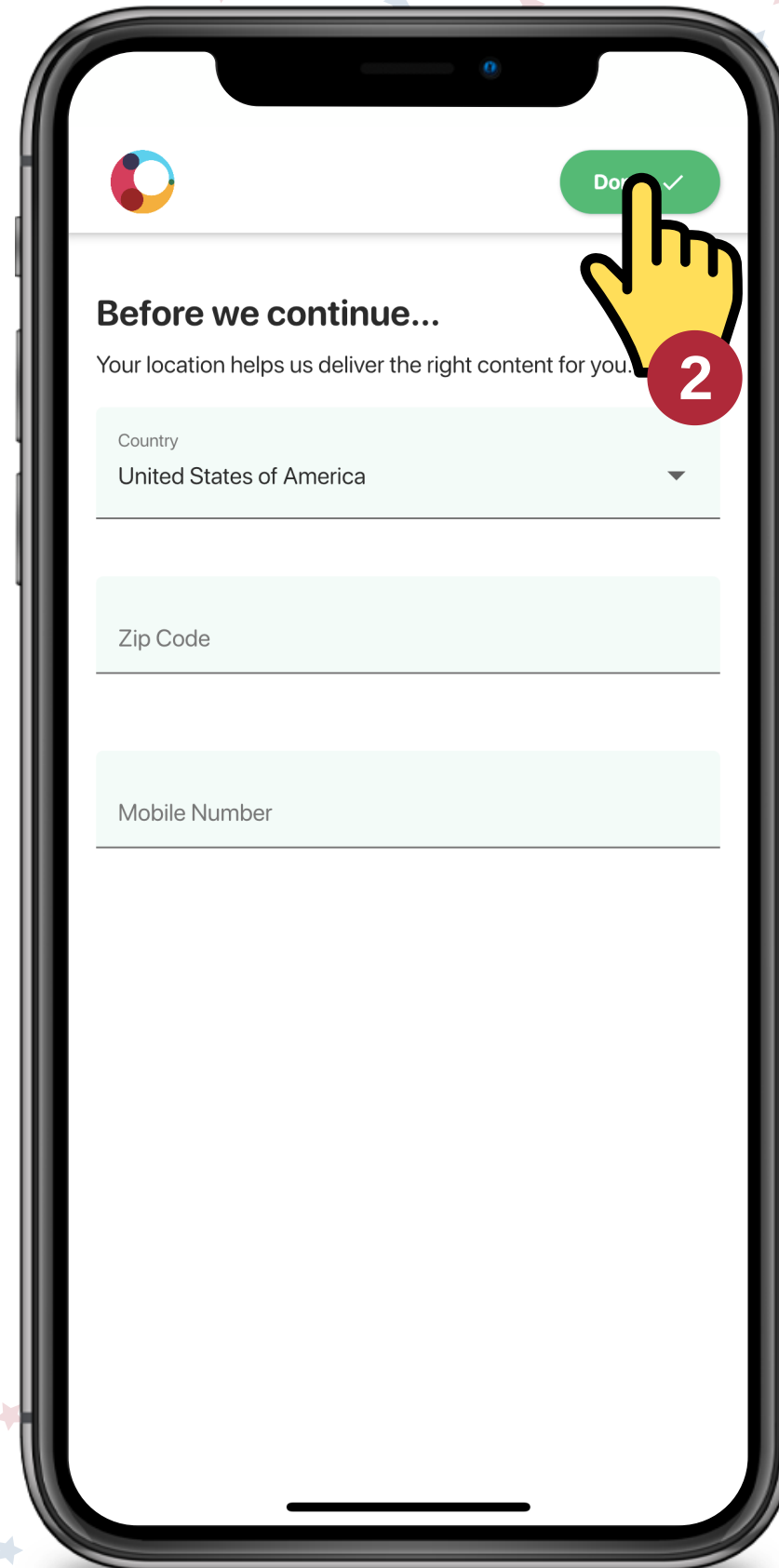
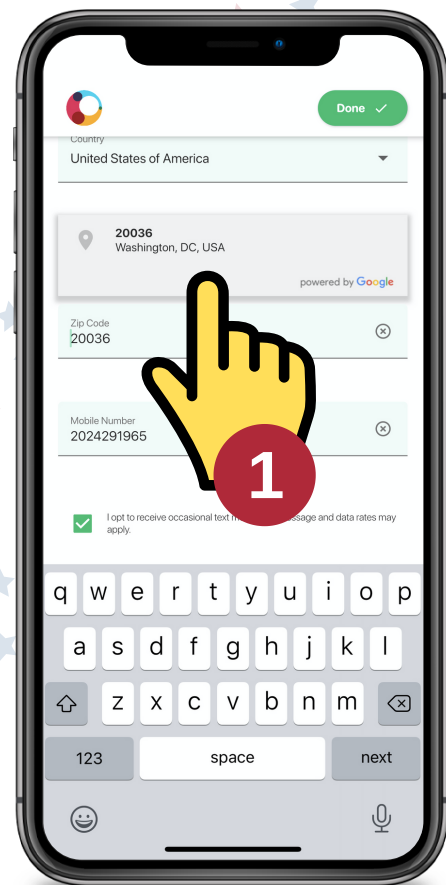
Next

By signing up or logging in, you agree to OutreachCircle's Terms Privacy and Acceptable Use policies

## Step 2. Sign in (continued)

Enter your zip code and phone number. When you've typed this in, the app will ask you to confirm the information (shown below).

Tap the suggested zip code to confirm, then the **"Done"** button.



## Step 2. Sign in (continued)

Depending on the phone you're using, you might get a popup asking if it's okay for OutreachCircle to send you notifications.

The decision is up to you, but we recommend allowing notifications so that you can stay as up-to-date as possible.

Either way, that's it! You're officially signed in!



## Step 3. Find a League

When you first open the app,  
you'll see you Actions page.

This is your "home" page.

Actions posted by  
OutreachCircles that you follow  
will show up here, similar to your  
"feed" on social media.

There's not much here  
though...let's change that!

Tap the "**Explore**" tab on the  
lower left-hand side get started.

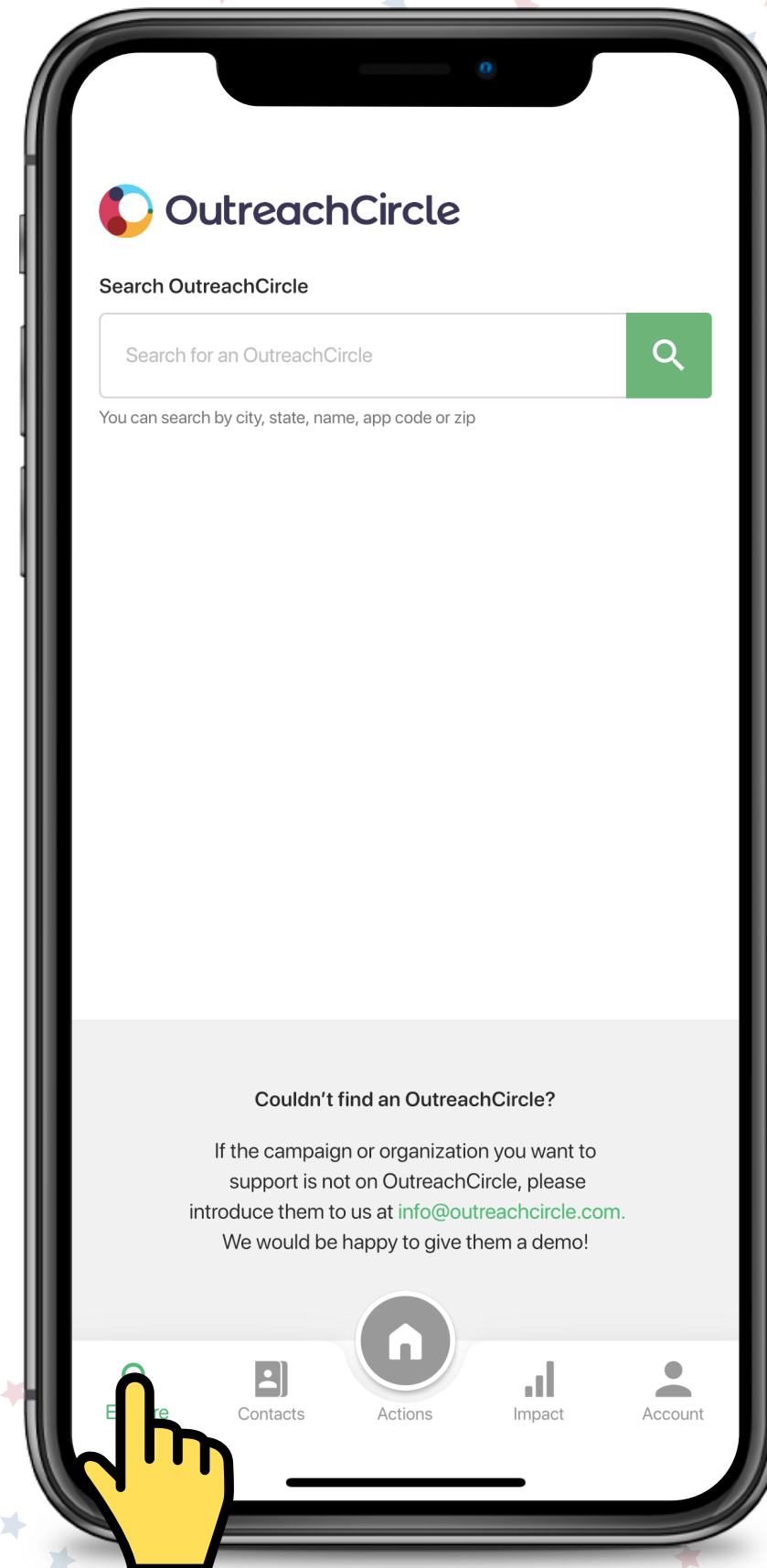


## Step 3. Find a League (continued)

This is the Explore tab.

From here, you can search for OutreachCircles to join. You're not limited to your own League; you can join as many local and state Leagues as you want!

For now, let's get you set up with LWVKY.





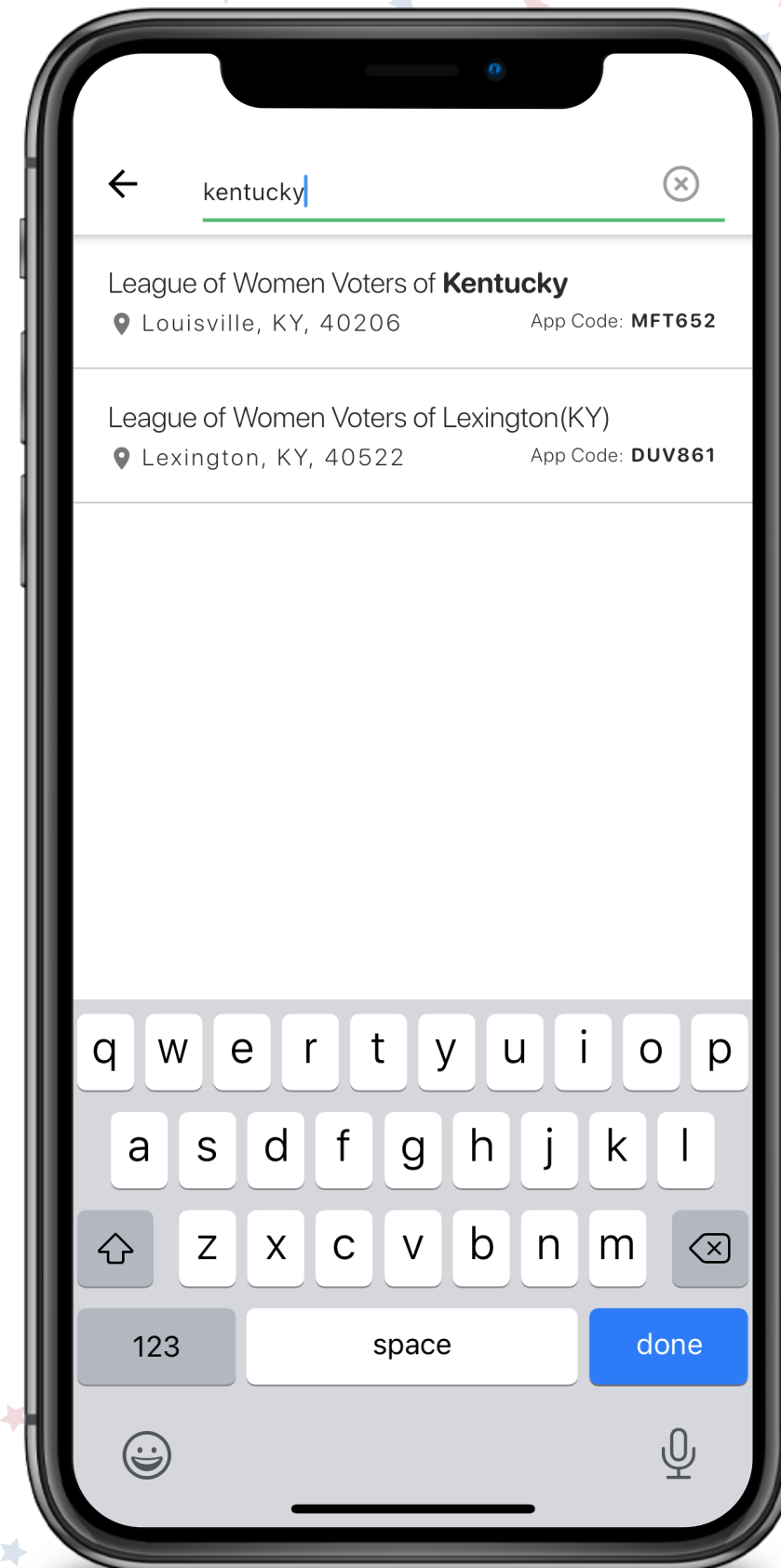
## Step 3. Find a League (continued)

In the search bar, type in the name of the League you'd like to follow. In this case, we want to find LWV Kentucky so let's try typing in the state.

As you type, OutreachCircle will suggest OutreachCircles to help you narrow down your search.

To cast a wider net, or if you aren't sure of the OutreachCircle's name, you can tap the blue **"Show all...results"** button at the bottom of the suggestions queue.

Let's finish typing.

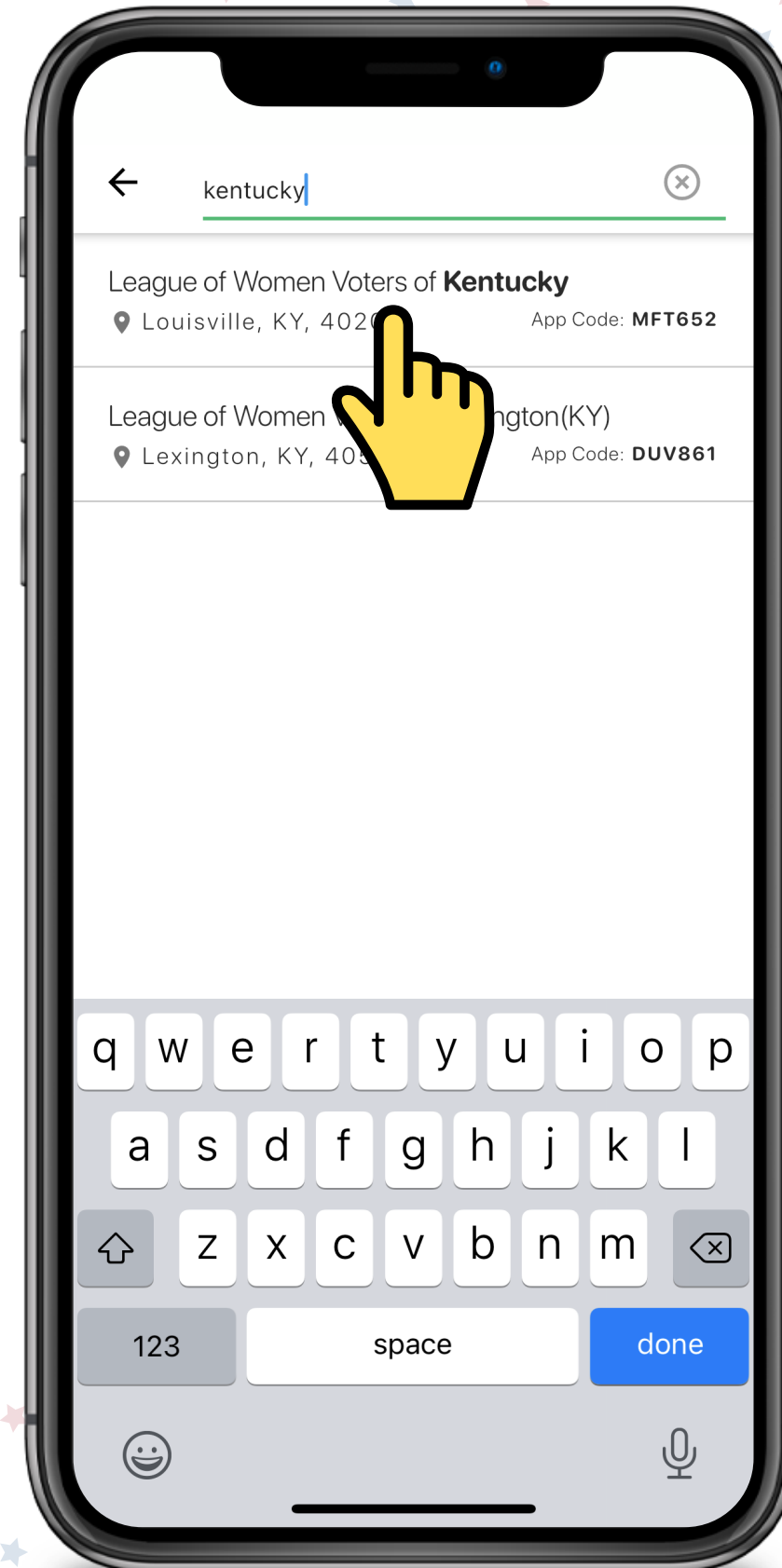


## Step 3. Find a League (continued)

Once you've found the League you're looking for, tap the correct suggestion to select it.

