



**LEAGUE *of* UNITED LATIN AMERICAN CITIZENS**



Photo by Luis Nuño Briones

# **LULAC Council Guide**

Generous Support for the LULAC Council Guide was provided by:



*moving money for better*

# LULAC Council Guide



**League *of* United Latin American Citizens**

First Edition  
2012





## *League of United Latin American Citizens*

**NATIONAL PRESIDENT**  
Margaret Moran

**EXECUTIVE DIRECTOR**  
Brent A. Wilkes

**NATIONAL OFFICERS**  
**Rosa Rosales**  
Immediate Past President  
**Roger Rocha**  
Treasurer  
**Josefina Ruiz**  
Youth President  
**Berta Urteaga**  
VP for Elderly  
**Elsie Valdes**  
VP for Women  
**Ana Valenzuela Estrada**  
VP for Youth  
**Manuel Rendon**  
VP for Young Adults  
**Mickie Solorio Luna**  
VP for Farwest  
**Maggie Rivera**  
VP for Midwest  
**Esther Degrales-Aguinaga**  
VP for Northeast  
**Juan Carlos Lizardi**  
VP for Southeast  
**Baldomero Garza**  
VP for Southwest

**STATE DIRECTORS**  
**Rev. John Mireles**  
Arizona  
**Rafael Arciga Garcia**  
Arkansas  
**Benny Diaz**  
California  
**Tom Duran**  
Colorado  
**Ada Peña**  
District of Columbia  
**Lydia Medrano**  
Florida  
**Brandie Bedard**  
Georgia  
**Rosemary Bombela-Tobias**  
Illinois  
**Wanda Gordils**  
Indiana  
**Joseph Enriquez Henry**  
Iowa  
**Elias L. Garcia**  
Kansas  
**Rose Satz**  
Maryland  
**Cesar Martinez**  
Massachusetts  
**Ralph Arellanes**  
New Mexico  
**Ralina Cardona**  
New York  
**Lourdes Ribera**  
Ohio  
**Ivonne Quiñones Lanzó**  
Puerto Rico  
**Elia Mendoza**  
Texas  
**Antonella Romero Packard**  
Utah  
**Bob Garcia**  
Virginia  
**Arturo Martinez, Ph.D.**  
Wisconsin

Dear LULAC Brothers and Sisters:

On behalf of the national board of directors and staff, I am proud to present the newest tool for the recruitment and retention of LULAC members: The League of United Latin American Citizens Council Guide. As we seek to continue the advancement of Latinos, this guide will help to empower LULAC council members across the United States and Puerto Rico with critical information and resources.



The LULAC Council Guide provides both an introduction to LULAC and a point of reference for councils. A detailed history of the organization, along with a description of our major accomplishments and achievements, will be found in the beginning of the guide. Following the telling of our past, the LULAC Council Guide contains specific explanations about membership privileges and responsibilities, as well as an instructional outline listing effective ways to hold membership meetings and maintain thorough records. Lastly, this guide features useful tools and techniques to help maximize the powerful advocacy potential of councils in their respected communities.

Seeking to encourage the healthy expansion of our organization, the LULAC Council Guide is the go-to handbook for all current and future LULAC members. We encourage you to reproduce this handbook as needed and share it with your councils. As we enter our 84<sup>th</sup> year of volunteer service in communities throughout the nation, we thank you for your hard work, dedication, and service to the League and offer our assistance to you as we push for positive change for Latinos together.

Sinceramente,

Margaret Moran  
LULAC National President

# Table of Contents

## Section 1: LULAC 101

LULAC's Mission & History	8
LULAC's Milestones	11
The LULAC Code	14
The LULAC Prayer	14
LULAC's Philosophy	15
LULAC's Aims and Purposes	15
National Organizational Structure	16
State Organizational Structure	17
District Organizational Structure	17
Council Organizational Structure	18
Section One Review	19

6

## Section 2: LULAC Membership

LULAC Member Privileges & Responsibilities	20
LULAC Meeting House Rules	22
LULAC Council Decorum	22
Sample Membership Roster	24
Attendance Sheet	25
Meeting Agenda	26
Meeting Timesheet	27
Principal Motions and Robert's Rules of Order	29
Member Recruitment Strategies	32
Fundraising Strategies	33
How to Write a Resolution	35
Section Two Review	38

# Table of Contents

## Section 3: Effective Advocacy

Communication Tools	40
Writing a Constituent Letter	40
Making a Constituent Phone Call	41
Sending Email Messages	41
In Person Meetings	42
Maximizing your Impact: Strength in Numbers	43
How to Increase Electorate Through Civic Engagement	45
Plan an Event	47
Tips for Planning an Event or Conference	48
Other Ideas to Ensure a Successful Event	48
Engaging the Media	49
Determining Your Media Outlet	50
Writing a Press Release	52
Sample Press Release	53
Letters to the Editor	54
Sample Letter to the Editor	55
Planning a Press Conference	56
Social Media	60
Conclusion	61
Contact Information	61

# The League *of* United Latin American Citizens

## **LULAC's Mission:**

To advance the economic condition, educational attainment, political influence, health, housing and civil rights of the Hispanic population in the United States.

## **LULAC's History:**

The League of United Latin American Citizens, founded in 1929, is the oldest and most widely respected Hispanic civil rights organization in the United States of America. LULAC was created at a time in our country's history when Hispanics were denied basic civil and human rights, despite contributions to American society. The founders of LULAC created an organization that empowers its members to create and develop opportunities where they are needed most.

When the United States of America annexed a third of Mexico's territory following the Mexican War, nearly 77,000 Mexicans became U.S. citizens. For generations, these citizens were to be plagued by prejudice that would result in overt acts of discrimination and segregation. This led to the curtailment of many civil rights.

In Texas, prejudice and acts of discrimination had reached such extreme proportions that Mexican Americans began organizing to defend themselves. There were three main organizations: The Order of the Sons of America, The Knights of America, and The League of Latin American Citizens.

Ben Garza, leader of Council #4 of the Order of the Sons of America in Corpus Christi, united all Mexican American organizations under one title, set of objectives, and constitution. The first in a series of attempts to do so occurred on August 14th, 1927, when delegates from The Order of the Sons of America, The Knights of America, and other allied organizations traveled to Harlingen to officially form The League of Latin American Citizens. The President General of The Order of the Sons of America invited the League of Latin American Citizens, then under the leadership of Attorney Alonso S. Perales of Harlingen, to unite with them in order to unify Mexican American organizations. The idea was approved by The League of Latin American Citizens and a resolution to bring about the merger was adopted.

There were serious doubts regarding the merger due to differences between the leaders of The League of Latin American Citizens and the President General of The Order of the Sons of America. Thus, The Order of the Sons of America and The Knights of America decided to join together regardless of The League of Latin American Citizens' actions. Council #4 of The Order of the Sons of





*Ben Garza and other LULAC members. Dated 4/21/1929.*

America and The Knights of America considered the proposed merger for a year.

During this time, Alonso S. Perales and Ben Garza were constantly discussing how to bring about the merger. However, the President General of The Order of the Sons of America never called a unification convention. This led Council #4 of The Order of the Sons of America to withdraw on February 7, 1929. They voted to have a uniting convention on February 17, 1929, at the Obreros Hall on the corner of Lipan and Carrizo streets in Corpus Christi.

Delegates from Alice, Austin, Brownsville, Corpus Christi, Encino, Harlingen, La Grulla, McAllen, Robstown, and San Antonio opened the unification convention. They elected Ben Garza as chairman pro tem and M.C. Gonzalez as secretary. The delicate task of uniting these groups was assigned to Juan Solis and Mauro Machado, members of The Knights of America, Alonso S. Perales and J.T. Canales, members of The League of Latin American Citizens, and E.N. Marin, A. DeLuna and Fortunio Trevino, members of The Order of the Sons of America. Alonso S. Perales initially proposed the name "Latin American Citizens' League." In response, Mauro Machado suggested they use the word "United" as a way of differentiating the title from "The League of Latin American Citizens." Thus, Juan Solis motioned that the union be "United Latin American Citizens." J.T. Canales amended the motion so that the name read "League of United Latin American Citizens." The amended motion was unanimously passed.

The committee proceeded to adopt the motto, “All for One and One for All,” to serve as a reminder of the difficulties of unification and as the basis for all future activities of LULAC.

Temporary rules were drawn up until a constitutional convention could be held in May 1929, in Corpus Christi, Texas. An executive committee was established to administer LULAC until the convention. The executive committee included Ben Garza as chairman, M.C. Gonzalez as Secretary, and J.T. Canales and J. Luz Sáena as committee members. On May 18, 1929, at the Allende Hall in Corpus Christi, Texas, the first LULAC General Convention was called to order by Ben Garza. The assembly promptly adopted a constitution proposed by J.T. Canales and based on the one used by The Knights of America. Ben Garza was elected President General, M.C. Gonzalez was elected Vice President General, A. DeLuna was elected Secretary General, and Louis C. Wilmot of Corpus Christi, Texas, was elected Treasurer General. These officers guided a new organization that would face prejudice and skepticism.