If you can't find your League:

- Consider trying the "**Show all...results**" button from the last slide.
- Contact your League to confirm the name your League is listed under.
- Scan your League's OutreachCircle QR code.



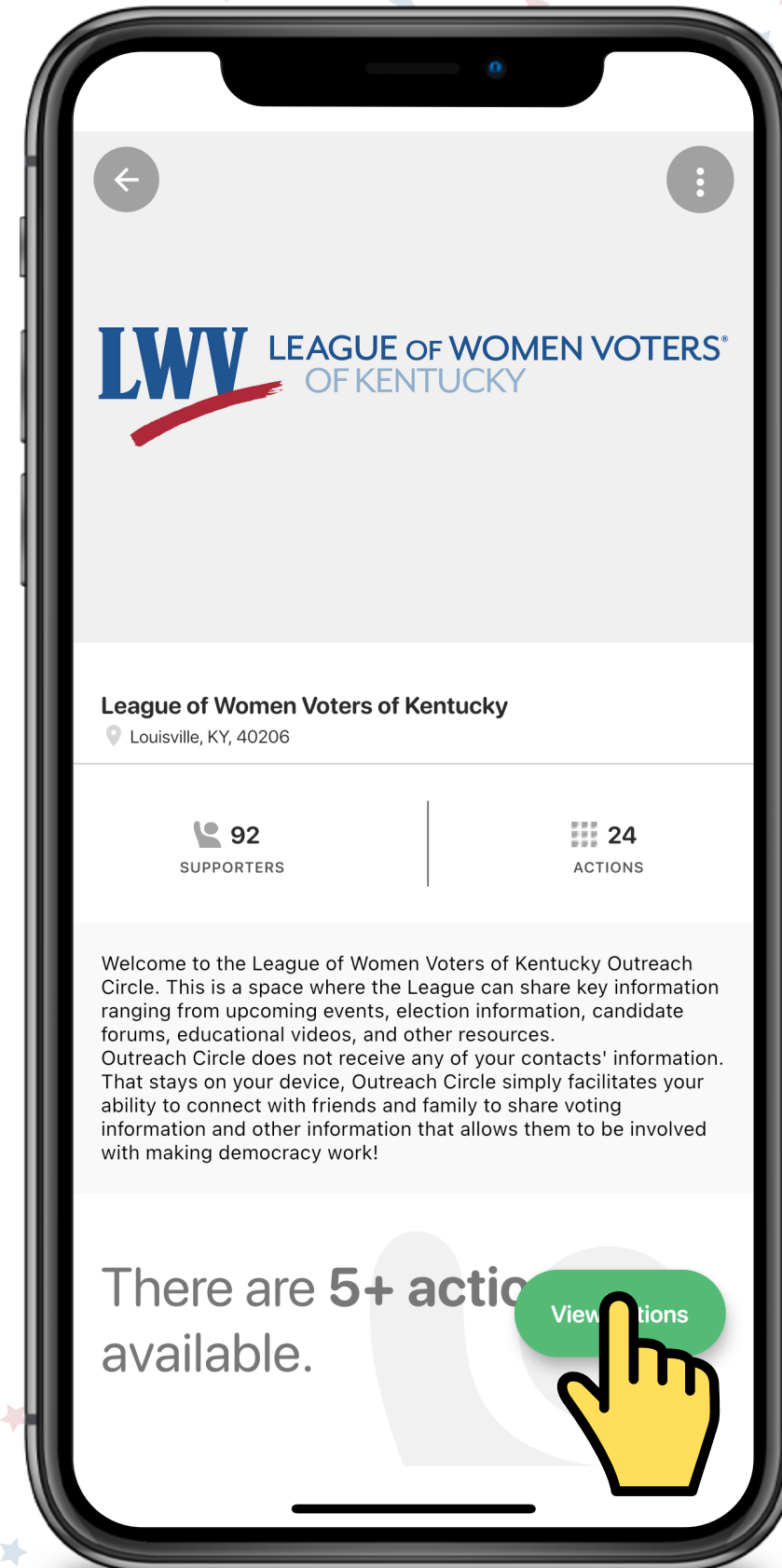
## Step 3. Find a League (continued)

You've made it to the LWVKY OutreachCircle.

You'll see some of the League's OutreachCircle information, including:

- The number of Supporters
- The number of active Actions
- Information about the League

Time to join your first OutreachCircle! Tap the green "View Actions" button.



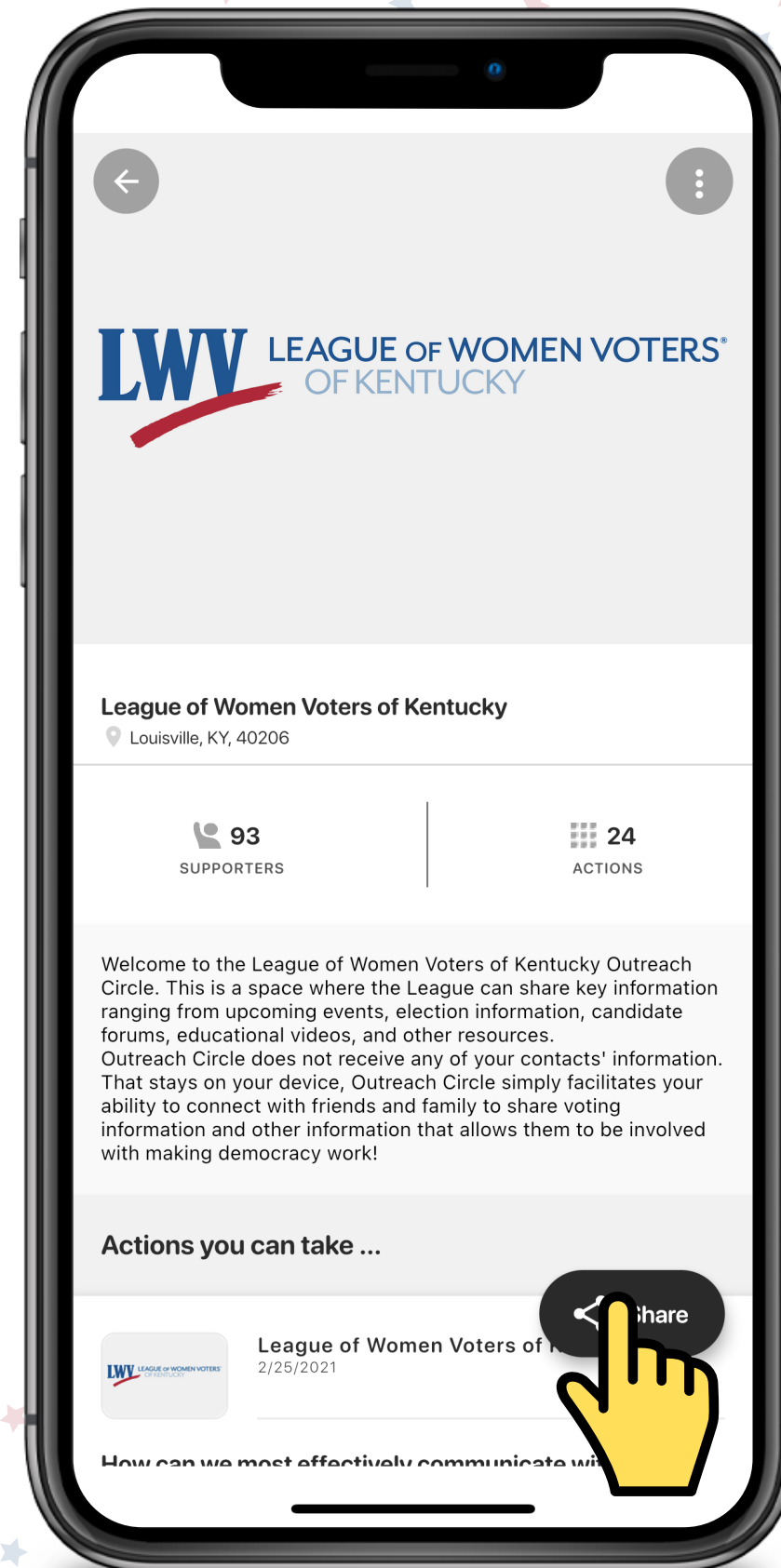
## Step 3. Find a League (continued)

Success! LWVKY OutreachCircle actions will now appear on your Actions tab.

Your Actions tab will show you a combination of Actions from the OutreachCircles you join. To narrow down your feed:

- Use the Explore tab to search for specific OutreachCircles.
- Click on a specific OutreachCircle logo or name.

Before we move on, tap the "Share" button.



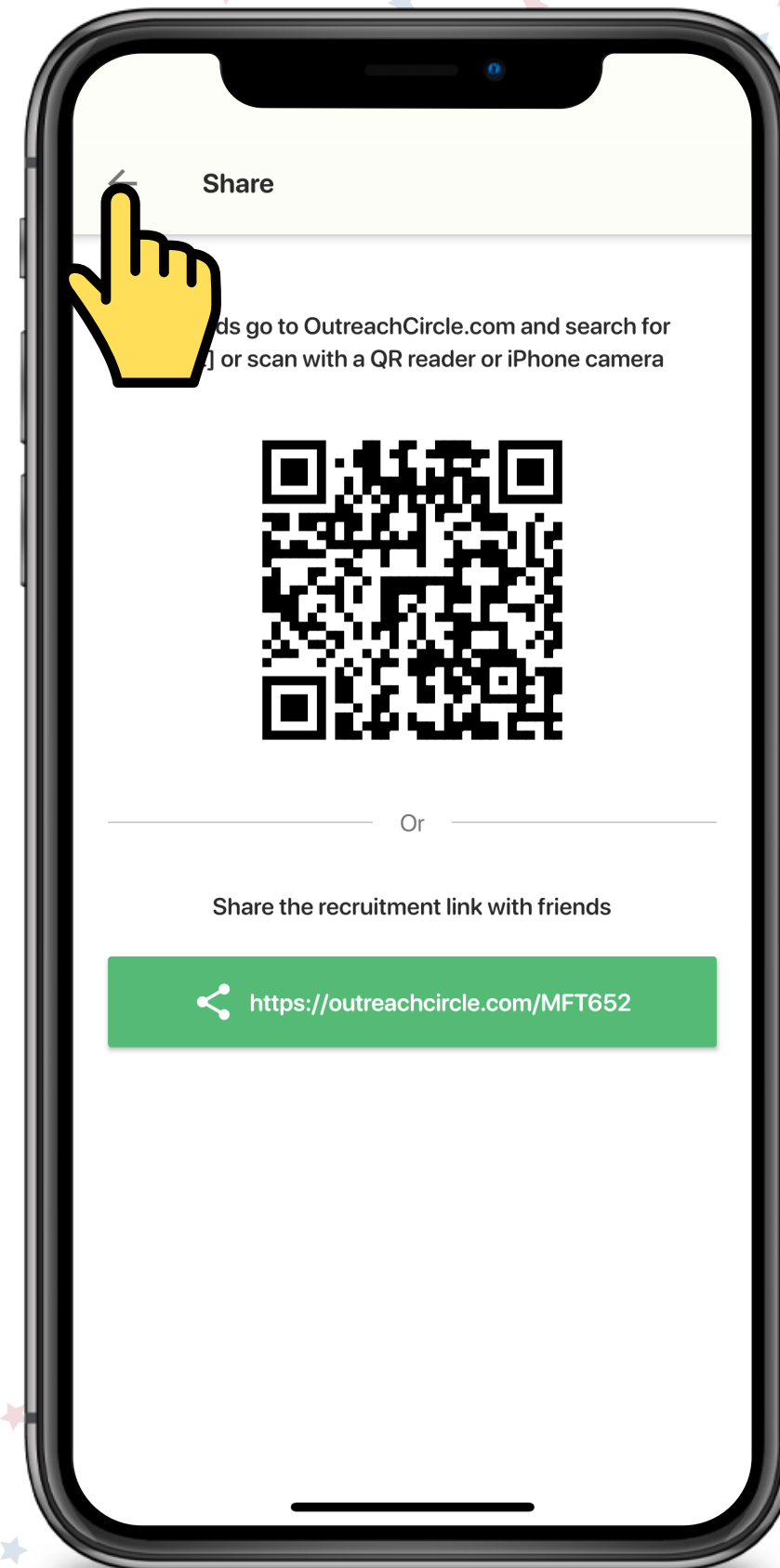
## Step 3. Find a League (continued)

From here, you can share an OutreachCircle.

If a friend opens their smartphone camera or QR reader and focuses on the QR code, they'll automatically be directed to the OutreachCircle.

On this page, you'll also find the OutreachCircle's recruitment link. Know someone who cares about advancing voting right? Share it!

To get back to the home screen, use the back button until you can tap the "**Actions**" tab.





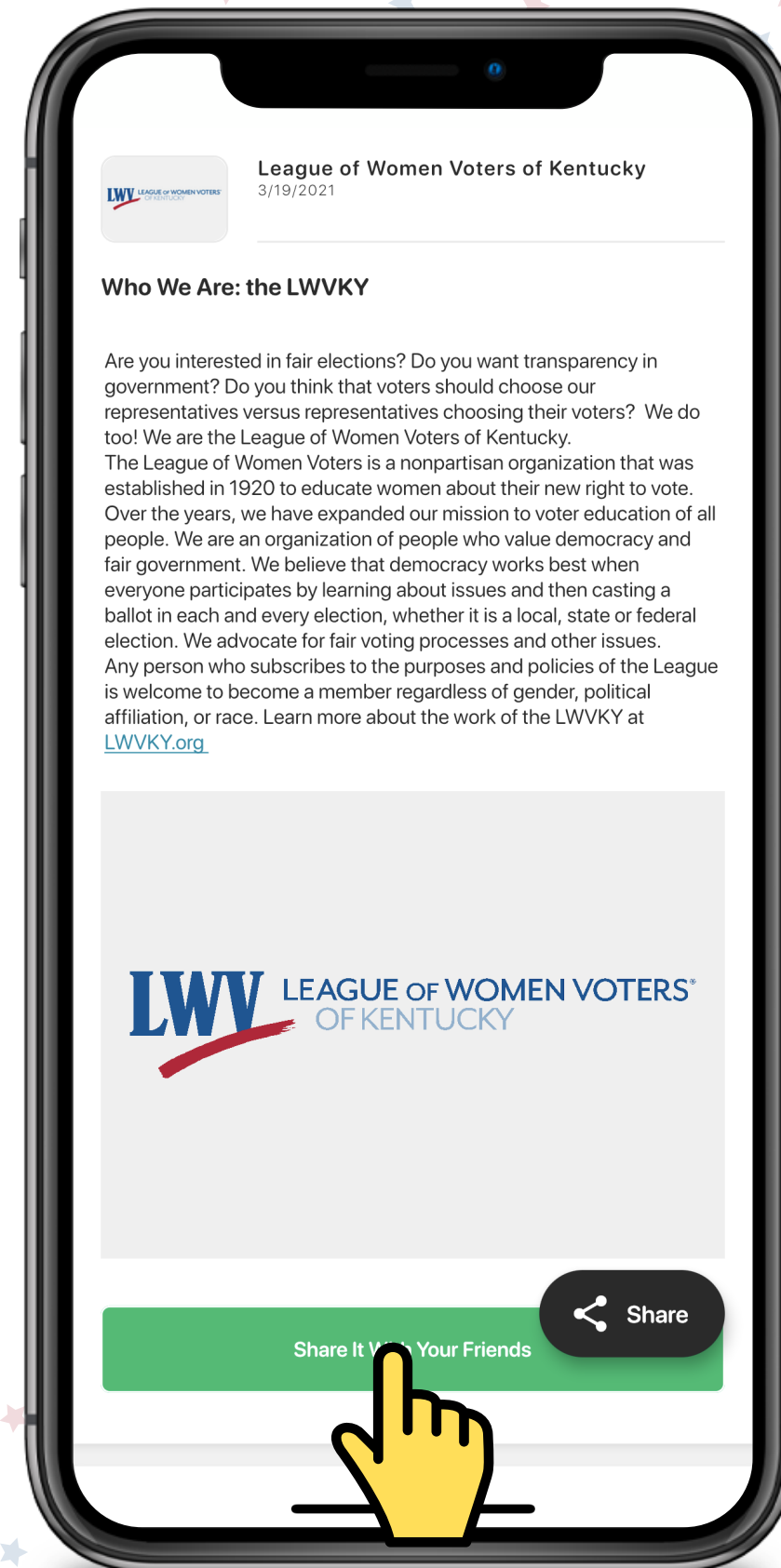
## Step 3. Complete an Action

Awesome! Your Actions tab will show you a personalized feed based on the OutreachCircle(s) you join.

Now that you're a little more familiar with OutreachCircle, we'll show you how to complete an Action. If your League has a similar Action set up, feel free to follow along!

It looks like our League posted a welcome message and gave us the option to share the OutreachCircle with our friends!

We'll click the "Share" button.





## Step 3. Complete an Action (continued)

Your League's OutreachCircle Admins can customize the ways you can share a post.

For this one, it looks like we can share it via email, text message, or through an app.

If you're using OutreachCircle on a computer, you won't be able to using the texting option.

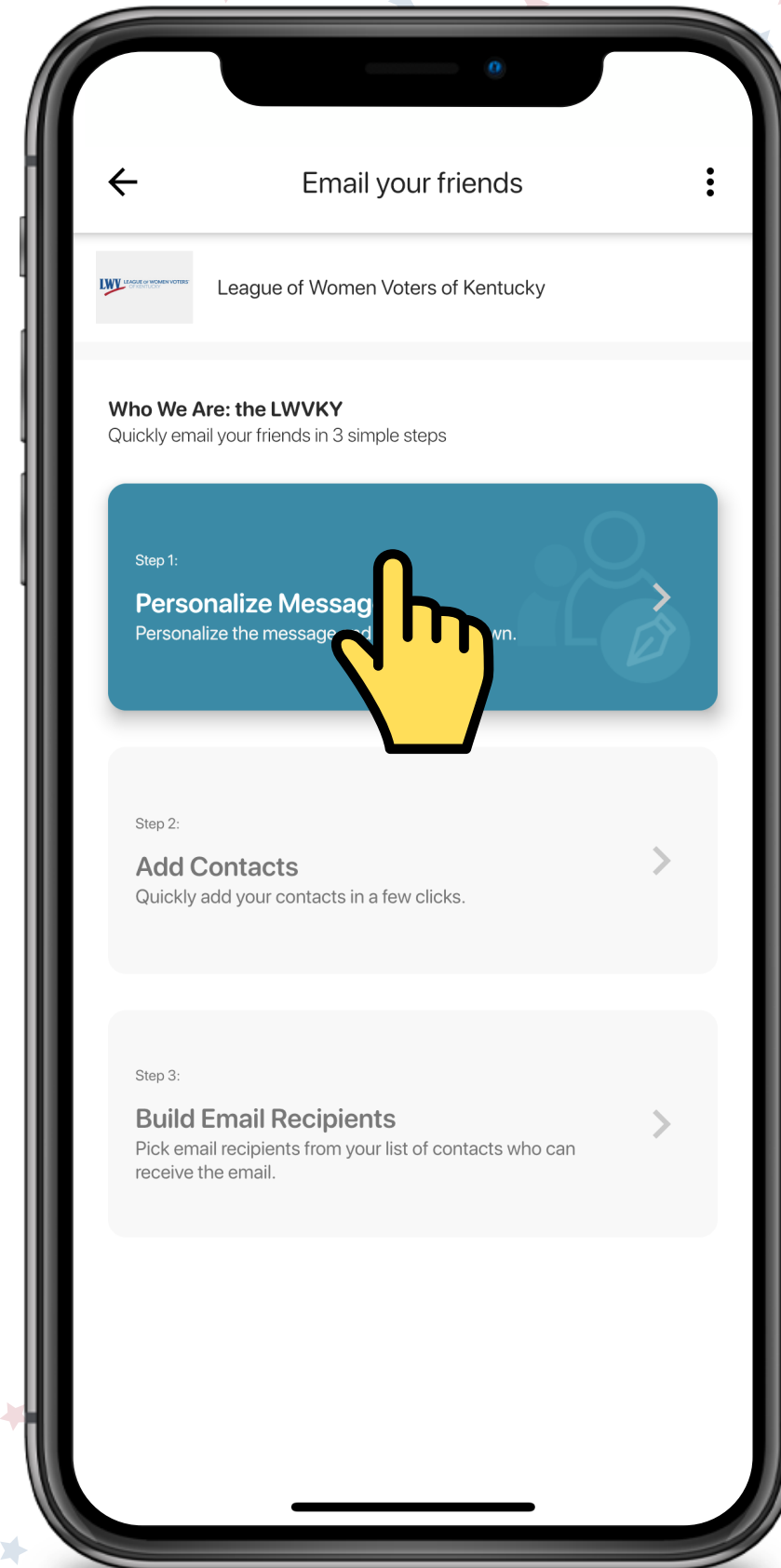
For our example, we'll share via email.



## Step 3. Complete an Action (continued)

OutreachCircle is an incredibly intuitive tool and will walk us through the process from start to finish. How helpful!

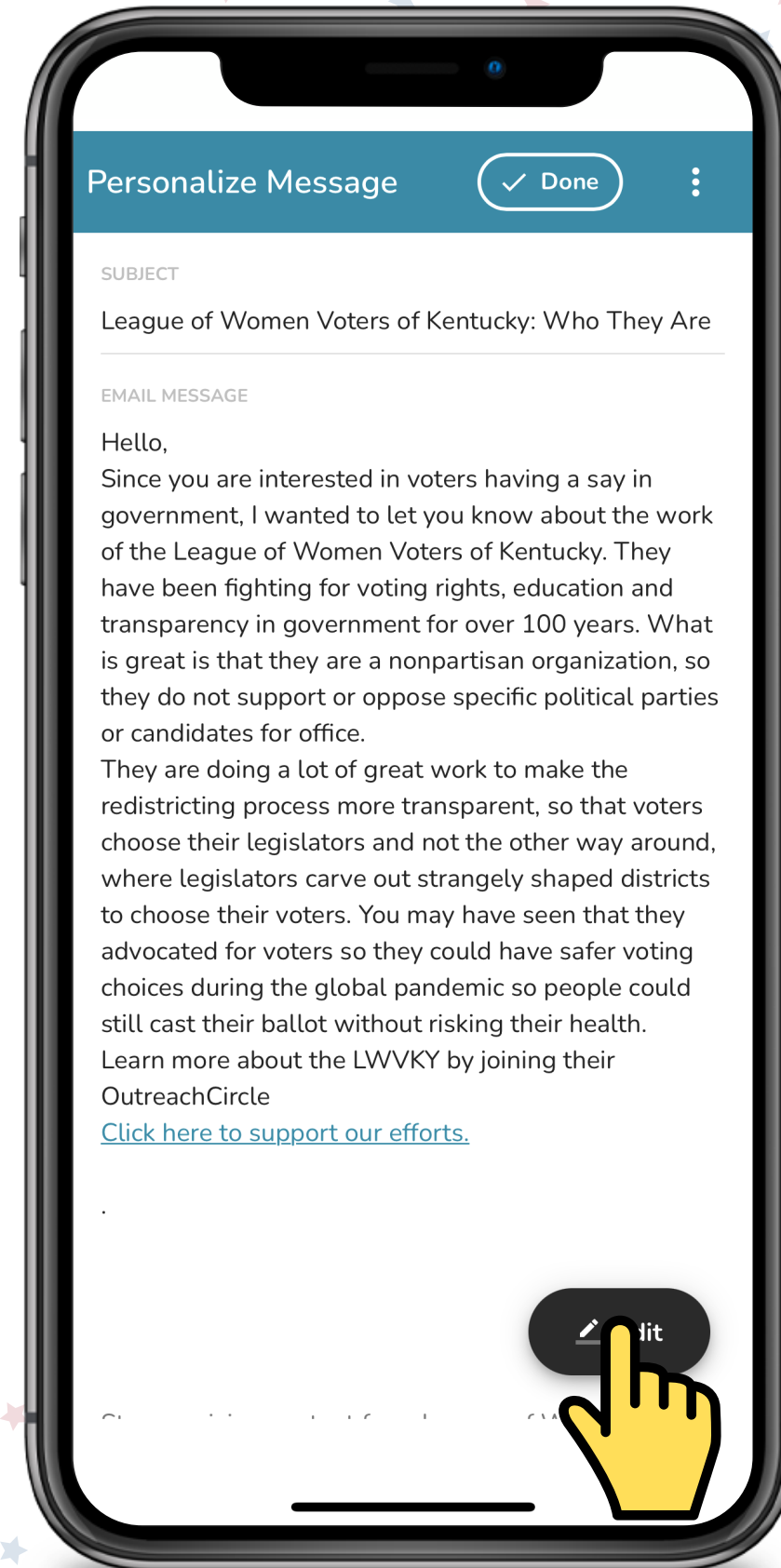
First, we'll personalize our message.



## Step 3. Complete an Action (continued)

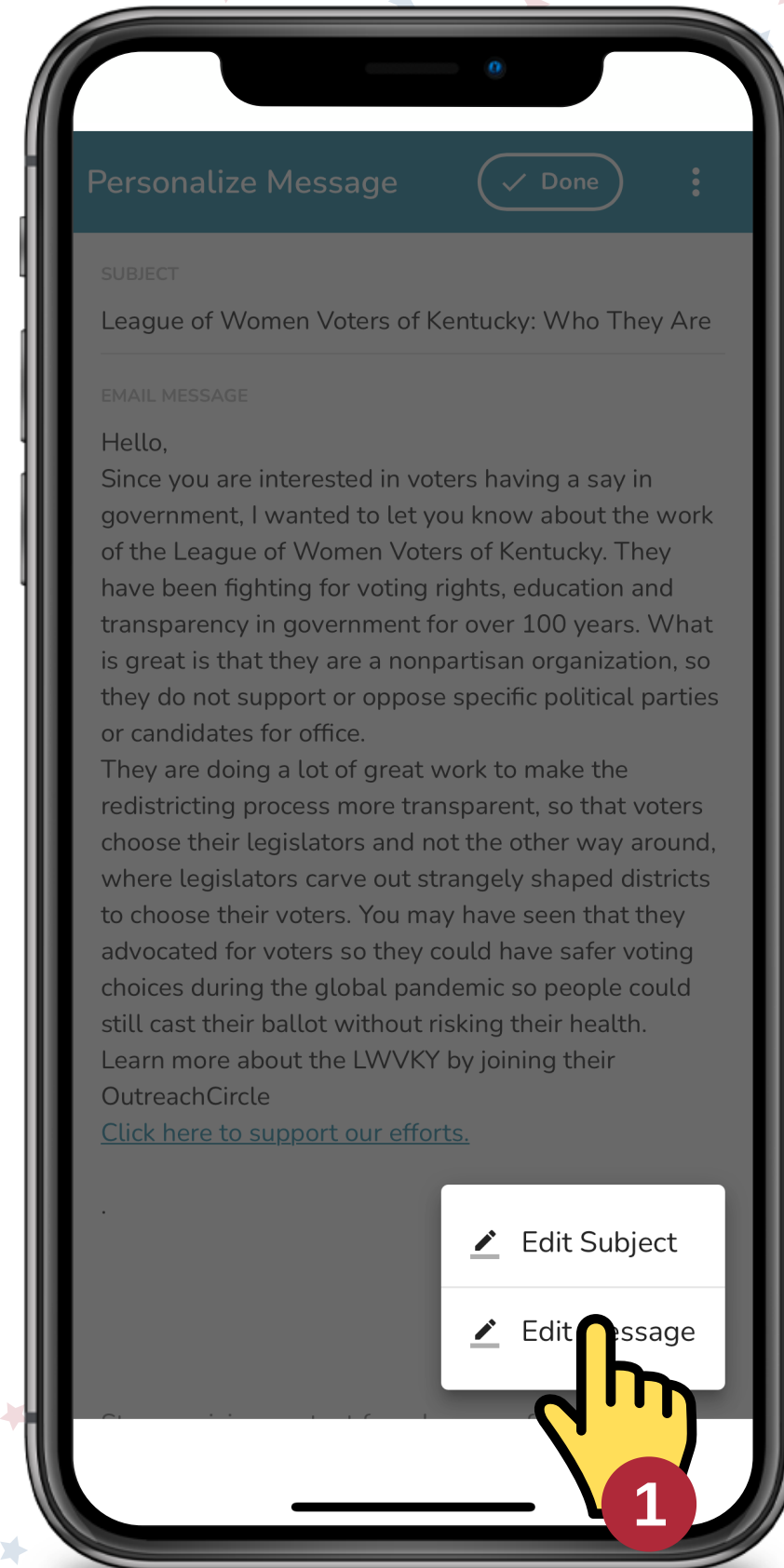
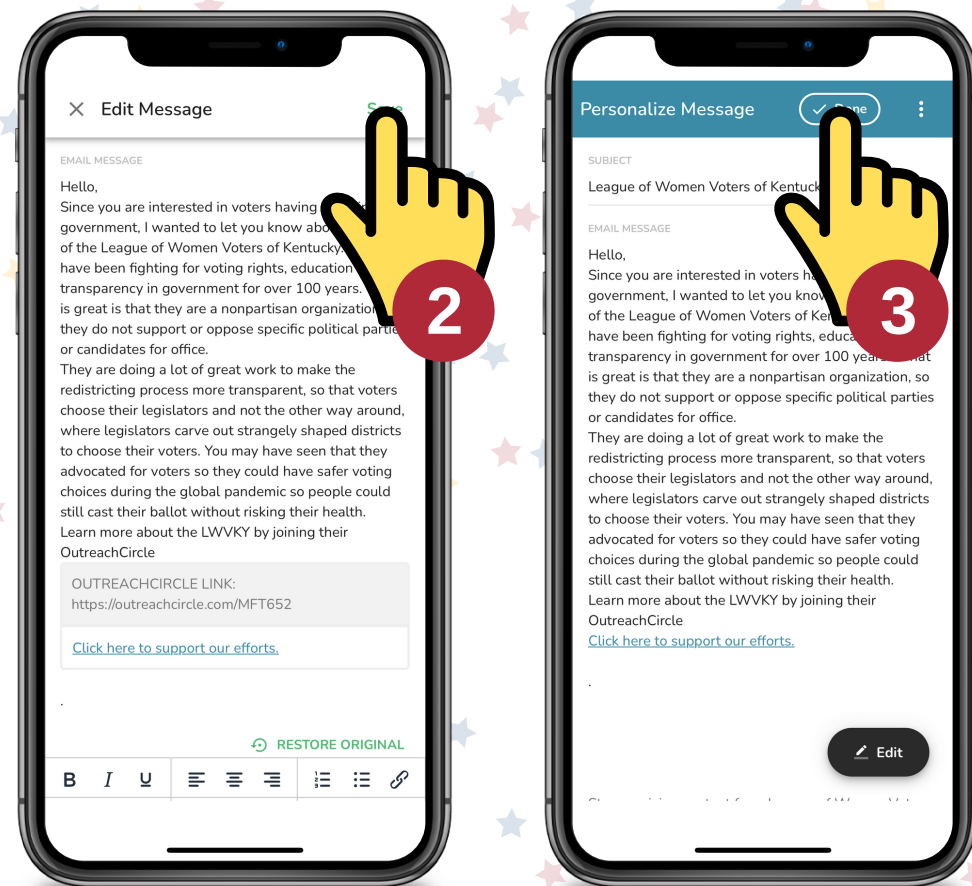
Your League's Outreach Admin can pre-write emails, text, and app posts based on the intended message. That said, at the end of the day, it's your message and you can customize it as needed!

To edit our message, we'll click the **"Edit"** button on the bottom right-hand side.



# Step 3. Complete an Action (continued)

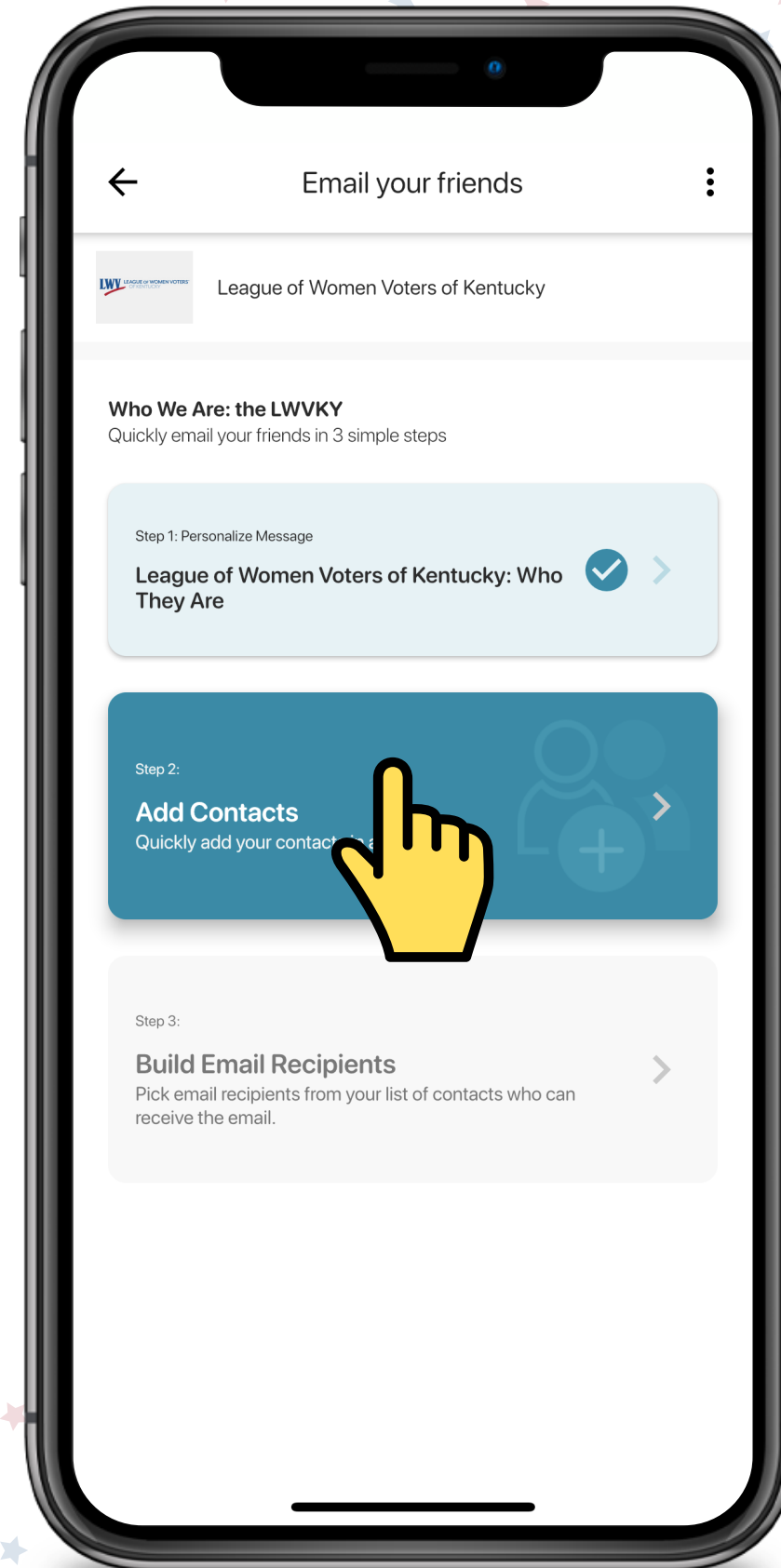
From here, we can edit both the subject and message of our email. We'll tap the "Edit Message" button, tweak our email, then tap the "Save" and "Done" buttons.



## Step 3. Complete an Action (continued)

Next, we need to add contacts.

We'll tap **"Add Contacts"** to enter the contacts menu.