The three organizations which would eventually become LULAC were not the only Mexican American organization of that era. At the time, many citizens wanted to revolt and regain the territories which Mexico had ceded to the United States after the Mexico-Texas War. Others wanted to engage in widespread civil disobedience against local authorities. There were many Mexican Americans that could not understand why LULAC members would embrace an Anglo society that had been so cruel to Mexican Americans. However, the founders of LULAC had seen many Mexican American organizations flourish and disappear within a couple of years, without accomplishments. LULAC founders were determined not to let this occur to LULAC. Therefore, the founders of LULAC forewent many of their convictions in order to avoid suspicions of un-American activities and serve as a safe haven for its members. Many of the official rites that LULAC adopted had never been adopted by any other Mexican American organization. LULAC adopted the American Flag as its official flag, America the Beautiful as its official song, and The George Washington Prayer as its official prayer. Also, LULAC adopted Robert's Rules of Order as its governing rules during meetings and conventions.

The founders envisioned LULAC as an organization that would be strongly accepted by Mexican Americans throughout Texas. In this regard they were correct. However, they were not prepared for the rapid growth of Mexican American councils in the states of Arizona, Colorado, New Mexico and California, all within the first three years of LULAC's founding. LULAC would eventually go on to serve citizens in 48 states; populations from Puerto Rico, Mexico, South America; and the armed service base in Heidelberg, West Germany. This was something LULAC's founders had never envisioned. The guiding philosophies of the League of United Latin American Citizens supported the inclusion of anyone of Hispanic origin.

Since its founding, LULAC has fought for full access to the political process and equal educational opportunity for all Hispanics. LULAC councils across the United States are active in a number of different initiatives, such as: holding

voter registration drives; citizenship awareness sessions; sponsoring health fairs; creating tutorial programs; and raising scholarship money for the LULAC National Scholarship Fund. This fund, in conjunction with LNES (LULAC National Educational Service Centers), has assisted almost 10 percent of the 1.1 million Hispanic students who have gone to college.

## LULAC's Milestones

These milestones represent many difficult struggles – at times life threatening – that LULAC and its members have endured to improve the status of employment, housing, health care, and education for all Hispanics.

- 1929 LULAC was founded in Corpus Christi, Texas, on February 17th.
- 1930 LULAC desegregated hundreds of public places in Texas, such as barber shops, beauty shops, swimming pools, restrooms, water drinking fountains, restaurants, and hotels.
- 1931 LULAC provided the organization and financial base for the *Salvatierra vs. Del Rio Independent School District* case, the first class action lawsuit against segregated “Mexican Schools” in Texas.
- 1933 LULAC formed a committee in San Antonio which led to the formation of the *Liga Defensa Pro-Escolar*, later known as the “School Improvement League” that fought for better schools and better education.
- 1936 LULAC pressured the U.S. Census Bureau to reclassify persons of Mexican descent from the designation of “Mexican” to “White.” The 1940 census count reflected the change.
- 1940 LULAC played a major role in filing discrimination cases for the Federal Employment Practices Commission, the first federal civil rights agency.
- 1945 LULAC successfully sued to integrate the Orange County school system, which had been segregated on the grounds that Mexican children were “more poorly clothed and mentally inferior to white children.”
- 1946 LULAC helped file the “*Mendez vs. Westminster Lawsuit*” in Santa Ana, California, ending 100 years of segregation in California’s public schools. This became key precedent for *Brown vs. Board of Education*.
- 1947 LULAC protested the refused burial of veteran Felix Longoria in Three Rivers, Texas; in response, then Senator, Lyndon B. Johnson, arranged for his burial at the Arlington National Cemetery in Washington, D.C.
- 1947 LULAC Council 1 in Corpus Christi, Texas, and its Veteran’s Committee facilitated the formation of the “American G.I. Forum” organization for Mexican American veterans.

- 1948 LULAC attorneys filed the “Delgado vs. Bastrop I.S.D. Lawsuit” which ended the segregation of Mexican American children in Texas.
- 1950 LULAC and the American G.I. Forum filed fifteen school desegregation lawsuits in Texas.
- 1954 LULAC attorneys took the “Hernandez vs. The State of Texas Lawsuit Case” to the Supreme Court, winning the right for Mexican Americans to serve on juries.
- 1957 LULAC Council 60 in Houston, Texas, piloted the “Little School of the 400” project, a pre-school program dedicated to teaching 400 basic English words to Spanish speaking pre-school children.
- 1960 LULAC Council 60 in Houston, Texas, worked to change the “Little School of the 400” project to “Project Headstart” under the Lyndon B. Johnson administration.
- 1965 LULAC Council 60 in Houston, Texas, piloted a job placement center which led to the federally funded SER – Jobs for Progress.
- 1966 LULAC marched with and financially supported the United Farm Workers in their struggle for minimum wages and dignity.
- 1967 LULAC and the American G.I. Forum joined forces to organize SER - Jobs for Progress, now the largest and the most successful work power program in the nation.
- 1968 LULAC created the Mexican American Legal Defense and Education Fund (MALDEF), the legal arm of the Latino community.
- 1970 LULAC filed the “Cisneros vs. Corpus School District Lawsuit” which defines Hispanic Americans as a minority for the first time.
- 1973 LULAC in San Francisco, California, piloted a project known as the LULAC Educational Service Center to advance the educational needs of Hispanic students.
- 1973 LULAC formed the “LULAC National Educational Service Centers, Inc” (LNESEC), modeled after the successful project in San Francisco, California. The goal of this project was to provide educational services to Hispanic students. Today LNESEC serves more than 20,000 students a year through its network of 16 educational centers.
- 1975 LULAC formed the “LULAC National Scholarship Fund” in order to centralize its scholarships gifts which dated back to 1932.
- 1980 LULAC filed numerous lawsuits with MALDEF and the Southwest Voter Education Project calling for single member districts.

- 1986 LULAC took the lead in defining a Mexican American position in the Immigration Reform and Control Act of 1986.
- 1987 LULAC filed the “LULAC vs. INS” class action lawsuit to force INS to process eligible amnesty applications.
- 1989 LULAC filed the “LULAC vs. Mattox Lawsuit,” challenging the selection of judges throughout urban Texas.
- 1990 LULAC filed the “LULAC vs. Clements Lawsuit,” challenging the allocation of funds to Texas Universities.
- 1994 LULAC elected its first woman president, Belen Robles.
- 1995 LULAC established the “Commitment with America” to better serve Hispanic American communities.
- 1996 LULAC establishes the LULAC Institute to provide model volunteer programs for Latino communities.
- 1998 LULAC filed a brief in support of sampling techniques for the 2000 census.
- 2000 LULAC issues the “LULAC Challenge” to candidates for elective office in order to establish their positions on the top ten issues of concern for Hispanic Americans.
- 2003 LULAC attorneys settled the “LULAC vs. INS” class action lawsuit, providing an avenue for 100,000 immigrants to become permanent legal residents.
- 2004 LULAC announces the LULAC Leadership Initiative to revitalize Hispanic neighborhoods from within by creating innovative grass roots programs in over 700 Hispanic communities served by LULAC Councils.
- 2005 LULAC submitted to the Supreme Court the “LULAC vs. Perry” lawsuit challenging the Texas legislature’s redistricting plan, on the grounds that it violated the Voting Rights Act of the Latino community in Texas, impacting Hispanic Representation.
- 2006 LULAC joined forces with its allies from the civil rights community for the reauthorization of the Voting Rights Act. LULAC mobilized millions around the nation to march for the rights of immigrants and their families.
- 2008 Three Presidential Candidates speak at the LULAC National Convention (Senator Barack Obama, Senator John McCain & Senator Hillary Clinton). LULAC Councils register over 50,000 Latino voters for the general election.
- 2009 LULAC works with various coalitions to support the nomination of Sonia Sotomayor as the first ever Latina U.S. Supreme Court Justice.



2010 LULAC's Latinos Living Healthy initiative was part of the coalition that championed the passage of the Healthy, Hunger-Free Kids Act of 2010.

2011 LULAC National opens its first ever Regional Office in Sacramento, California.

## **The LULAC Code**

Respect your citizenship and preserve it; honor your country, maintain its tradition in the spirit of its citizens and embody yourself into its culture and civilization.

Be proud of your origin and maintain it immaculate, respect your glorious past and help to defend the rights of all the people.

Learn how to discharge your duties before you learn how to assert your rights; educate and make yourself worthy, and stand high in the light of your own deed; you must always be loyal and courageous.

Filled with optimism, make yourself sociable, upright, judicious, and above all things be sober and collected in your habits, cautious in your actions and sparing in your speech.

Believe in God, love Humanity and rely upon the framework of human progress, slow and sound, unequivocal and firm.

Always be honorable and high-minded; learn how to be self-reliant upon your qualifications and resources.

In war serve your country, in peace your convictions; discern, investigate, meditate, think, study, and at all times be honest and generous. Let your firmest purpose be that of helping to see that each new generation shall be of youth more efficient and capable and in this let your own children be included.

## **The LULAC Prayer**

Almighty God, who has given us this good land for our heritage, we humbly beseech Thee that we may always prove ourselves a people mindful of Thy favor and glad to do Thy will. Bless our land with honorable industry, sound learning and pure manners. Save us from violence, discord and confusion; from pride and arrogance, and from every evil way. Defend our liberties and fashion into one united people the multitudes brought hither out of many kindred and tongues.

Imbue with the spirit of wisdom those to whom in Thy name we entrust the authority of government, that there may be justice and peace at home, and that through obedience to Thy law, we may show forth Thy praise among the nations of the earth. In the time of prosperity fill our hearts with thankfulness; in the day of trouble suffer not our trust in Thee to fail; all of which we ask through Jesus Christ our Lord. Amen.