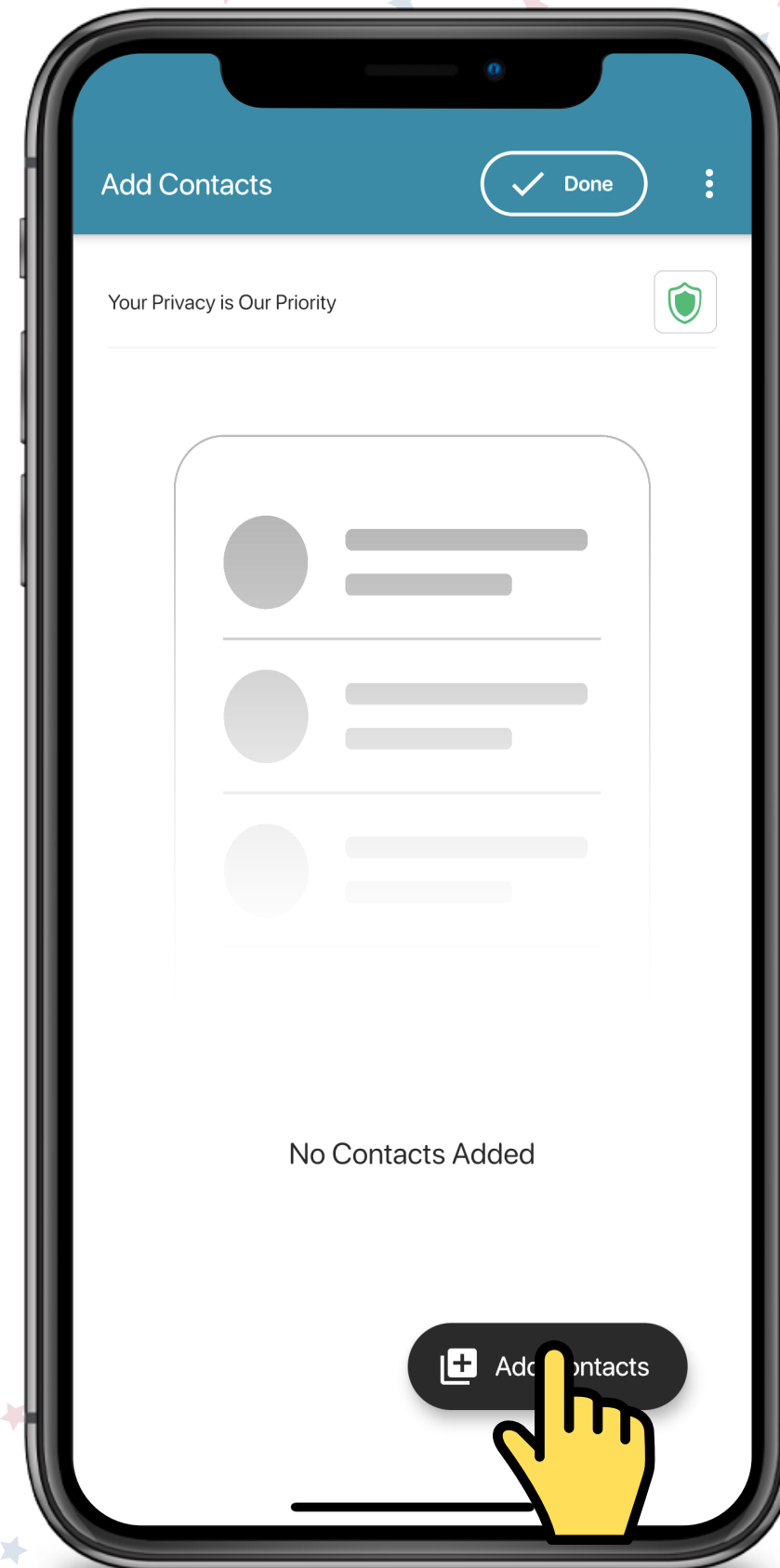




## Step 3. Complete an Action (continued)

We haven't added any contacts to our OutreachCircle account, so this looks pretty empty right now.

We'll tap the "Add Contacts" button to add some.

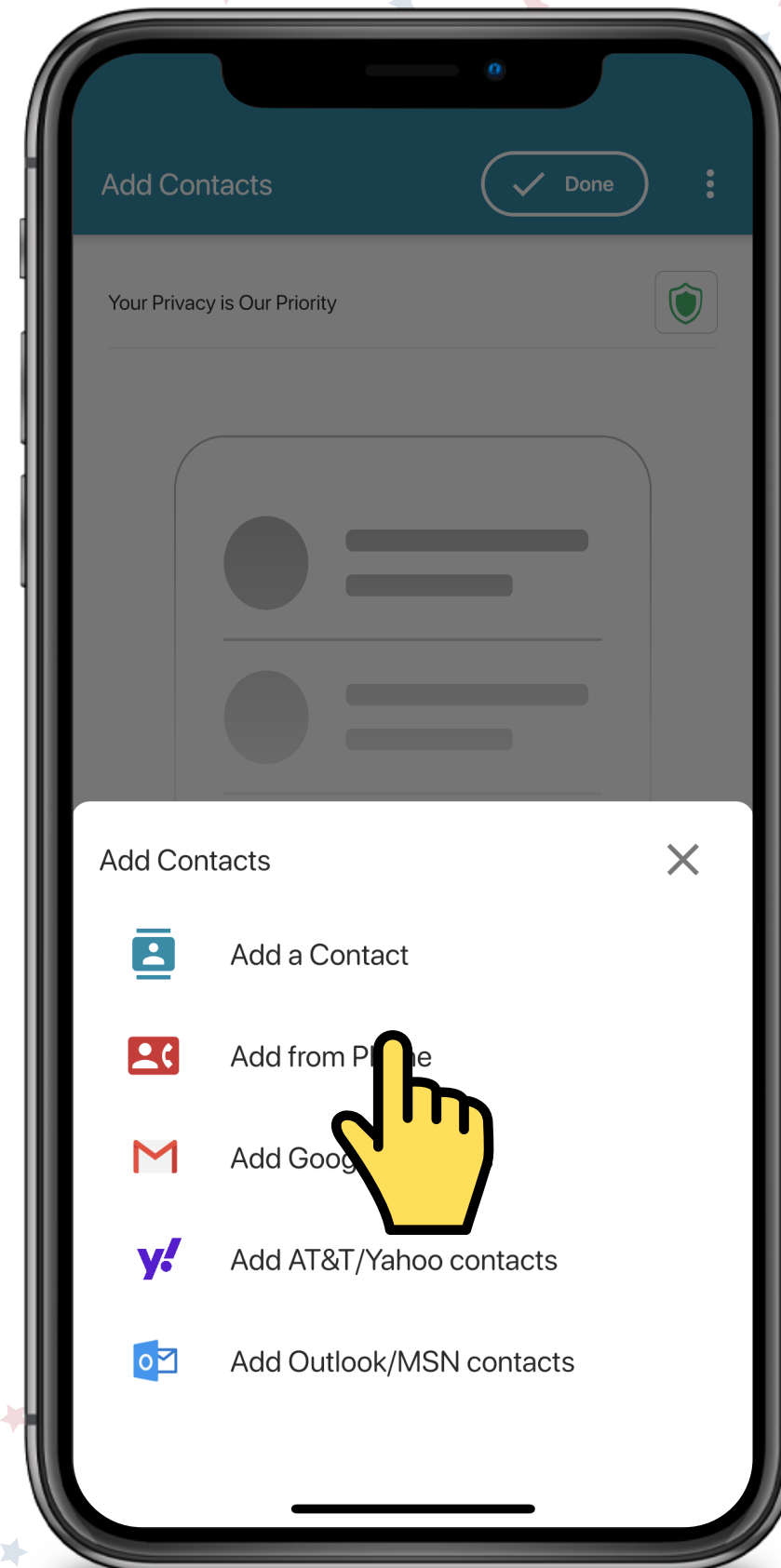




## Step 3. Complete an Action (continued)

You can add contacts by typing them in or by importing them from your phone or email account. Importing your contacts is a fast, easy, and safe way to connect with tens, hundreds, even *thousands* of your contacts.

**Remember: your privacy and security is OutreachCircle's priority.** Importing your contacts does **not** "give" them to OutreachCircle. It simply allows the app to communicate with your phone or email when you want to share a post or send a message.



## Step 3. Complete an Action (continued)

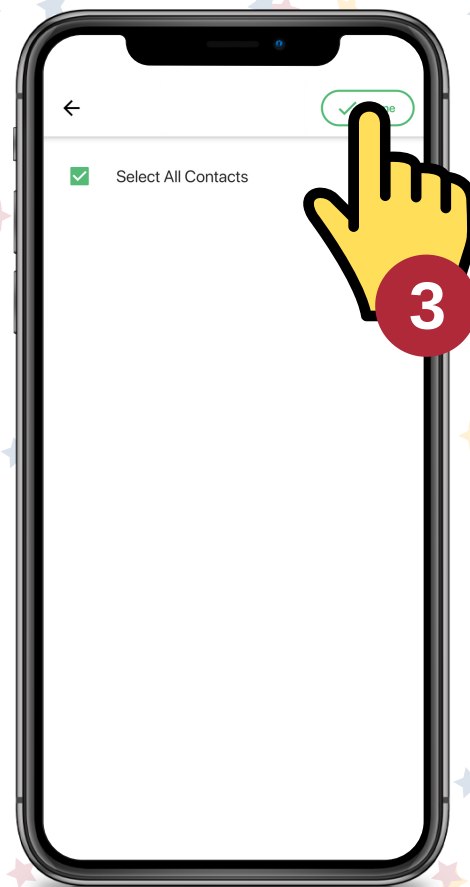
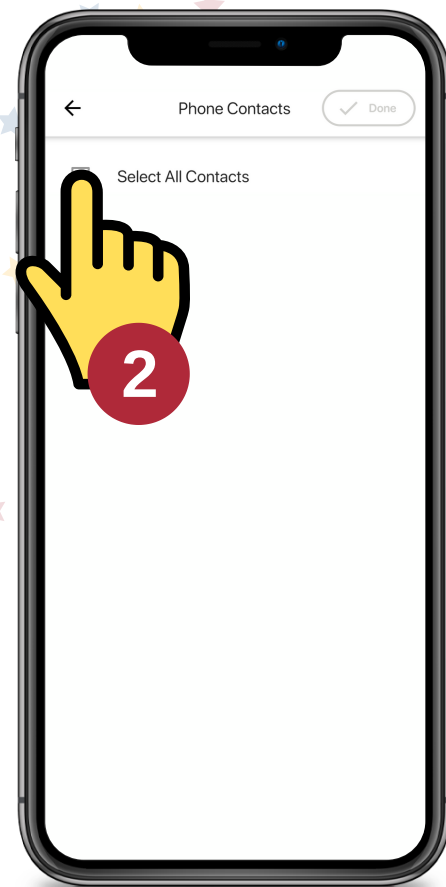
OutreachCircle is a pretty intelligent tool and can tell the difference between first and last names as long as you've entered them correctly in your contacts.

Tap the "**Got it**" button to proceed.




## Step 3. Complete an Action (continued)

You can select contacts one at a time, or, to speed things up, tap **"Select All Contacts"** (we recommend this option). After that, we'll tap **"Done"** to continue.

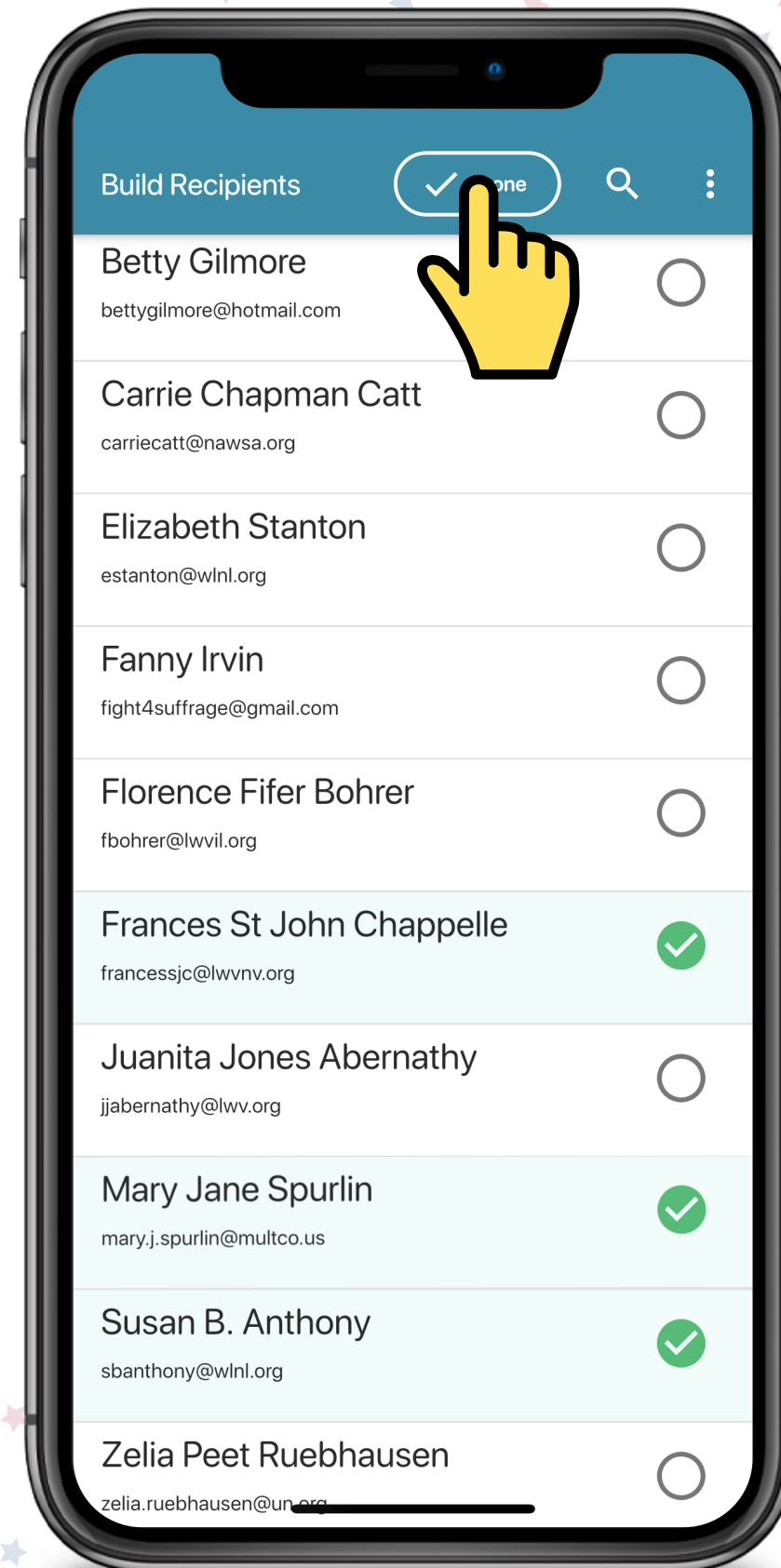


## Step 3. Complete an Action (continued)

We've imported all our contacts, but now we get to select which ones we want to email.

We can tap the tick boxes on the right-hand side to add them to the email. The green  icon will show us which contacts have been selected.

Once we've selected all the contacts we want to email, we'll tap "**Done**" to continue.



# Step 3. Complete an Action (continued)

We're ready to send our email!

Ready?

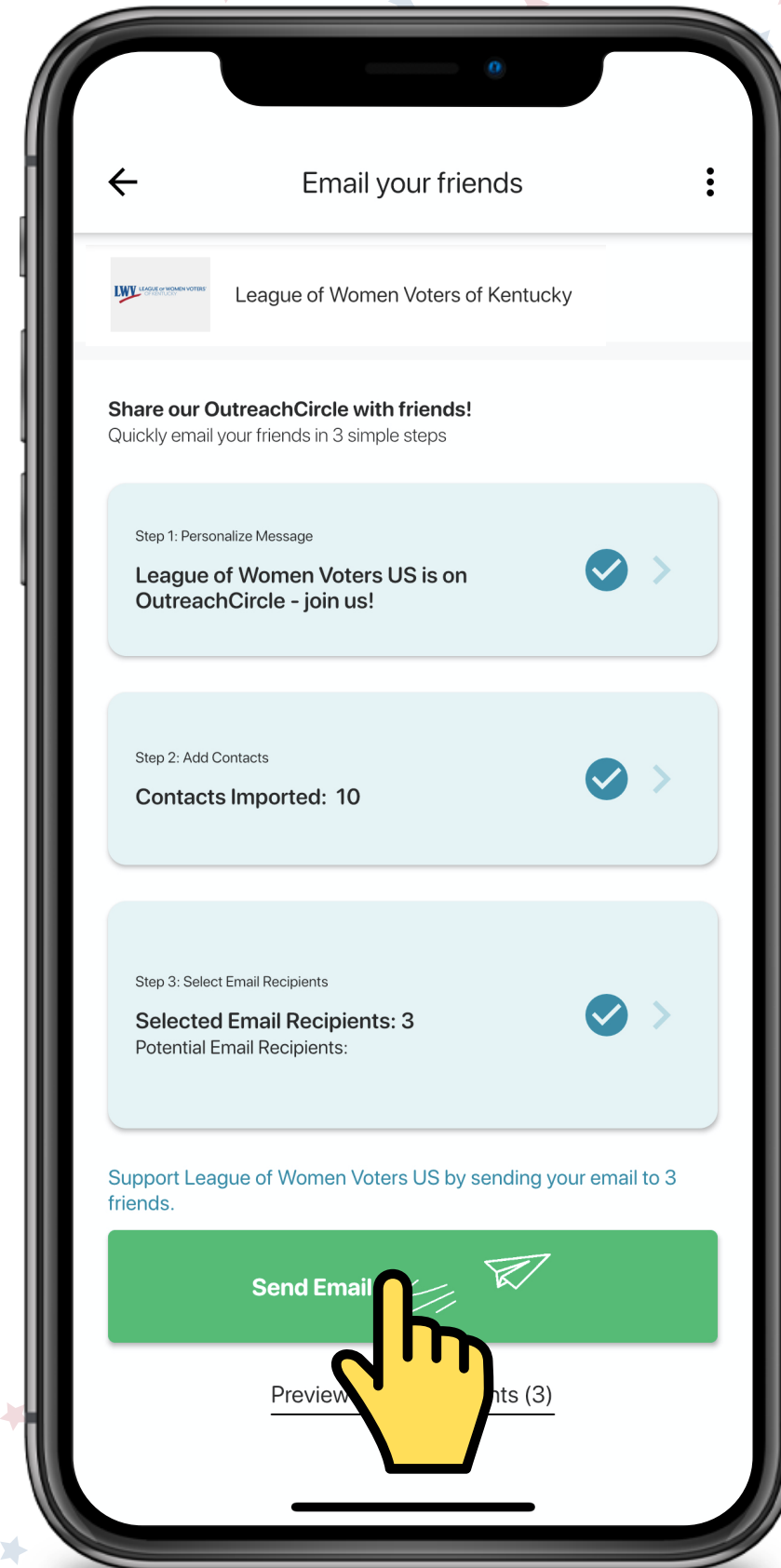
Tapping "Send Email" in...