## LULAC's Philosophy

We believe in the democratic principle of individual, political and religious freedom, the right of equality of social and economic opportunity, and in the cooperative endeavor toward the development of an American Society wherein the cultural resources, integrity and dignity of every individual and group constitute basic assets of the American way of Life.

We believe that as American citizens we must assume our duties and responsibilities and assert our rights and privileges in pursuit of a fuller and richer civilization for our country.

We believe that education is the foundation for the cultural growth and development of this nation and that we are obligated to promote, protect and assure the right of our people to an education that is in accordance with the best American educational principles and standards; that we must deplore any infringement of this right wherever it may occur and regardless of whom it may affect.

We accept that it is not only the privilege but the obligation of every member of this organization to uphold and defend the rights and duties vested in every American citizen by the letter and spirit of the Law of the Land.

## LULAC's Aims and Purposes

*Based on the spirit of philosophy of our League and having unequivocal faith in its righteousness, we propose:*

1. To use all constitutional means at our disposal to implement with social action the principles set forth in our philosophy;
2. To foster the learning and fluent use of the English language so that we may thereby equip ourselves and our families for the fullest enjoyment of our rights and privileges and the efficient discharge of our duties and responsibilities to our country, at the same time, it is important to exert equal effort to foster the fluent mastery of the Spanish language, which is part of our heritage and a means of extending the cultural horizons of our nation.
3. To constitute the League into a service organization to actively promote and foster suitable measures for the attainment of the highest of our American society, and to establish cooperative relations with civic and governmental institutions and agencies in the field of public service.
4. To exert our united efforts to uphold the rights guaranteed to every individual by our state and national laws and to assure justice and equal treatment under these laws.

5. To combat with every means at our command all un-American tendencies and actions that deprive American citizens of their rights in educational institutions, in economic pursuits and in social, civic, and political activities;
6. To maintain the League free of all involvement in partisan politics as an organization; however, we shall oppose any infringement upon the constitutional political rights of an individual to vote and/or be voted upon at local, state, and national levels;
7. To oppose any violent demonstrations or other acts that defy constituted law and authority, desecrate the symbols of our nation, and threaten the physical and spiritual welfare of individuals or institutions;
8. To promote and encourage the education of youth and adults through scholarships, the constant vigilance of administrative and instructional practices in schools which deprive persons of educational opportunities, the sponsorship of classes in citizenship and other areas, and through the dissemination of information about available training opportunities;
9. To make use of every medium of communication at our disposal and to exert our combined efforts to promulgate and propagate the principles of the League, and augment its influence and numerical growth;
10. To support the efforts postulated in our Aims and Purposes with the overall objective of creating among our fellow citizens, through example and a mutual exchange of concepts, an understanding and recognition of and an appreciation for the dignity, worth and potential of the individual.

## National Organizational Structure

### **Elected Offices:**

*The following positions are filled by majority vote of the General Assembly each year:*

- National President
- National Vice President for Women
- National Vice President for Youth
- National Vice President for Young Adults
- National Vice President for the Elderly
- National Treasurer
- National Vice President Southwest
- National Vice President Midwest
- National Vice President Farwest
- National Vice President Southeast
- National Vice President Northeast
- National Vice President Northwest



## **Appointed Offices:**

*The National President shall nominate any qualified member in good standing to the following appointed positions subject to confirmation by majority vote of the National Board of Directors or National Executive Committee:*

- National Secretary
- National Legal Advisor
- National Parliamentarian
- National Chaplain
- National Director of Publicity
- National Sergeant-at-Arms
- Any other Office designated by the President with the approval of the National Board of Directors or National Executive Committee

## **State Organizational Structure**

### **Elected Offices:**

- State Director
- Deputy State Director
- State Treasurer
- Deputy State Director for the Elderly
- Deputy State Director for Women
- Deputy State Director for Young Adults
- Deputy State Director for Youth

### **Appointed Offices:**

- State Secretary
- State Legal Advisor
- State Parliamentarian
- State Chaplain
- State Director of Publicity

- *The most recent past State Director is a voting member of this board.*

## **District Organizational Structure**

### **Elected Offices:**

- District Director
- Deputy District Director
- District Treasurer
- Deputy District Director for the Elderly
- Deputy District Director for Women
- Deputy District Director for Young Adults
- Deputy District Director for Youth

- The most recent past District Director is a voting member of this board.

## Council Organizational Structure

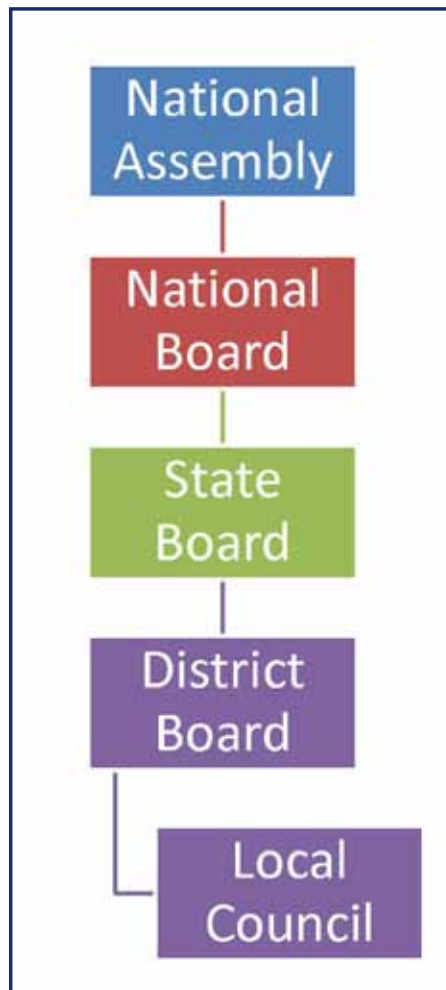
### Elected Offices:

President  
Vice President for Youth  
Secretary  
Treasurer  
Parliamentarian  
Chaplain  
Sergeant-at-Arms

### Appointed Offices:

Director of Youth Activities  
Director of Publicity  
Others- as the Local Constitution/Bylaws may establish

## LULAC Organizational Chart



## Section Review

*You should now know:*

- LULAC's mission
- How LULAC was founded
- How LULAC's influence has expanded over time
- The distinguished role of women in LULAC
- The National, State and District organizational structure of LULAC

*Here are some questions that you should now be able to answer:*

1. What is LULAC's mission?
2. When and where was the first League of United Latin American Citizen's Convention held?
3. What were the three Mexican-American groups that merged to form the League of United Latin American Citizens?
4. Who was the first President General of the League of United Latin American Citizens?
5. True or False?  
Women have historically played an important role as LULAC activists.
6. True or False?  
The League of United Latin American Citizens has an established organizational structure on the national, state, and district levels.

### **Answers:**

1. To advance the economic condition, educational attainment, political influence, health and civil rights of the Hispanic population in the United States.
2. The first LULAC Convention was held on May 19, 1929, in Corpus Christi, Texas.
3. The Order of the Sons of America, the Knights of America, and the League of Latin American Citizens.
4. Ben Garza
5. True
6. True

# LULAC Membership

## Membership Privileges and Responsibilities

### **General Members:**

Persons who fulfill all qualifications for membership, are actively affiliated with a local Council and have paid the full assessment of local, district, state and national dues will be enrolled as Members of the League.

### *Duties and Responsibilities:*

1. To participate in all meetings and activities of their respective councils;
2. To abide by the Constitutions and Bylaws established by the National, State and District Assemblies and their local Council;
3. To deport themselves in keeping with the Philosophy, Aims and Purposes and Code of the League;
4. To exert their efforts individually and cooperatively on behalf of those who need the help and protection of the League;
5. To work for the extension of the membership and services of the League within their respective communities;
6. To subordinate their personal feelings and desires to the general welfare of the League;
7. To refrain from using the name, facilities and influence of the League for political, personal aspirations and aggrandizement;
8. To be alert to and report to the proper authority any improper use that may be made of the name, influence or facilities of the League by members or others outside the organization;
9. To maintain their membership in force by paying their dues accordingly to the schedule set by the Council.

### **Rights and Privileges:**

All General Members in good standing shall be entitled:

1. To the protection, counsel and guidance provided by the League;
2. To participate in all meetings and other activities of their respective councils and to have access to the facilities provided by said councils for their membership, subject to such regulations as may be established;

3. To propose, discuss and vote on matters of interest to and for the welfare of the Council or League;
4. To vote and be candidates for an office in their Council or National, State or District Conventions, provided that in the case of offices at levels higher than their Council, they are certified as delegates to the conventions, have the support of their respective Council and otherwise fulfill all requirements for the office sought;
5. To receive upon being initiated as members, copies of the National and Council Constitutions and Bylaws, Membership Certificates, Identification Cards and LULAC Pins whose cost shall have been covered by the initiation fee as set by this Constitution;
6. To receive a quarterly issue of LULAC News, the official literary organ of the League;
7. To have their membership transferred to another Council upon written request to their home Council and the approval of the receiving one. Such transfer may be temporary or permanent and all details of dues, honors, membership classification, etc., shall be handled by the secretaries of the respective Councils;
8. To appeal to their respective Councils and/or District, State and National Officers and Assemblies cases involving their suspension or expulsion as members of the League of any situation which in their opinion constitutes an infringement on their rights and privileges as members of the League. Such appeals must be in writing and present all details.

# LULAC Meeting House Rules

Effective LULAC meetings require members to work together as a team. All participants should create an atmosphere of mutual respect and work to achieve a common goal. Avoiding disrespectful behavior is a must for all LULAC Councils. The LULAC National Office has compiled a list of suggestions for proper decorum during council meetings.

## General Rules:

1. Good order must be maintained if business is to be carried out. This is the responsibility of both the officers and the whole council.
2. There should be no whispering or commotion while a speaker has the floor.
3. Do not speak too frequently, whether you are an officer or a member.
4. Note the question at hand and note who is presenting and what you think of them.
5. As much as possible, state facts rather than opinions.
6. Be tactful and respectful.
7. Respect the opinions of others. Remember that although not everyone agrees, everyone has a right to have their own opinion as well as the right to state it.
8. Speak your ideas and opinions while the motion is pending, when in order and after being recognized. This is the only acceptable time to debate. You should not voice ideas after the fact or after vote has been taken and especially not after the meeting is over.
9. Local councils may have their own specific decorum, protocol and rules of conduct. These are often the result of many years of experience. Officers and members should be careful not to infringe or steer away from those rules and traditions unless it is a consensus of the assembly to do so.

## LULAC Council Decorum

LULAC Councils are most effective when members cooperate. The LULAC National Office urges members to be active in their local councils, but to do so in a respectful and courteous manner. Although certain issues within a community may be controversial, it is important to follow proper decorum.

## **Things to Keep in Mind:**

- Do Not Personalize Issues
- Be Courteous and Respectful of Others
- Be Prepared - Do Your Homework
- Give Everyone a Chance to Participate
- Avoid One Person Monopolizing Discussion
- Be Nice After a Vote – Move on to the Next Issue
- Ask Significant Questions
- Have Fun – Keep Your Sense of Humor
- Be Honest – Keep Your Word
- Disagree Respectively
- Listen Before Judging

**Sample LULAC Council Membership Roster:**

Name	Address	City/State	Zip	Phone #	Email	Mem Since	Initiation Fee	Annual Dues





# LULAC MEETING AGENDA

**“I declare this meeting duly convened and qualified to consider and transact such business as may come before this Council. Let us now rise and extend an invitation to our Chaplain to give the official Prayer of the League...”**

*PRAYER:* Chaplain or other designated member.

*PLEDGE OF ALLEGIANCE:* Sergeant-at-Arms or other designated member.

*ROLL CALL OF OFFICERS:* Secretary (all members and guests must sign the attendance sheet provided by Secretary. It must be dated and attached to the minutes of the meeting.)

*INTRODUCTION OF GUESTS OR NEW PROSPECTS:* President or escort

*READING AND APPROVAL OF MINUTES FROM PREVIOUS MEETING:* Secretary

*TREASURER’S REPORT:* Treasurer

*OFFICER’S REPORT:* All Council Officers, District, State, and National etc...

*STANDING COMMITTEE REPORTS:* Committee Chair or designated member

*UNFINISHED OR OLD BUSINESS:* May be brought up by President or members (President may bring up the business and inform but cannot take part in the debate without giving up the chair)

*NEW BUSINESS:* May be brought up by President or members (President may present and inform but cannot take part in the debate without giving up the Chair)

*ELECTIONS, NEW APPLICATIONS FOR MEMBERSHIP, INSTALLATIONS:*  
President

*GOOD AND WELFARE OF THE LEAGUE:* Any member recognized by the Chair

*ADJOURMENT:* President

*“The meeting is adjourned and the time is: \_\_\_\_\_”*

# Meeting Timesheet

**Meeting Minutes of:** LULAC Council #: \_\_\_\_\_ Date: \_\_\_\_\_

**Meeting called to order at:** \_\_\_\_\_ by \_\_\_\_\_

**Prayer By:** \_\_\_\_\_

**Pledge of Allegiance Read By:** \_\_\_\_\_

## Roll Call of Officers:

---

---

---

---

---

(Attendance sheet is circulated for sign in)

## Introduction of Guests or New Prospects:

---

---

---

---

---

## Reading and Approval of Previous Minutes:

---

---

---

---

## Treasurer's Report:

---

---

---

---

## Officer's Report:

---

---

---

---

---

---

---

**Standing Committee Reports:**

---

---

---

**Special Committee Reports:**

---

---

---

**Old Business:**

---

---

---

**New Business:**

---

---

---

---

**Elections and New Applications:**

---

---

---

---

**“Good and Welfare of the League”:**

**Adjournment:**

---

---

**Meeting Adjourned At:**

---

---

**Minutes Taken By:**

---

---

# Principal Motions and Robert's Rules of Order

## General Rules:

1. A motion must be made to the Chair after you have been recognized by the Chair.
2. In general, all important motions should be seconded, which may be done without rising or addressing the Chair.
3. When a motion has been made, seconded and stated by the Chair, the assembly is not at liberty to consider any other business until the motion has been disposed of.
4. The mover cannot withdraw the motion after it has been stated by the Chair.
5. The presiding Chair may participate in the debate of a motion only after releasing the chair to the appropriate officer. The Chair should release the chair only to make pertinent points on the debate and not give personal preferences on either side of the question before the assembly.

## Principal Motions:

1. **To Amend:** This motion is to change, add or omit words in the “original main motion,” is debatable, and requires a majority vote to pass. “To amend the amendment” is a motion to change, add or omit words in the “first amendment” and is debated and requires a majority vote to pass.  
**Method:** the first vote is on “changing words” per the amendment, the next vote (if first vote adopts change) is on adopting the main motion as changed. If the first vote DOES NOT adopt the change, the next vote is on the “original main motion.”  
**Note:** No motion can be changed or voted on with changes without going through the amendment procedures. This includes “Friendly Amendments” which must still go through the same procedure. There are no “Friendly Amendments.”
2. **To Commit:** This motion is used when it becomes necessary for a motion to be studied or investigated further. Then, it can be moved “To Commit” the original motion to committee for further consideration. This motion is debatable, amendable, and requires a majority vote. The Committee must bring up this motion.
3. **To Lay on the Table:** The object of this is to postpone the subject under discussion in such a way that it can be taken up at some time “in the future”. This motion is not debatable or amendable and requires a majority vote to pass.

4. **To Postpone:** A motion to postpone the question before the assembly to some future time is in order and can be made anytime during discussion except when a speaker has the floor. This motion is unlike “to lay on the table” in that it is debatable and amendable which allows discussion on when to reconsider. It requires a majority vote to pass. Original motion can be brought up again just as regular “Old Business.”
5. **To Reconsider:** This motion is to reconsider a motion that was lost on a vote of the assembly. This motion is in order only if made on the “SAME DAY” and must be made by the person that voted on the prevailing side. This motion is debatable and requires a majority vote to pass. No question can be twice reconsidered. This motion requires two votes; first to reconsider and then a vote on the original motion being reconsidered.
6. **The Previous Question:** This motion is to close debate or discussion on the pending question before the assembly. This motion is in order anytime during debate but must be recognized by the Chair. The correct form is “Mr. Chairman (or other) I move the previous question.” The motion is not debatable. Chairman asks “shall debate be closed and questions to vote now put” and a vote is taken on the “previous question motion” first. It requires two-thirds (2/3) vote to pass. If adopted, a vote on the question before the assembly is immediately taken and no further discussion whatsoever is allowed.
7. **Point of Order:** This motion is always in order but can be used only to present an objection to ruling of the chair or some method of parliamentary procedure. The correct form is “Mr. Chairman (or other), I rise to a point of order.” The Chair answers, “Please state your point of order.” Only at this time does the member state the objection. The Chair then answers: Your point is sustained or your point is denied. If any member is not satisfied, then they may appeal the decision of the Chair. The Chair must address the appeal to the assembly. It is treated like any other motion and is debatable. On this motion, the chair may discuss it without leaving the chair. A majority of no votes reverses the ruling of the Chair.
8. **To Adjourn:** This motion is used to adjourn a meeting and is always in order during a meeting. When a speaker has the floor; when a vote is being taken; immediately after this motion has just been voted down; and when the assembly is in the midst of some business which cannot be “abruptly” stopped. The motion is not debatable and requires a majority vote to pass. When the motion is made to adjourn to a “definite place and time” then the motion is debatable and requires a majority vote. Note: A common mistake is for the Chair to adjourn without a motion. At the end of the meeting, the Chair should ask “Do I hear a motion to adjourn?” and a vote is taken.

## Nominations and Elections:

1. When allowed by the Council, a nomination committee can be used to present candidates for office to the council. The committee makes its report and presents a slate; one name for each office to be filled by a vote. The committee's nominations are treated just as if made from the floor by members. No vote is taken in accepting the nominations of the committee.
2. After the committee presents the slate, the Chair asks if there are any more nominations. If there are more nominations from the floor, the names are added to those submitted by the committee. The nominations are taken by preference of the assembly; office by office or all at one time.
3. Nominations are not seconded and thus seconds are not recognized.
4. A motion to close nominations is in order only after the council has had reasonable time to add nominations. It is not debatable and is incidental only to nominations. It may be amended only to time of closing nominations with no other subsidiary motions applied to the motion. It requires two thirds (2/3) vote to pass. A motion to reopen nominations is in order any time before voting begins. It is not debatable and requires only a majority vote. It can be amended only at that time and with no other motions applied to it.
5. A member may withdraw their name from nomination because they cannot serve, but no member can withdraw "in favor of another member."
6. Each member may vote for any eligible person whether nominated or not.
7. After nominations are closed, the assembly proceeds to the election. Voting is done as described in the by-laws or by the decision of the assembly.
8. The candidate with a majority of votes (or plurality if stated in the by-laws) is elected to fill the office. Majority means more than half of the votes cast. Voting may continue until one candidate reaches this number.
9. Chair Votes: On a ballot vote, the Chair marks his ballot and turns it in with the others. From the Chair, the presiding officer votes in a tie, casting the deciding vote. In elections, in case of a tie, the balloting continues until a candidate receives a majority.
10. To move that an election be made unanimous is a mistaken courtesy and very common mistake. It forces those who did not vote for the candidate to unwillingly transfer their vote, thus making it look like a unanimous vote when it was not. One negative response defeats this motion and the vote cannot be unanimous.
11. An election takes effect immediately after the business session is completed unless previously stated in the by-laws specifying a different date. This does not mean that officers assume at the meeting. It just means that elections are over and official.