3...

2...

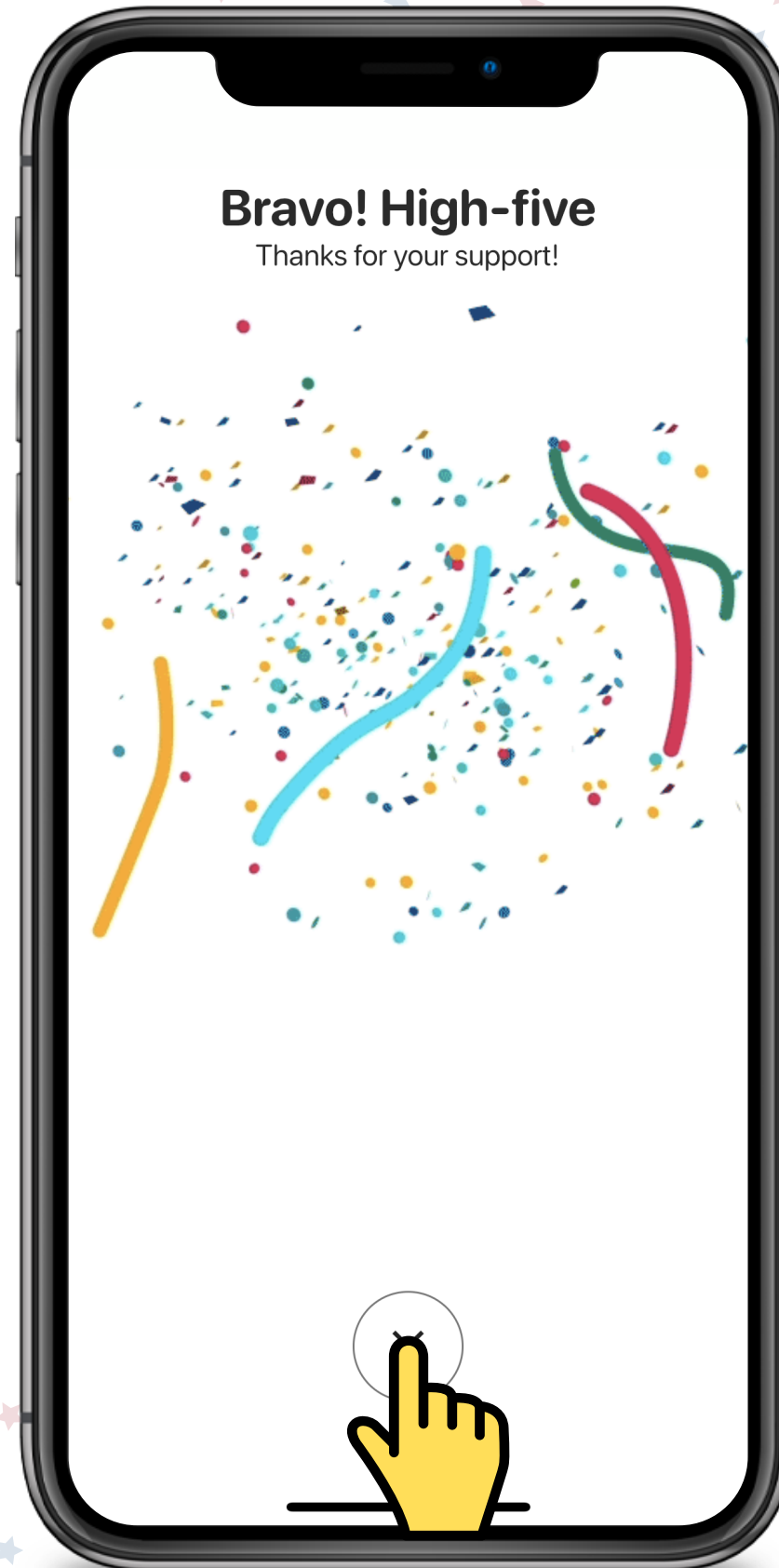
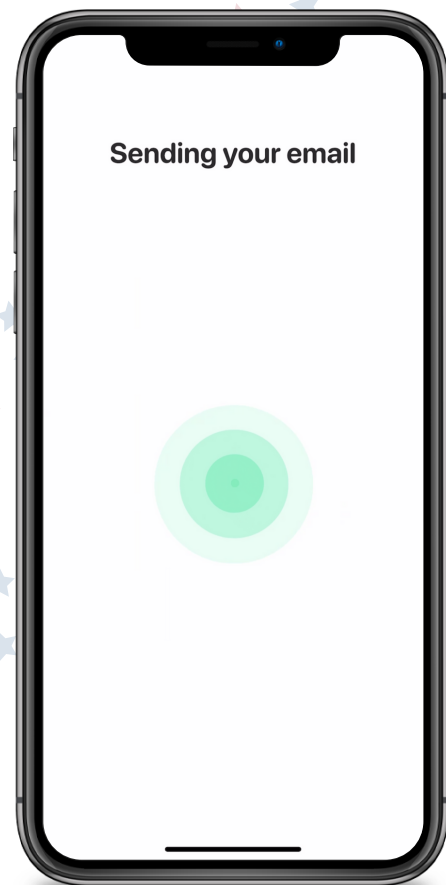
1...

Send!



## Step 3. Complete an Action (continued)

You might see a brief loading screen, but it's still faster than emailing one at a time, right? Enjoy your victory confetti! When you're ready, tap the exit button.



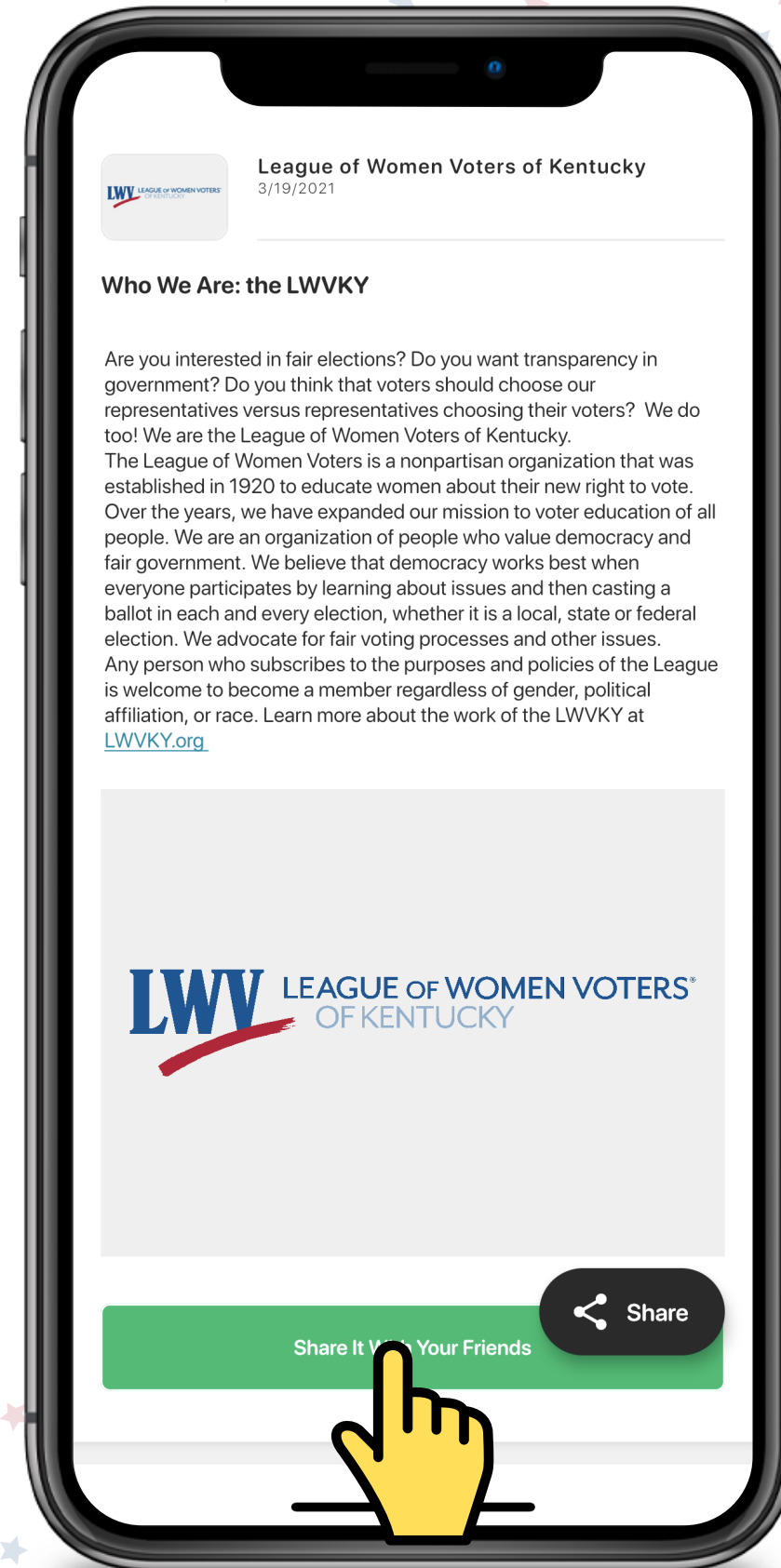


# Step 3. Complete an Action (continued)

Not big on emails?

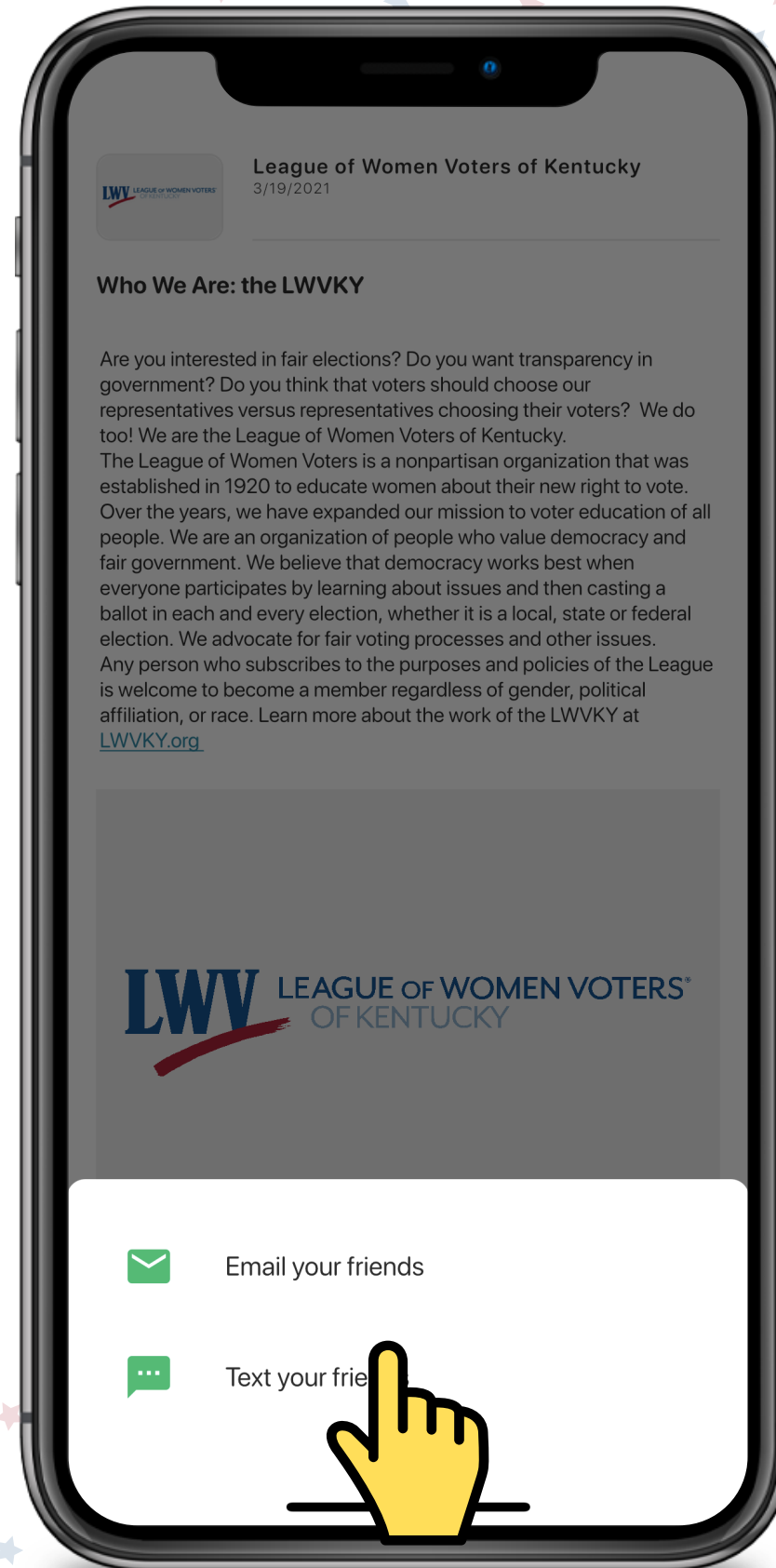
Try texting!

Let's click the **"Share It With Your Friends"** button again.



# Step 3. Complete an Action (continued)

We'll select the option to text this time around.



## Step 3. Complete an Action (continued)

Look familiar? It should!

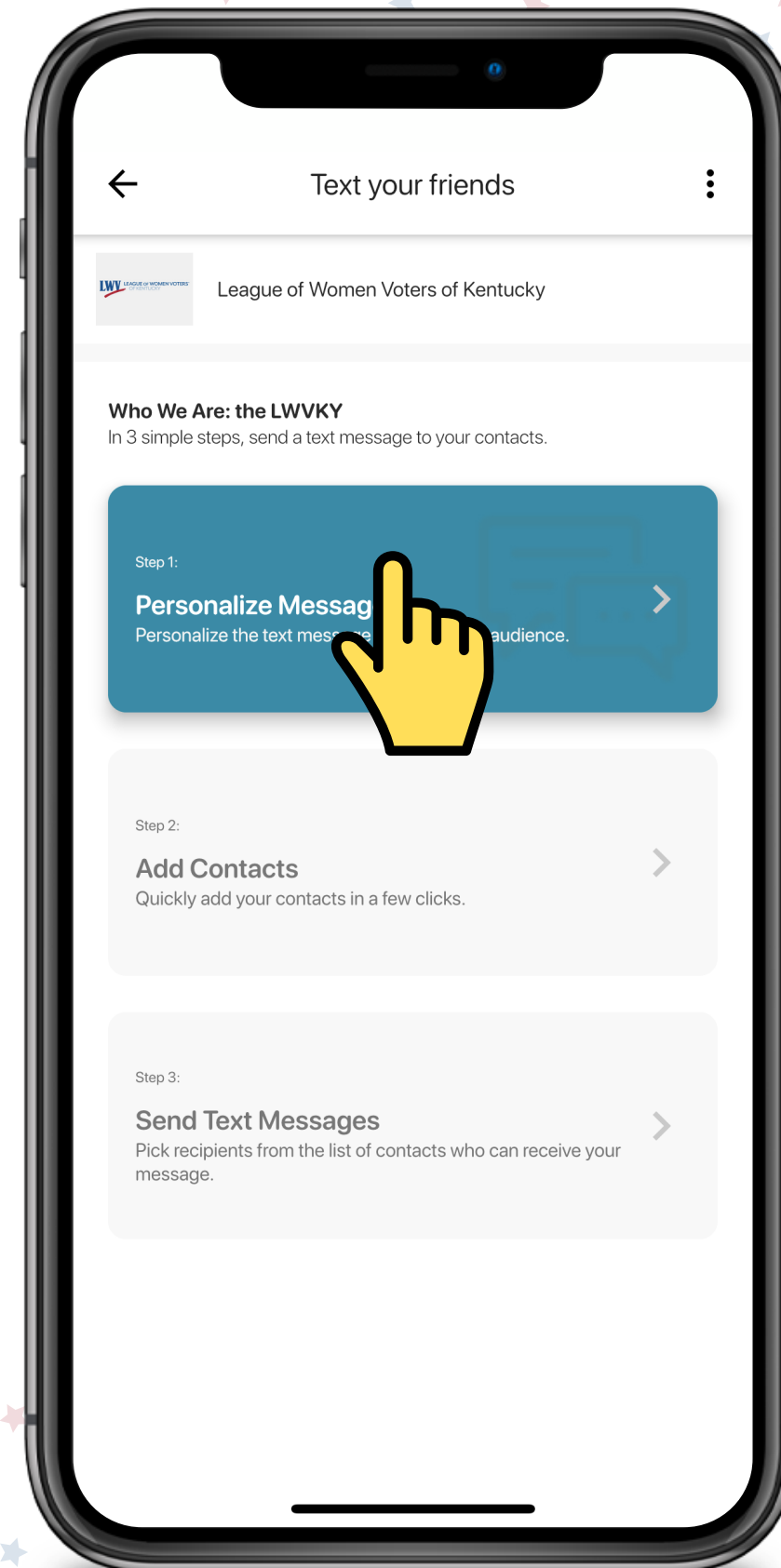
OutreachCircle keeps the process simple and will walk you through the same process.

Step 1: Personalize your message

Step 2: Add your contacts

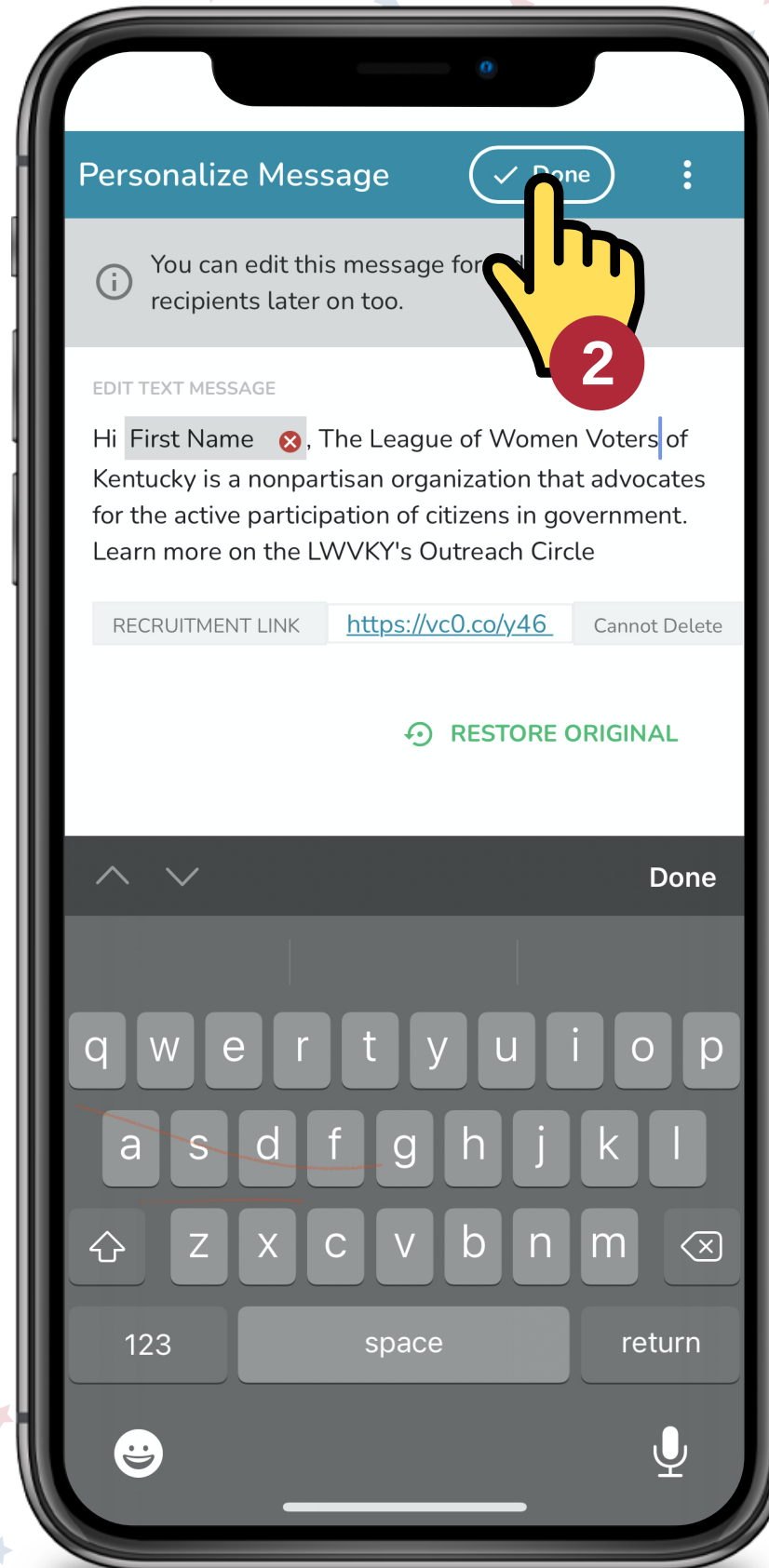
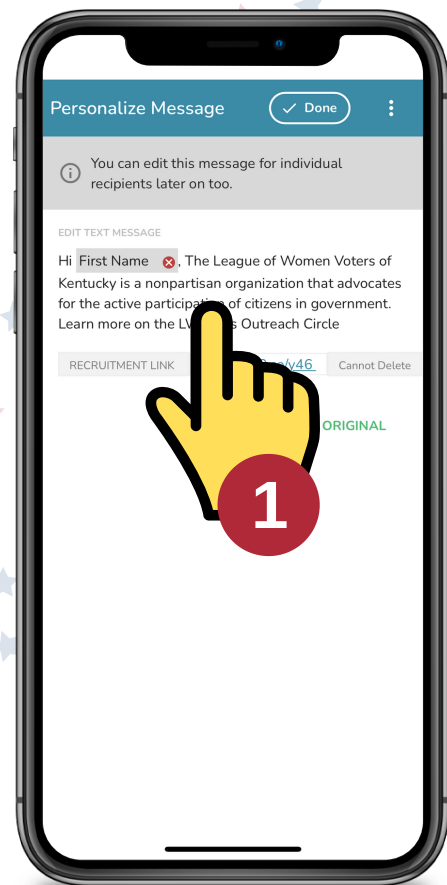
Step 3: Send your message

Easy! Let's select "**Personalize Message**" to continue.



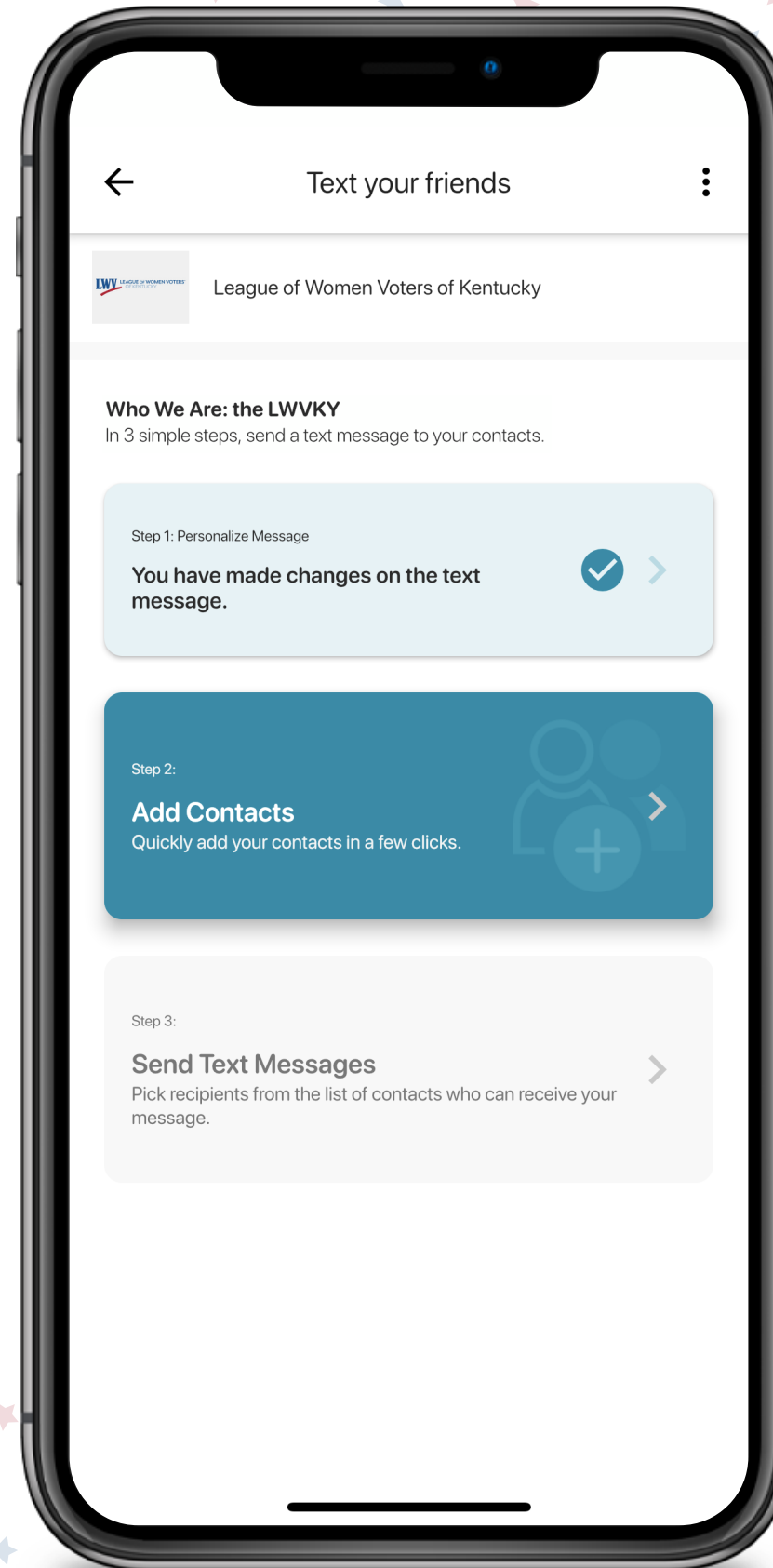
## Step 3. Complete an Action (continued)

If you like, tap the message to edit it. You don't need to type your friend's name; we'll explain the "First Name" part in a minute. Click **"Done"** to continue.



## Step 3. Complete an Action (continued)

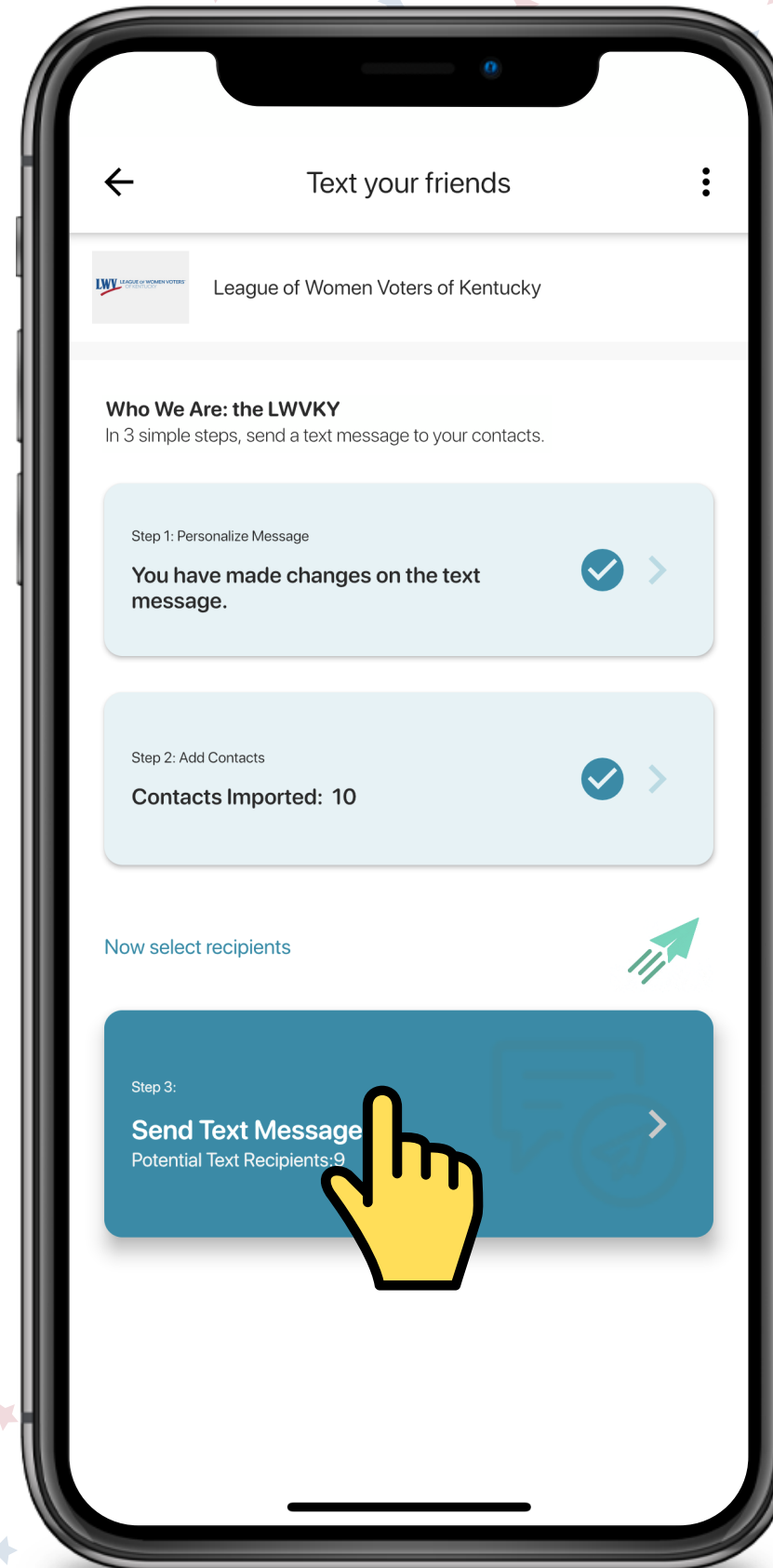
Maybe you only added emails last time? No worries! You can add contacts on the go by tapping the **"Add Contacts"** button. The process will be exactly the same.



# Step 3. Complete an Action (continued)

Now to finalize and send!

Tap **"Send Text Messages"** to continue.



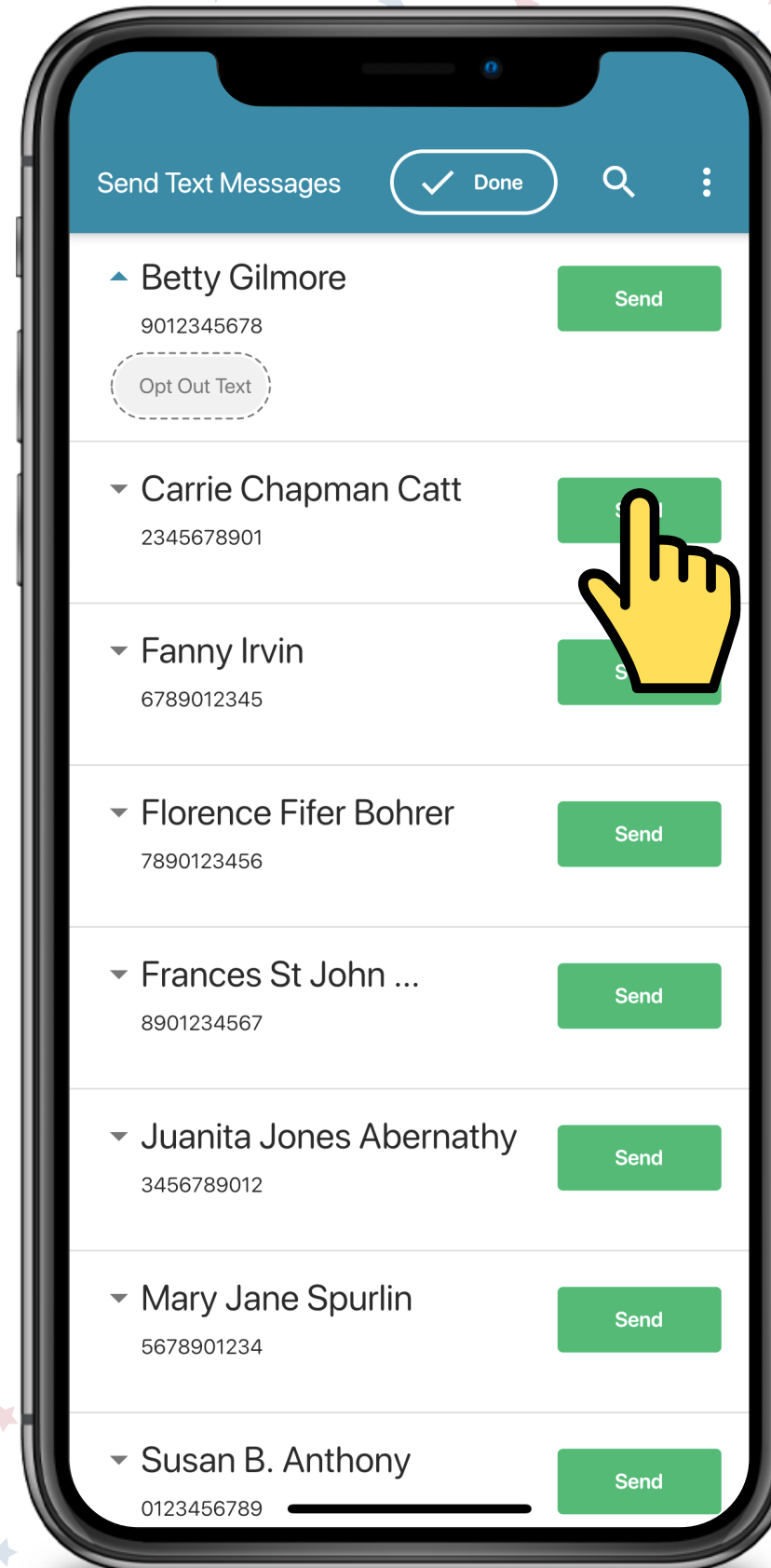


## Step 3. Complete an Action (continued)

From here, you can select individual contacts to text.

Remember that OutreachCircle keeps it personal. Think about the difference between getting a book recommendation from a friend and seeing an ad online. Messages come from *your* number, allowing you to turn your contacts into activists!

Let's try sending a message.