# Member Recruitment Strategies

The LULAC National Office encourages LULAC councils to actively recruit new members. Recruiting allows Councils to expand their membership and better influence public policy in a given community. A Council with a large constituency can better mobilize to pressure local politicians, legislators, etc. Below are some strategies to recruit new members.

## Member Drives:

Member drives are an easy and effective way to recruit new members. Be sure to have all membership materials on-hand. Brochures, pamphlets, and membership applications are a must. Remember, you should make it easy for people to find out about your LULAC council and become members. Plan in advance for membership drives.

## Bring a Friend Requests:

Councils should urge members to bring friends to local meetings and events. The friend requests technique is a simple way of engaging current membership and recruiting new members. Sometimes simple things such as inviting a friend to a meeting are surprisingly effective forms of recruitment.

## Hand Out Brochures at Every Activity:

Every activity is an opportunity to expand your Council's connections. Be sure to use these events to recruit new members by handing out materials about LULAC's mission, programs, local meeting times, etc. Aim your brochures at a wider audience. It is important for people to know about LULAC and what your council has done in the community. This will help you reach out to other individuals and/or groups in the future. Remember that well publicized events offer a high potential for recruitment. Think of all fundraisers and activities as opportunities to recruit new members.



# Fundraising Strategies

## The Importance of Fundraising

If LULAC Councils are to increase their impact on local communities they must learn how to raise money. This guide is intended to provide helpful tips for Councils to improve their fundraising strategies.

## Who Can Fundraise?

Local Councils are encouraged to fundraise on their own or in cooperation with other acceptable organizations as long as they do not violate or contradict the principles of the League. In addition, Councils are permitted to establish local membership dues and a schedule of payment, and to collect and remit District, State and National dues.

## Techniques for Effective Fundraising

The key to successful fundraising is planning. There are some strategies that Councils can use to raise money more effectively and efficiently:

*Set Goals:* Set goals for each year and every event. The more precisely you can set your goals, the better you will be able to plan fundraisers to meet them.

*Create a Budget and Stick to It:* The purpose of fundraisers is not to “break even.” Every fundraising activity must be well planned. You should have a good sense of how much an event will cost and how much money you can raise from it. Remember, a few larger well-organized events are better than many less-organized events.

*Be Organized:* Organization is the key to successful fundraising. The earlier you plan, the better your chances for success are. Make sure to plan on paper so that you can reference and revise it.

*Keep Records:* Keep records of budgets, event details, and other pertinent information used for event planning. Events can be improved from year to year, but only if there are notes from a past event to work off.

*Divide Responsibilities:* Nobody can plan an effective fundraiser alone. Distribute responsibilities and have regular meetings to keep everybody on the same page. Appoint sub-committees to be in charge of various aspects of the fundraiser. This way each person can focus on their specific assignment to ensure an effective fundraiser.

*Maintain Active Communication:* Details of events should be known both by those planning the event and others in the community. People should be able to easily find out when and where an event will take place. Plan for Public Service Announcements (PSA) and church announcements to be sent out at least 30 days out.

## Forming Effective Fundraising Letters

Well-crafted solicitation letters are a great way to raise funds.

### Effective letters should:

1. *Make a Good First Impression:* Never send a letter or announcement without having it proofread by someone other than the author. Choose someone who has editing skills to review all correspondence before it is sent.
2. *Be Personal:* The people that you are writing to probably receive other solicitations. Speak directly to your audience to engage them. Don't be afraid to appeal to personal experiences and/or concerns. Address your letter to a specific individual. Never send a letter that is addressed "Dear Sir" or "To whom it may concern," "Dear Supporters" or address any other generic group!
3. *Appeal to Your Audience:* You should have a good idea of who you are soliciting to. Tailor your letter to the intended recipient. Remember to thank them for their generosity and loyalty.
4. *Be Visually Appealing and Easy to Read:* The reader of your letter should be able to understand LULAC's mission and what you are asking for. Use plain language and concise and emotion-filled words.
5. *Relate to a Larger Cause:* Make the recipient feel like they will be contributing to a larger cause by donating money.
6. *Be Specific:* You are writing a letter for money, so ask for it. Don't hesitate to ask for it within a certain time period and/or for a specific purpose.
7. *Provide Background information:* Remember that the person or group you are soliciting may not know what LULAC is. Be sure to include any pertinent information about our organization including brochures, fact sheets, annual reports, and information about LULAC programs. The letter is only one aspect of the packet, do not ignore the rest!
8. *Make it Easy to Contribute:* The easier it is for people to contribute, the more contributions you will receive. Make sure that all of the information about the date, time and place of the event, the amount requested and the deadline are included in letters and response forms. Whenever you send out invitations or solicitation letters be sure to include everything necessary to contribute in the packet. A prepaid envelope and reply form are a must. Make contributing to your Council as effortless as possible.
9. *Timing is Important:* Communicate early and often. Solicitation letters should be sent at least ninety (90) days before the event.

Follow-up letters should be sent 60 days and 30 days out. Also,

remember to send thank you letters within seven (7) days of the event.

## **Financial Records and Annual Reports**

A council shall maintain current, true and accurate financial records with full and correct entries made with respect to all financial transactions of the council, including all income and expenditures in accordance with generally accepted accounting principles.

All councils are required to electronically submit Form 990-N also known as the e-Postcard with the IRS. If a charter fails to file they will automatically lose its tax-exempt status. The e-Postcard is due every year by May 15th. To file electronically you can go to the IRS website or type <http://epostcard.form990.org>.

## **How to Write a LULAC Resolution**

### **What is a Resolution?**

#### **There are 3 types of resolutions:**

1. Legislative: those dealing with laws or bills of interest or affecting the League's area of activity. Copies of laws or bills shall accompany the resolution;
2. General: those resolutions expressing an opinion with regard to individuals, groups, ideologies or institutions and their actions or effects, with situations or conditions of interest or concern to the League and its work, or with setting or determining policies of the League.
3. Special: those resolutions expressing an opinion with regard to congratulations, memorial observances, condolences, and similar recognitions.

Resolutions that pass the national assembly become the binding position of the entire LULAC organization and for this reason must be well researched, fair and accurate, well worded and serious. The resolution must deal with a situation that is national in scope while issues that pertain to only one state or local community as well as minor or trivial issues should be dealt with at the local, district or state levels.

### **Why Write a Resolution?**

Resolutions are a good way to express an opinion on a given issue and pressure groups to take action. All LULAC councils in good standing may present resolutions to be voted on at the National Convention. Individual members should consult with a Council if they wish to draft a resolution.

### **Requirements for Proposing a Resolution**

1. When submitted, all resolutions must be typewritten via electronic mail or postmarked to the national office 60 days before the National Convention date, which shall be when the National Assembly is scheduled to convene to be certified and vote. The National Office in turn shall send a summarization

of the resolution or the resolved portion to all Councils in good standing thirty days prior to the said date. Councils are considered to be in good standing if they have paid all of their dues on time and have not defamed the League.

2. At the Convention, the Chairman of the Amendments and Resolutions Committee shall read each resolution once and offer the recommendations of the committee before the National Assembly discusses and votes on the resolutions.
3. A simple majority vote by the certified delegates at the National Convention is necessary for the approval of a resolution.
4. No resolution shall be accepted by the National Board of Directors if it is improperly prepared, in conflict with existing provisions, or submitted past the established deadlines. In case of emergencies or situations arising after the National Assembly in session, resolutions may be accepted by the National Assembly when presented by a Council in good standing, if properly prepared in text and typed.

## How to Write an Effective Resolution

All LULAC resolutions must follow a common format. Resolutions have three parts: the heading, the perambulatory (“whereas”) clauses, and the operative (“be it resolved”) clauses. These parts are linked with commas and semi-colons throughout the resolution with one period at the very end. A sample resolution is included on the following page.

1. *The Heading:* The heading should describe the topic of the resolution and list the Council sponsoring a given resolution.
2. *Preamble “Whereas” Clause:* The perambulatory clause should outline the history of the problem and demonstrate the need for a solution. It should refer to prior incidents and/or other pertinent resolutions. The perambulatory clause should appeal to humanitarian concerns as well as basic principles of LULAC.
3. *Operative “Be it Resolved” Clause:* Operative clauses are the core of a resolution. They offer a clear position on the issue at hand. They can encourage, commend, condemn, or otherwise comment on an existing situation. This imperative can range from a denunciation of a person or event to a clear position on a piece of legislation. Operative clauses recommend a shift in policy and they are fully debatable and amendable.

## Some verbs for operative clauses include:

Accepts, Affirms, Approves, Authorizes, Calls Upon, Condemns, Congratulates, Confirms, Considers, Deplores, Draws Attention (To), Designates, Emphasizes, Endorses, Proclaims, Requests, Reaffirms, Recommends, Requests, Resolves, Urges, etc.

## Sample Resolution

### CELEBRATING LULAC'S 80TH ANNIVERSARY

WHEREAS, 80 years ago, the founders of the League of United Latin American Citizens, better known as LULAC, joined together to establish an organization that would become the largest, oldest, and most successful Hispanic civil rights and service organization in the United States; and

WHEREAS, since its inception on February 17, 1929 in Corpus Christi, Texas, LULAC has championed the cause of Hispanic Americans in education, employment, economic development, and civil rights; and

WHEREAS, LULAC has developed a comprehensive set of nationwide programs fostering educational attainment, job training, housing, scholarships, citizenship, and voter registration; and

WHEREAS, LULAC members throughout the nation have developed a tremendous track record of success advancing the economic condition, educational attainment, political influence, health, and civil rights of the Hispanic population of the United States; and

WHEREAS, LULAC has adopted a legislative platform that promotes humanitarian relief for immigrants, increased educational opportunities for our youth, and equal treatment for all Hispanics in the United States and its territories including the Commonwealth of Puerto Rico; and

WHEREAS, this year, the League of United Latin American Citizens will celebrate eighty years of community service to increase educational opportunities and improve the quality of life for Hispanic Americans;

NOW, THEREFORE, BE IT RESOLVED, by the \_\_\_\_\_ that the week of February 15-21, 2009 be designated as;

“NATIONAL LULAC WEEK”

and that the citizens of \_\_\_\_\_ are asked to join the LULAC Membership in observing the organization's eighty years of service and the outstanding contributions that LULAC has made to our country.

SIGNED, this the 17th day of February 2009.

## Section Review

### You should now know:

- How to become a LULAC member
- The duties and privileges of a LULAC membership
- How to find a local council
- The role of LULAC Councils and how to effectively manage a council
- The recommended Standing Committees for all councils
- Proper LULAC council decorum and Robert's Rules of Order
- How to recruit new members
- How to fundraise for your local council

### Here are some questions that you should now be able to answer:

1. Who can become a LULAC member?
2. How does somebody become a LULAC member?
3. True or False?  
LULAC members are expected to participate in all meetings and activities of their respective councils
4. Name two of the standing committees that the LULAC National Office recommends all councils have.

## Answers:

1. All persons of either sex who are residents of the United States of America, or citizens of the United States residing abroad, and are eighteen years of age or older, and whose loyalty to our country is unquestionable, are eligible for membership.
2. By signing up at <https://action.lulac.org/membership> or calling LULAC Membership Service at (915)577-0726 and paying LULAC membership dues.
3. True.
4. You could name any of the following: membership, education, issues, public relations/media, fundraising, and civil rights.

# Effective Advocacy

Advocacy is successful when you are able to effectively support a cause, idea, or policy. Successful advocacy depends on several strategies, no matter what issue you are arguing for or against. Familiarizing yourself with the most powerful data and arguments to meet your situation and making sure that your message is aimed at the right audience are important. Advocates should take the time to consider the most effective means to communicate directly with elected officials as well as ways to maximize their impact by working with others or working indirectly to affect Federal officials' views. Organization, preparation, and planning are very important if you want to be successful in your advocacy efforts.

## Communication Tools

Once you have your basic background information and arguments in hand and know who your audience is, it's time to decide how you are going to communicate to your elected officials. Remember that the most appropriate strategy may change, depending on the timing of the communication: a general rule of thumb is that the shorter the time frame, the more acceptable less formal communications become.

It is also important to remember that in all communications with elected officials and their staff, be sure to introduce yourself, provide affiliation information, and provide a mailing address so that your officials can respond to you.

40

## Writing a Constituent Letter

Without question, letters are the most effective form of communication with elected officials. Letters create a sense of seriousness, due in part to the time they take to write, that cannot be captured in e-mails. Association or business letterhead also helps lend a visual distinctiveness and credibility to your concern. Because of new security measures in Washington, DC, U.S. mail delivery delays to Congress of up to three weeks are the norm. As a result, it is becoming more common to fax letters to offices.

*Below are a few guidelines to keep in mind when writing a letter:*

- Use personal or business letterhead, if possible. Be sure your name and return address is on your communication — some times letters become separated from the mailing envelope.
- Identify your subject clearly. Refer to a bill number if you are writing about specific legislation.
- State your reason for writing. Your personal experience is usually the strongest reason. Explain how the issue affects your school district, your students, or



your child. Do you represent a group of parents or teachers? Be sure to include that as well.

- Be reasonable and constructive. If you oppose a measure, clearly state your concerns about the measure. If possible, offer an alternative. Include examples or data where possible, being careful not to make any unsupportable claims. Misinformation casts doubt on you and your views.
- Ask your elected official to provide his/her position on the issue in a written reply.
- Be sure to thank the official if he/she votes the way you requested or indicates strong support for your issue. Every one appreciates and remembers a complimentary letter.

## Making a Constituent Phone Call

A telephone call can be effective when you want to record your views on an upcoming vote or when your opinion can be stated very concisely. Calls are not an effective way to educate legislators, nor do they provide the opportunity to demonstrate your expertise on an issue. In most cases, receptionists handle the calls and their goal is to simply make a record of the call. In some Congressional offices, it may be possible to speak directly with a staff member working for your elected official to provide a bit more information.

*When making a telephone call to elected officials, keep the following in mind:*

- State your views clearly and succinctly.
- Conclude your message with a request for action.
- Remember to leave your name, address, and phone number.

## Sending Email Messages

Although email has become standard business practice, the simplicity of email in some cases makes it less effective because of the time it takes for offices to wade through the volume of email that arrives on particular issues. Additionally, because all email “looks” alike, communications from organizations with many members in the district or state (e.g., local parent groups and statewide associations) are unable to distinguish themselves easily via email, which should carry additional weight because of the numbers of constituents represented by the communication.

Email is definitely better than not communicating at all. When there is an urgent issue, such as when there is less than 72 hours to reach your elected officials about an upcoming vote, emails, phone calls, and faxes are the only means to reach an office in time. LULAC recommends that if possible, email should be used only after a relationship with the elected official has been established, reserved for

communications with staff, or used when time is of a premium.

Again, if you do use email, always be sure to include your full name and your complete mailing address so that the official can respond to you.

## **In-Person Meetings**

Face-to-face meetings are the most effective means to convey a message. Meetings often are the beginning of a long-term relationship with your elected officials and their staff. Keep in mind that successful advocacy requires a sustained effort, not simply one letter, phone call, or meeting. Depending on the distances involved, you may never have had the opportunity to meet your elected representatives in your state capital or in Washington, DC. However, your elected officials also have local offices, sometimes staffed by part-time employees. Your local school board members also have offices where they meet with constituents. You can find the office locations and phone numbers online through local, state, and Congressional websites or in a separate government section of your phonebook.

No matter which official you're trying to see, there are several steps to take and you should plan as far in advance as possible.

### **Make an Appointment**

Call your elected officials' office and ask to speak with the person who sets up appointments. Be prepared to provide information about yourself (or your group), the topic you'd like to discuss, and a range of days (or times) that you would like to meet. Be prepared to send the office a request in writing, particularly if it is with a Member of Congress. If the official has more than one office, and you can be flexible about where and when you meet, be sure to let the appointments secretary know. If your legislator is completely unavailable, but has a staff person who is knowledgeable about education issues, ask if you can make an appointment with that staff member; they are often very helpful, and meetings can be very productive.

### **Prepare for the Meeting**

Have your information ready in a concise form, just as you would when writing a letter or making a telephone call. Prepare the strongest two or three reasons why your legislator should support your views and practice your conversation with a friend. Know the opposing argument so that you can respond to questions. Develop a packet of information, if possible, to leave behind so that the legislator or staff person can begin a file on your issue. Bring a business card if you have one.

### **At the Meeting:**

Be on time, of course. But don't be surprised if your legislator is running late. Making visits to Congress requires flexibility and patience.

*Once the meeting begins:*

- State the reason for your visit in one sentence.

- Take your cue from the legislator or staffer: if he/she seems familiar with the issue, move right ahead with your request for support for a specific vote, etc. If not, use the time to inform him/her to the key elements of the issue.
- When possible, give local examples and make local analogies so that you are building a case on constituent needs.
- If you are asked a question you are not able to answer, tell the legislator or staffer you do not know, but that you will find out the answer and get back to him/her.
- Never make up an answer; wrong or misleading information will permanently damage your credibility.
- At the end of the meeting be sure to thank the legislator for his/her time, reiterating that you will follow up with any information you may have promised.
- If you are meeting on behalf of a state or local group, you can ask to have your picture taken together.

## Maximizing Your Impact

### Strength in Numbers

It is evident that multiple letters and phone calls have a greater effect than does a single communication. Therefore, your challenge as an advocate is to get others to let your elected officials know about the need for various reforms.