## Step 3. Complete an Action (continued)

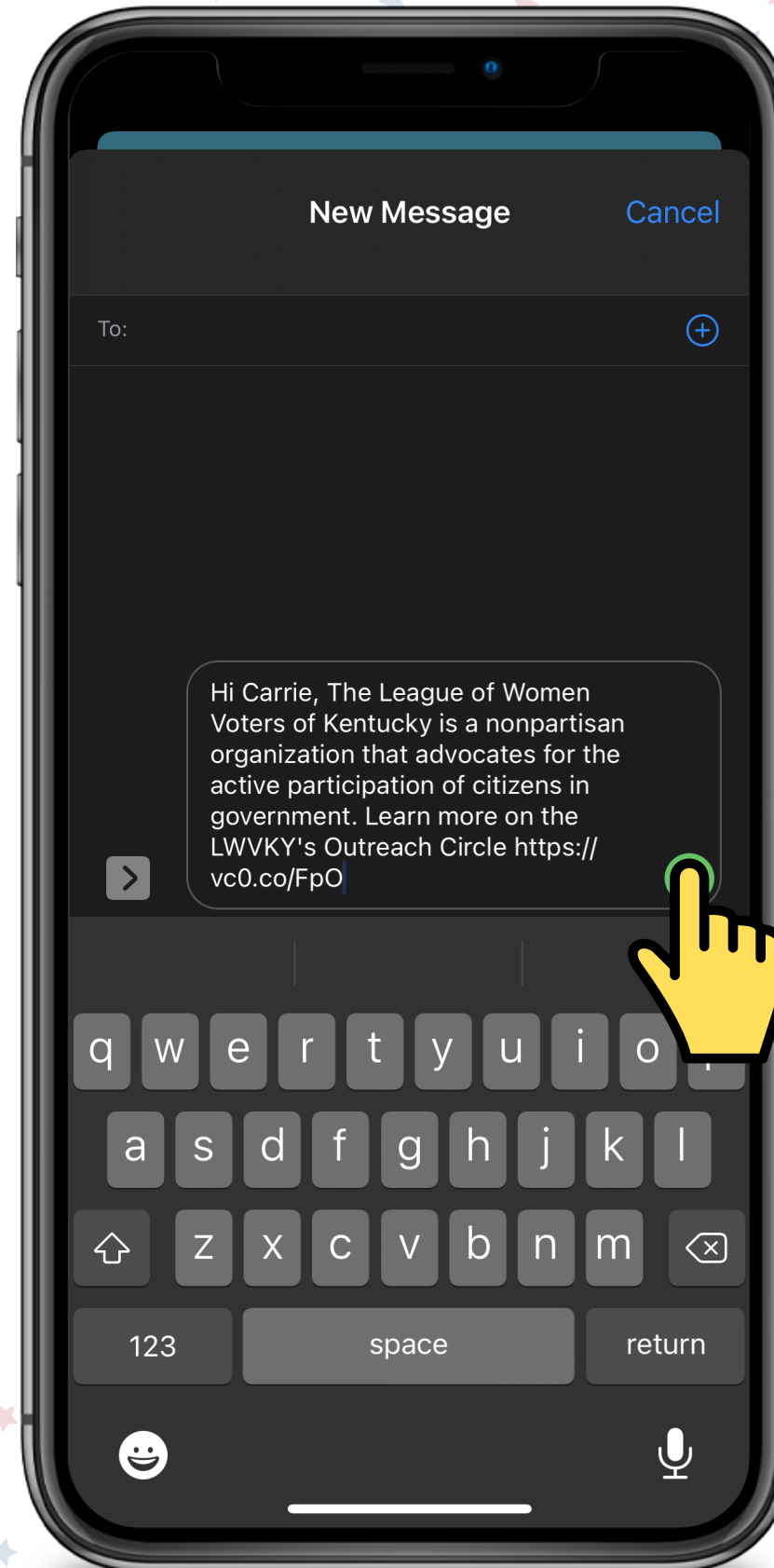
Check it out! The "merge field" that your OutreachCircle Admin added to your message template automatically includes your contact's name.

Double check the name...

Make any last-minute adjustments...

Ready to go?

Send!



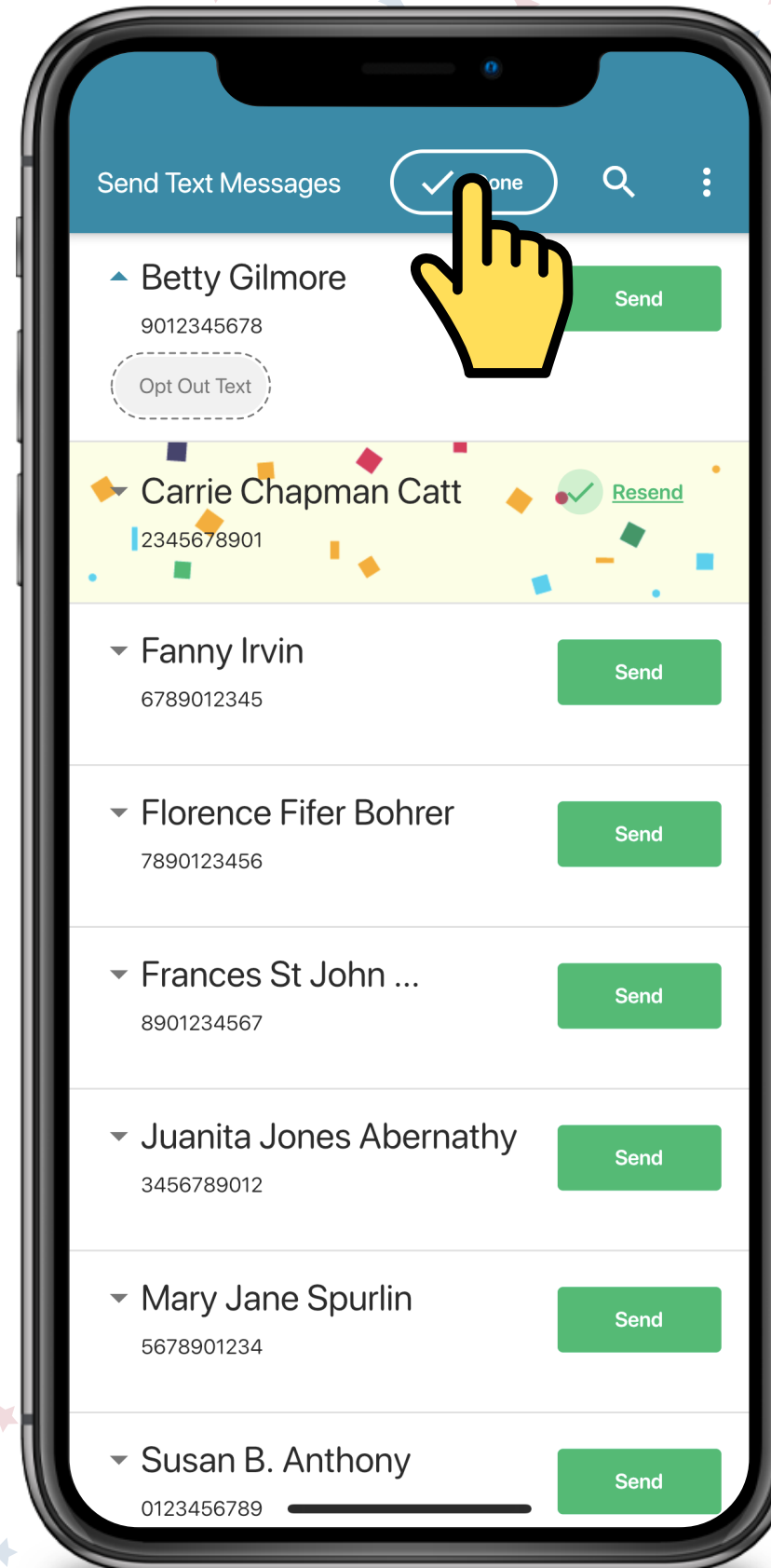
## Step 3. Complete an Action (continued)

Well done!

One down, as-many-as-you-like  
left to go.

Repeat the process for each  
contact. Remember that you can  
edit each message just before  
sending. This allows you to tailor  
your message not only to your  
individual voice, but to the  
relationship you share with your  
contact.

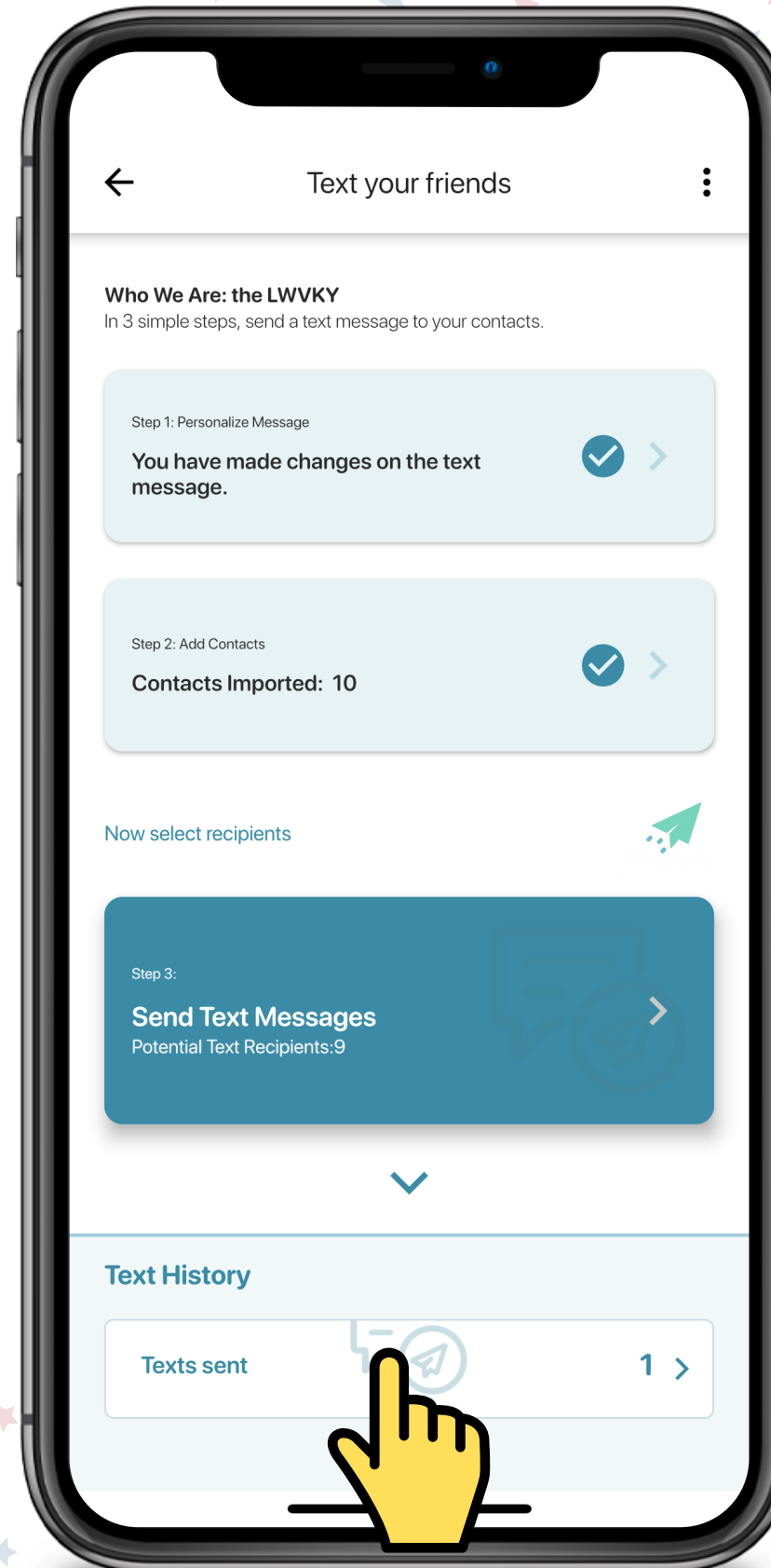
When you're done, tap **"Done"** at  
top of your screen.



## Step 3. Complete an Action (continued)

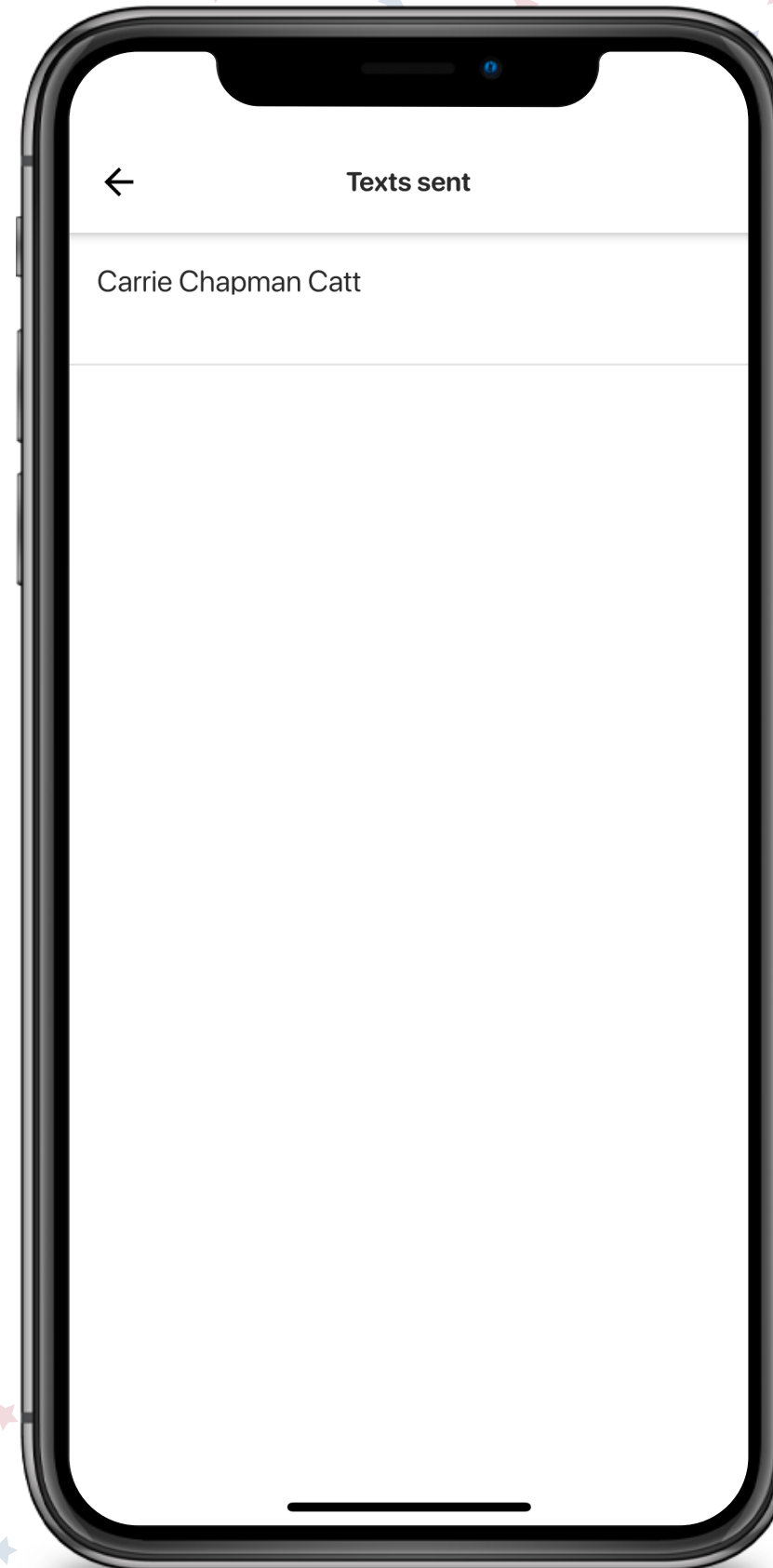
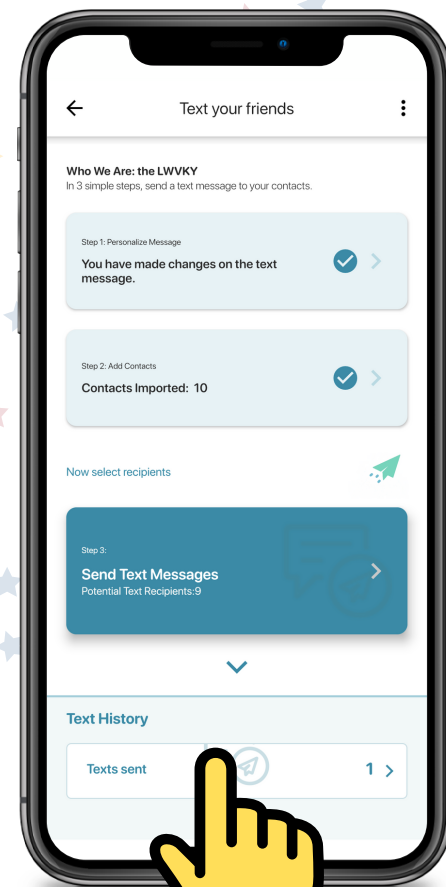
Back in the texting menu, you'll see that you can check which contacts you've texted.

This allows you to revisit Actions in case you think of someone else who might be interested!



## Step 3. Complete an Action (continued)

You'll see that you can check which contacts you've texted. This allows you to revisit Actions in case you think of someone else who might be interested!



## Step 4. Explore the app

We did it! Only a few minutes on the app and you're already bringing in new Supporters.

In taking Action through OutreachCircle, you:

- Extend the League's reach.
- Spread our message.
- Advance a 100+ year-old mission.
- Promote and protect participation in democracy.