*You might try the following:*

- Ask others in your community to support local, state, and federal initiatives. In some circumstances, it may be appropriate for students to contact elected officials or to testify at a hearing about their experiences.
- Business leaders in your community may be supportive — they too could benefit from new initiatives in your community. They may not be aware of the issues in your community, state, or in the nation.
- Make contact with organizations in your state. Offer to do a short presentation (to the executive committee, legislative committee, etc.) on how policy changes and/or new initiatives in your state and in Congress would make a difference in your community and state. Additionally, it may be possible to appeal directly to their members for support by writing.
- Recruiting “VIPs.” Although every constituent letter carries weight in a legislator’s office, the reality is that some citizens have more influence on specific issues or with specific elected officials than others. For example, a legislator’s lifelong friend, relative, or former business associate is likely to have influence. Likewise, a former state superintendent of education generally has built-in credibility on education issues, even when he/she does not know the

legislator personally. Generating letters from these VIPs is usually a matter of asking them and then providing them with sufficient information to craft a high-impact letter.

- Whenever possible, work with other groups in support of an issue. Developing coalitions not only increases the numbers of supporters on specific state or local issues, but it also broadens awareness of your issue with the membership of the other groups.

### **For Example:**

A local education group can partner with a business organization to sponsor an informational meeting for parents and policy makers. Two groups supporting increased services for dropout prevention is stronger than one because the school board realizes that this is an issue of concern to more than just a dozen families. As employers, business owners and managers need employees with more than just basic skills, they are pleased to support education programs designed to reach that goal. As they learn more about the students in their communities, the business leaders may also initiate internships and mentorships for many of the students in their area.

- Think about coalitions as broadly as possible – there are many groups in your community and state that have an interest in Latino issues, child issues, and business issues that you can partner with.



Photo by Luis Nuño Briones

*Past National President Rosa Rosales and President Margaret Moran addressed half a million immigration supporters at the March for America on the National Mall in Washington, D.C. LULAC called for immigration laws that strengthen our economy and recognize our proud tradition of immigrants seeking the American Dream. 3/21/2010*

# How to increase Latino Electorate Through Civic Engagement

## Conducting a Voter Registration Drive

Although the Hispanic population is now the nation's largest minority community, voter participation lags behind the U.S. population growth. Disproportionately low voter turnout comprises a large part of the underrepresentation of the Latino voice in the United States. This is why voter registration is important. Holding voter registration drives expands the electorate and is the first step to holding elected officials accountable for the citizens they represent.

### Before the Drive

1. Please notify LULAC National that you are interested in conducting a voter registration drive. LULAC National will provide materials and will provide training about your state rules and best practices. Please contact LULAC National's Civic Engagement Manager at 202-833-6130.
2. Make sure you follow your State/County voter registration guidelines. Rules change by state, please consult with your Secretary of State Office and/or County Election Officials. Please keep in mind: (a) Does the state require voter registration organization to register or file other information detailing its voter registration activities? (b) Does the state require any training in order to conduct voter registration drives? (c) Does the state have restrictions on who may help other register to vote?

### Preparing for your Drive

1. Recruit LULAC members and other volunteers to participate. The following positions are essential for a successful voter registration drive: (a) Data Captain (this person is in charge of entering data and reporting), (b) Quality Control Captain (collects and reviews forms from volunteers, makes quality control phone calls to ensure that the people we registered are real, and submits forms to the respected office on time), and Canvassers Captain (this person(s) trains other volunteers on how to collect voter registration application and goes out to the field to collect forms).
2. Choose a location where all volunteers will meet.
3. Get ready for your drive the day before: (a) Identify where you are going to send your volunteers. (b) Make sure your voter registration packets include: (i) Map where the voter registration drive will take place. (ii) Print the rules and tips for your volunteers. (iii) Make sure you keep an inventory of the forms that were checked out to your volunteers. (iv) Your packets should include a clipboard and a pen. (v) If you are able to register voters on-line, please make a flyer to distribute to individuals.

### During your Drive

1. Make sure that your voter registration drives are non-partisan. We register people from all parties; we cannot endorse any politicians or any specific law.
2. Please keep in mind: (a) Are there special rules requiring the registration drive workers to sign their name to the completed voter registration application?

(b) Are voter registration groups prohibited from putting identifying marks on completed voter registration applications? (c) Are there any restrictions on copying completed voter registration application prior to submitting them to the registrar? (d) Are voter registration groups subject to time limits for submitting the voter registration applications they have collected? (e) What are the consequences for failing to submit voter registration applications on time? (f) Make sure you track the voter registration applications. What forms are checked-out, completed, and voided. (g) What are the rules for correcting incomplete applications?

### **After the Drive**

1. When canvassers return, the Quality Control Captain will make sure that all forms are fill-out correctly. If needed, the Quality Control Captain will coach each volunteer if they made a mistake.
2. Make sure you turn in all forms on time.
3. Please report all data to LULAC National.
4. Make sure you schedule your next voter registration drive and ask your volunteers to help again.



# Plan an Event

## Raise Awareness of Issues in Your Community

One very powerful way to impact your community is to plan an event to raise awareness of a specific issue. Public events are a great way to involve other members of your community in your pursuit for policy changes. Everyone benefits from the positive publicity and it's an excellent way to get your message across as well as a way to begin building a relationship with the elected official's office.

What is important is that the elected officials have the chance to interact with members of the community. These individuals are articulate advocates for themselves and their programs, often acting as their own best advocate.

Once you have planned the event with other advocates in your community, ensure that the event complies with all local, state, and national regulations. It is also a good idea to let local officials know what you have in mind and ask for some guidance on elected officials' schedules and any other suggestions to ensure a successful event. Be prepared to follow up quickly with a written invitation outlining the details.



*LULAC National President, Margaret Moran, and LULAC members joined community leaders from across the country in a march to Alabama to protect workers' rights, voting rights, public education, and immigration reform. Dated 3/8/12.*

# Tips for Planning an Event or Conference

Planning a conference or event can reap tangible benefits for your local council, such as increased exposure and a more engaged membership. However, it takes hard work and dedication.

*Here are some tips to help plan successful events:*

- Come up with a topic for discussion with your group that you would like to present to the public or other organizations.
- Break down topics into key points. Consider turning these key points into separate workshops.
- Actively recruit speakers and/or presenters that are knowledgeable on a given topic.
- Find a location, time, and date to have the conference.
- Find sponsors and/or other means of fundraising for an event or conference. Write letters to companies stating who you are, what you are doing, and what you need from them.
- Publicize your event or conference. Some effective ways to publicize an event are to use online sites such as Facebook, Myspace, Twitter, and through e-mails. Posting flyers is a must. Also consider sending out personal invitations to certain special guests.

*The day of the event:*

- Have speeches ready, greet guests, and be professional as you are representing yourself and your organization.
- Have a schedule in place for the event or conference.

*Following the event:*

- As soon as possible, send thank you letters to your sponsors and guest speaker(s) for their time and help after the event concludes.
- Give yourself a pat on the back.

## Additional Ideas

### Get to Know Staff

As issues become more complex, many elected officials have staff that coordinate the flow of information on various topics. As a result, well-informed staff can be key to gaining support for new legislation or for increased funding. Members of Congress have staff in their district and state offices that are responsible for keeping up with issues that are of importance to constituents, which often includes making local visits or attending meetings. Plan to contact the staff person responsible for a



specific issue and ask for a meeting to discuss reforms. If you represent a local or state organization, you might invite the staff person to attend your annual conference or attend an advocacy event.

## **Follow up**

The maxim “once is not enough” applies to communications with elected officials. Regular, thoughtful communications have an impact and can leave a positive impression with officials and their staffs. Take every opportunity to share information that supports policy changes in your community.

# **Engaging the Media**

## **Consider Your Audiences**

To successfully leverage the influence of the media to inform, engage, or persuade your audiences, you must first understand and get to know where these audiences get their news generally, and in particular, where they access news related to your topic.

Think about how your audiences consume media to help you identify the news outlets on which to focus your outreach. This will narrow down the type of media strategy that will be most receptive to your outreach.

# **Strategies for Engaging the Media**

**49**

## **Here are a few considerations for engaging the media:**

- Set realistic expectations. Not all news is national news, and not all news is broadcast news. Before embarking on your media adventure, set realistic goals about the type and quantity of coverage you expect.
- Understand the role of media in your community. Before approaching one outlet over another for a big local story, consider which local media will have the most impact in your community. Also, it is important to be aware of past relationships with, past coverage of, and attitudes toward LULAC, as this may affect how your pitch is received.
- Know your market. It is important to understand how your media market fits into the grand scheme of local, regional, and national news coverage. Some news outlets service small media markets and focus primarily on local news. Other news outlets feel that they are the providers of regional and national news, as well as local news. Finally, some outlets might identify themselves primarily as sources for national or even international news, sometimes making it hard to tell a local story. Top media markets typically present this challenge—New York City, Los Angeles, and Washington, DC.

## What is Newsworthy?

Here is a list of qualities to help you determine the newsworthiness of your story. Each of these elements alone may not make your story newsworthy, but if several apply, you probably have a story worth pitching to reporters. It's newsworthy if:

- It's new—something that no one has ever said or heard before.
- It's timely—yesterday's news is old news.
- It involves a public figure, a celebrity, or a well-known organization.
- It has a strong human-interest angle.
- It's visual.
- It centers on an event or happening.
- It affects a large number of people.
- It's dramatic or compelling.
- It's a variation of a theme already receiving media attention.
- It's interesting on an otherwise slow news day.
- It benefits a large number of readers, viewers, or listeners.
- It pulls at people's "heart strings."
- It's unusual or ironic.

## Determining Your Media Outlet

Here are some tips for determining which type of media outlet would be most appropriate to share your newsworthy story:

- **Television.** Do you have a good visual? Can your story be told in pictures and not words? Can your message get across in a 30- to 60-second spot? Do you have a spokesperson prepared for television?
- **Radio.** Do you have a quotable quote? Does your spokesperson have a good radio voice? Are there background sounds you can provide to the station to make your story sound multidimensional?
- **Newspaper.** Does your story require some in-depth discussion of a topic? Do you have the supporting resources to help the reporter write a better story? Will you be able to provide interviews and statistics on a deadline?

## Developing Your Pitch

Just as you advocate for the Latino community, a reporter can advocate for your story with newsroom decision makers. But first you must convince the reporter that the story is worth covering.

### **Here is a list of tips for making your story more appealing:**

- Incorporate common angles found in national and local media and connect them with stories impacting the Latinos community.
- Provide local details about Latinos that can be related to new studies, reports,

findings, discoveries, and trends appearing in other sections of the paper.

- Localize national data. Reports and studies are often the catapult to newsworthiness. Make sure your pitch hits home by including comparative local data within the context of national findings.
- Plan ahead for annual holiday and seasonal stories. Each year such stories offer new opportunities to inform and educate your community about issues important to the Latino community. Use these observances as a chance to get creative and find interesting ways to incorporate messages about high school equity into other newsworthy events and activities.
- Provide a local perspective on a national issue. Anytime the national media picks up on a story that can be related to the situation in your community, let your local media know that you can add an important perspective that impacts many people in your community.

## Delivering Your Pitch

Now, it's time to contact the reporter. The following questions and steps will help you prepare a pitch that you can deliver effectively:

- What are the most compelling elements of the story? Do you have interesting visual opportunities for video? Have you confirmed and prepared interviewees such as family members, local LULAC representatives, or others? Keep in mind that local reporters will always ask to speak to a "real person" or "real family" who is directly affected by the situation, issue or event. Use a few short paragraphs to highlight the most compelling elements and explain why the outlet's audience should care. Attach any accompanying documents such as visual materials, a press release, or news advisory.
- Do you have compelling local or national data that highlights your story?
- Should you initially contact the media by email or by phone? If you are pitching to daily news outlets an event or observance that is a week away, an email pitch is typically best.  
Always follow up your email pitch with a phone call a few days later or a few days immediately before a scheduled event. As a general rule, the best times to pitch stories are between 8:30 a.m. and 1:30 p.m. for print news outlets, and between 8 and 10:30 a.m. and 1 and 3 p.m. for broadcast outlets.
- Do you have a particularly short lead time? Determine the best time to reach the reporter, put together a few notes and the most compelling elements of your message that will help you briefly describe why the audience or editor will care, then contact the reporter by phone.

# Writing a Press Release

Press releases are important ways to gain publicity for a cause.

## Template:

### {Use letterhead}

FOR IMMEDIATE RELEASE Contact: <Name of Contact Person>

- > Title
- > Organization, District, etc.
- > Telephone Number
- > E-mail Address
- > Headline - Be creative and keep it to one sentence, using proper title case.
- > City, State, Month, Day, Year
  
- > Introduction. Grab their attention here with a strong introductory paragraph that covers who, what, when, where, why, and how.
- > Put the body of your press release here. Expound on the information provided in your introductory paragraph. Include quotes from key staff, administrators, researchers, subject matter experts, etc.
- > The body of your press release should contain more than one paragraph. The final paragraph should restate and summarize the key points of your news release.

For additional information, contact:

<include contact information here>

[heading] About <Organization, District, etc.

- > Can include a short paragraph on background information of your organization, district, URL, etc. here.

> CONTACT INFORMATION

- > Name of Contact Person
- > Organization, District, etc.
- > Telephone Number
- > E-mail Address

FYI: using -30- at the end of the release is the symbol traditionally used in press releases to signal the end of it. You can use -More- if the release is more than one page. However the -More- is used less these days because most releases are sent by email, and pages are less relevant in the body of an email message.

Based on template from PR Web™: The Free Wire Service:

<http://www.prweb.com/>

## Sample Press Release

FOR IMMEDIATE RELEASE:

June 10, 2011

LULAC Files Redistricting Suit Against Texas

Legal Team has Been Preparing for Redistricting Process Since Last Year

CONTACT: Luis Roberto Vera, Jr.  
National General Counsel  
(210) 225-3300

San Antonio, TX –The League of United Latin American Citizens, the oldest and largest Latino membership organization in the United States, filed suit today against the State of Texas challenging the manner in which redistricting for the United States House of Representatives, the State House of Representatives and the Texas State Board of Education have been drawn or will be drawn.

LULAC attorneys including Luis Vera, Jose Garza, Rolando Rios & George Korbell have been working since last November on the redistricting process in Texas. Once the 2010 Census figures for Texas were made public, George Korbell drew redistricting maps that were used by Texas LULAC leaders in their testimony before the state legislature. These maps made clear that the four new congressional districts that Texas gained as a result of its fast growing Hispanic population, could be drawn in a manner that would create four new Latino performing districts.

“For 82 years, LULAC has worked to defend the voting rights of Latinos in the state of Texas and throughout the nation,” stated Margaret Moran, LULAC National President. “The lawsuit filed by LULAC today against Texas will ensure that Latinos in Texas benefit from the new districts that state gained as a result of Hispanic population growth.”

LULAC joins by way of intervention the suit filed originally by the Mexican American Legislative Caucus. The motion and complaint are attached can be downloaded at the following link [www.lulac.org/txsuit](http://www.lulac.org/txsuit)

The League of United Latin American Citizens, the largest and oldest Hispanic membership organization in the country, advances the economic condition, educational attainment, political influence, housing, health and civil rights of Hispanic Americans through community-based programs operating through 900 LULAC councils nationwide.

###

# Letters to the Editor

Letters to the Editor offer the opportunity to raise awareness on policy issues after-the-fact. To be accepted, letters need a connection to something reported in the paper or to something happening locally. For example, extensive newspaper coverage about the state education budget that does not include mention of drop-out prevention programs offers the chance to write about the need for funding these programs. Keep in mind that administrators, legislators and elected officials all read their local newspapers; many elected officials read the major newspapers across the state. This is your chance to share the opinion of the organization with them.

## *Be sure to:*

- Identify the op-ed and editorial page editors for the daily and weekly newspapers in your area.
- Check on other guidelines the paper may have (e.g., deadlines, length of opinions, whether the submissions may be made via fax or email).

## Template Letter to the Editor

<Name of Media Outlet or Publication>

<Attention: >

<Address 1>

< Address 2>

<City>, <State> <Zip or Postal Code>

Dear Editor:

<State your reason for writing here. If you are responding to articles or editorials by the media outlet, use the first sentence to reference the title of the article, name of the publication, and date it appeared.>

<State your case here. Include facts, references, or research here to establish credibility. [Keep length in mind though. Acceptable letter length will vary from periodical to periodical. Look at their letters section to get a feel for an appropriate length.]>

<Include a call to action, asking readers to follow up with some activity, such as joining in calling on policymakers to address the issue. >

<End with a strong, positive statement in support of your case. >

Sincerely,

<Writer's Signature>

<Name of Writer>

<Writer's Title>

<Writer's Organization >

# Sample Letter to the Editor

To the Editor:

The No Child Left Behind Act has provided the opportunity to close the insidious achievement gap between students of color and white students in America's schools.

By holding schools less accountable for student progress, the bill proposed by Representatives Sam Graves, Republican of Missouri, and Tim Walz, Democrat of Minnesota, would make standard the educational status quo.

Fortunately, as you note, the bill is unlikely to pass.

Every student should, as a basic civil right, be guaranteed a quality education. We should not render the nation's commitment to achievement for all students meaningless by eviscerating accountability.

Instead, a stronger, reauthorized No Child Left Behind Act must include higher standards of accountability and clear, consistent requirements for reporting graduation rates and student progress. Otherwise, we will fail to provide the necessary academic opportunities to our country's future business and political leaders, jeopardizing the strength of our economy and our democracy.

Michael Wotorson

Washington, Aug. 1, 2008

The writer is the director of the Campaign for High School Equity.

# Planning a Press Conference

A press conference can help publicize your event to many news outlets in your region. If you want media coverage for a local rally, vigil, or free clinic a press conference can be used to publicize the issue or event.

## Who's Coming?

*Star Quality:* To maximize media attendance at your news conference, it is beneficial to have at least one high-profile personality participating (e.g. dean, AMSA national officer, community organizer, police chief or the mayor). It is important to plan ahead and give enough notice to your invited participants.

*Diversity:* It will be important to show a cross-section of participants. This will demonstrate that the issue is a concern to everyone. Try to enlist participants from medical, religious, business, education and civic organizations. Strive for ethnic and gender diversity among participants.

## Location, Location, Location

*Eye candy:* Use a location that is easily accessible but also visually interesting for the media. Examples include a hospital emergency room, local school or steps of the state capitol. Obtain a permit in advance if needed!

*Visuals:* Use visual aids at your news conference. (e.g. banners, signs, etc.)

*When to hold the event:* Try to hold the news conference Tuesday, Wednesday or Thursday. Avoid Mondays and Fridays. If at all possible, hold the event between 10:00 am and 2:00 pm. Holding an event earlier than 10:00 am is hard for reporters to make and after 2:00 pm is sometimes too late for evening news. 10:00 am or 11:00 am are the best times because many noon newscasts will include the event.

## Getting the Media's Attention

- Write a media alert that will serve as your announcement of the news conference/event to the press. Be sure to include who, what, where, when and why. Keep it short! Make sure to include a contact name and phone number.
- Contact the National Office for press materials. The