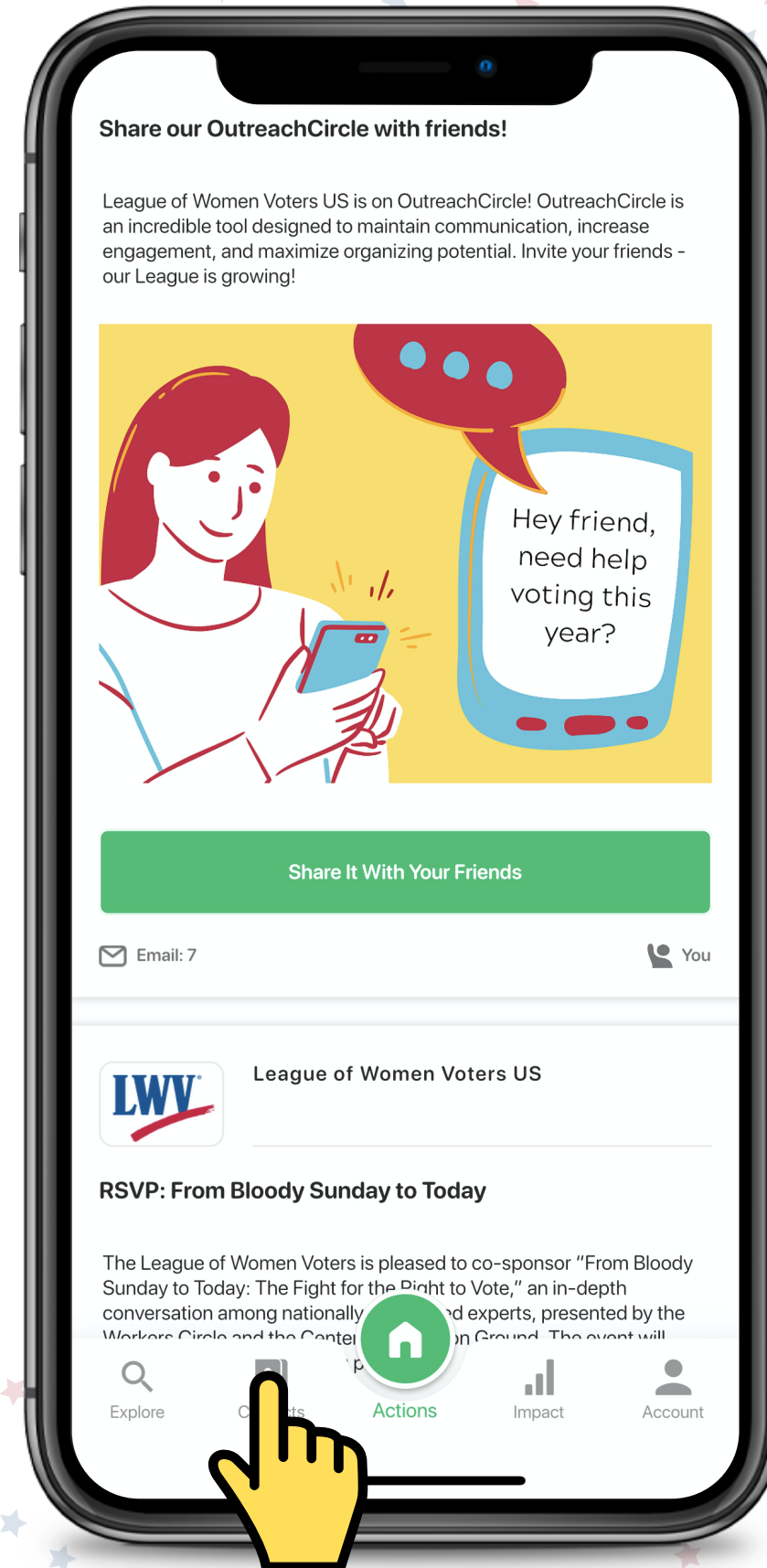
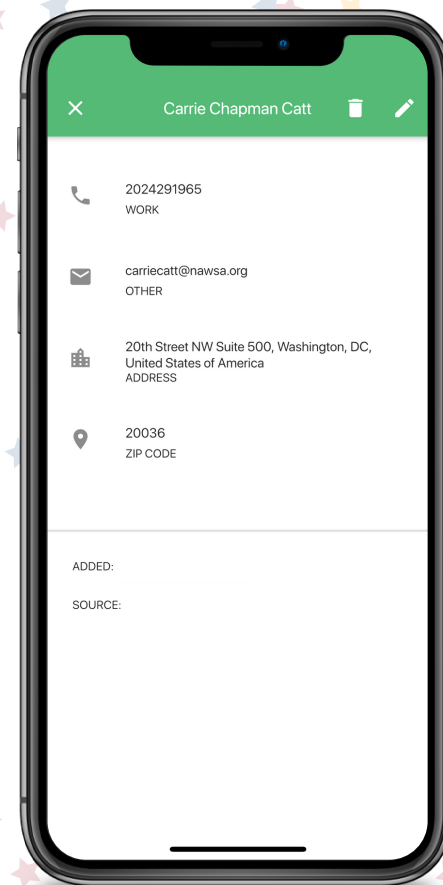
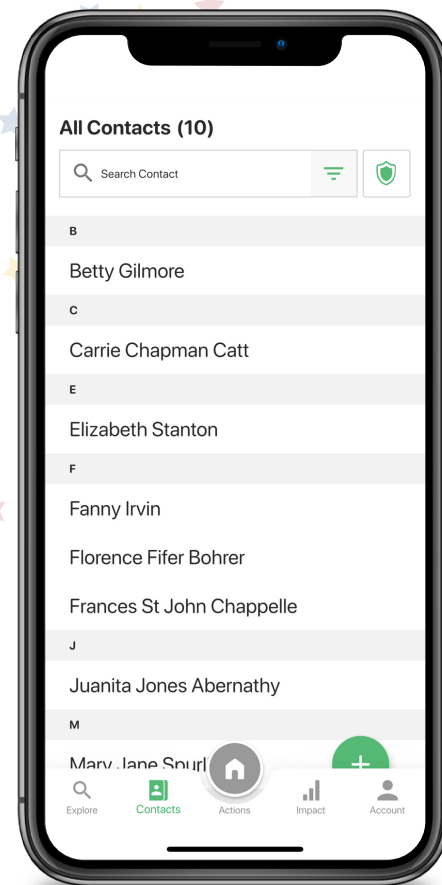
Before we let you go, let's run through a few final things.



# Step 4. Explore the app

## Contacts:

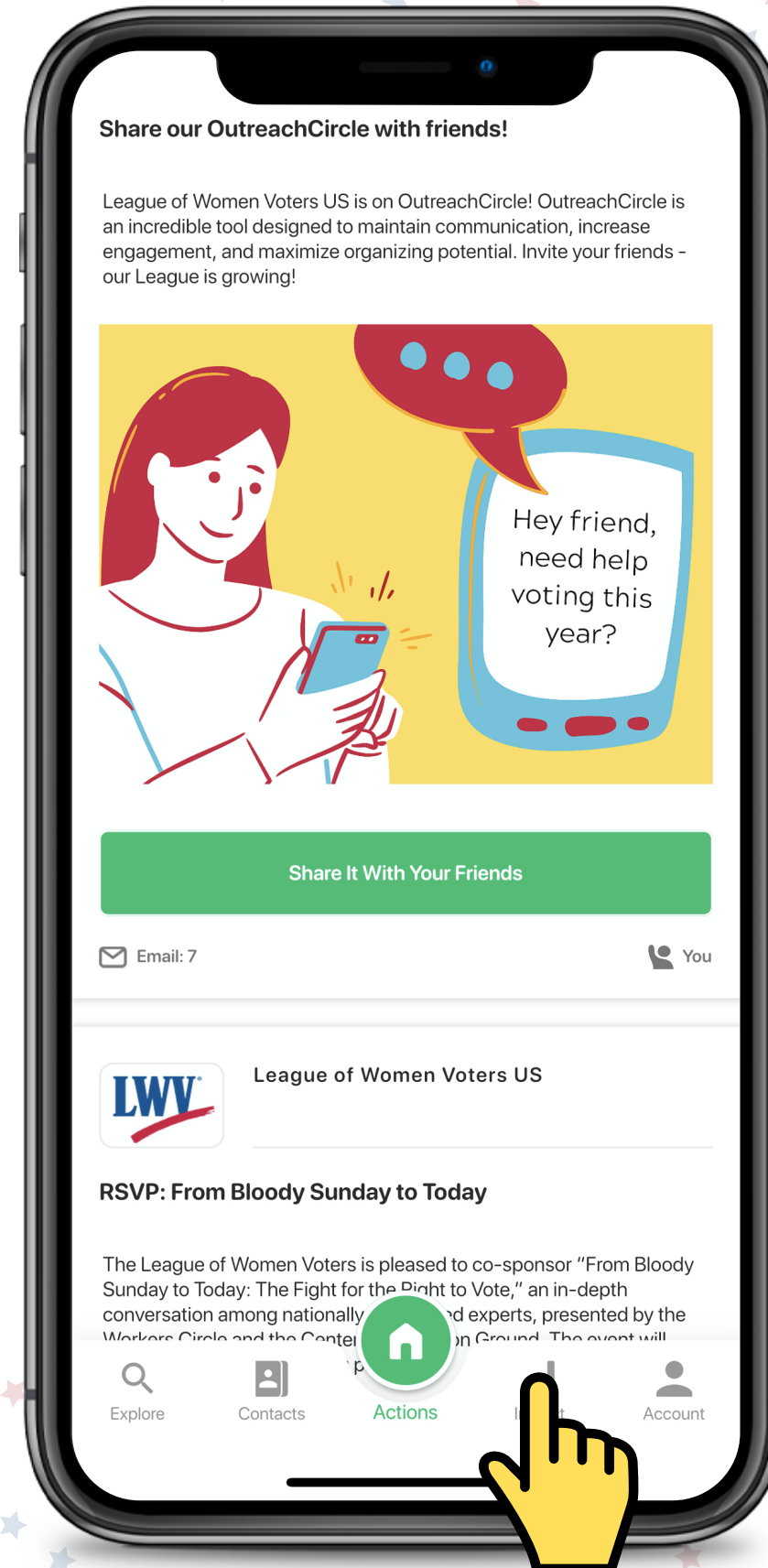
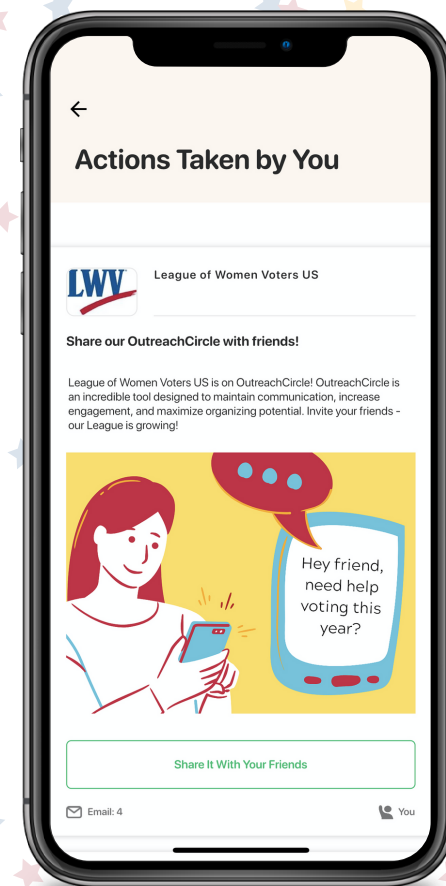
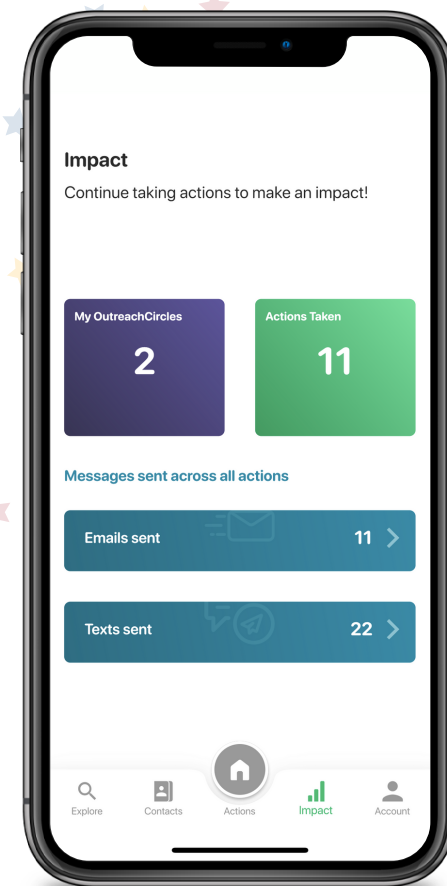
Your Contacts tab shows you the contacts you've imported into OutreachCircle. Here, you can search, view, and edit your contacts. You can tap the green plus button to add even more!



# Step 4. Explore the app

## Impact:

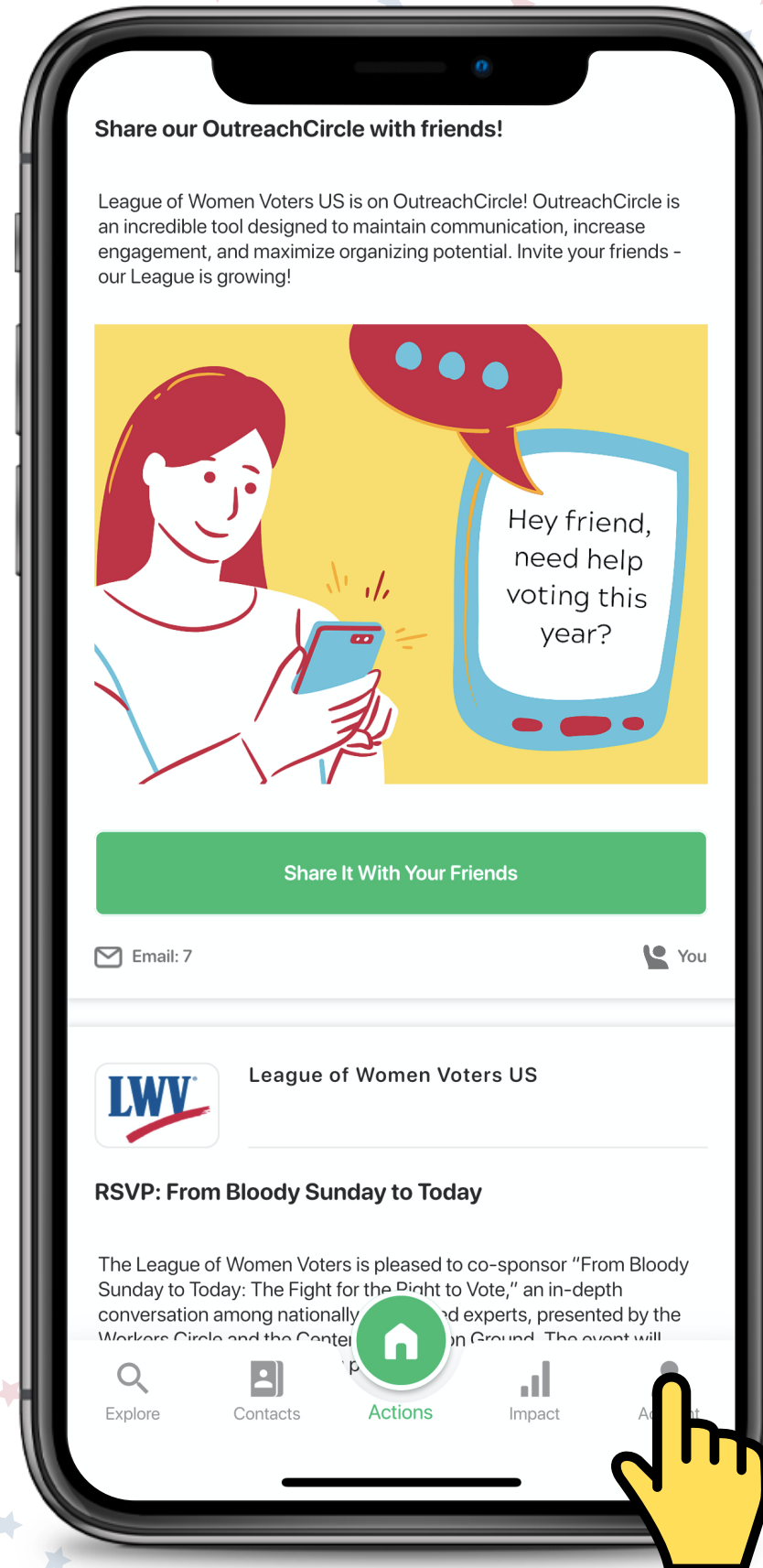
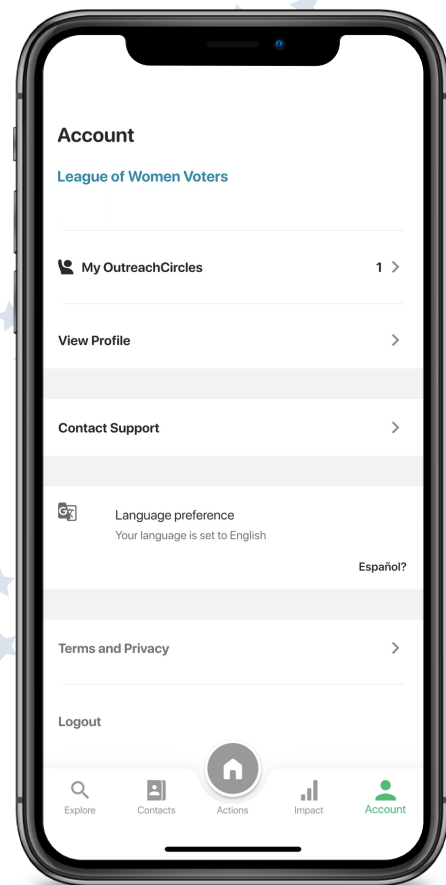
Your Impact tab shows you info on the Actions you've taken. You can tap the buttons to get a detailed breakdown of your OutreachCircles, Actions, and messages sent.



# Step 4. Explore the app

## Account:

Your Account tab allows you to view and edit your profile (which is only viewable to you and your League's OutreachCircle Admins), contact OutreachCircle support, and adjust your app preferences.



## A 100 year mission continues with you.

Today, you created your OutreachCircle account, completed your first Action, and jumpstarted a new phase of League organizing.

Still have questions? Feeling like an overachiever? Check out OutreachCircle's Zendesk user guides by clicking the link below.

[outreachcircle.zendesk.com/hc/en-us](https://outreachcircle.zendesk.com/hc/en-us)

We hope that you found this Supporter Kit helpful and that you're feeling comfortable with using OutreachCircle.

Since we know one guide can't cover everything, the LWVUS OutreachCircle team maintains an ever-growing library of OutreachCircle resources. Click the link below to learn more.

[OutreachCircle Resources for Leagues](#)





## **Standing together for over 100 years.**

The LWVUS OutreachCircle team is here to provide you the resources you need to succeed. Just as our voices are more powerful together, so too is our knowledge.

We encourage all League members who have questions about OutreachCircle to reach out to us for assistance.

[organizing@lww.org](mailto:organizing@lww.org)

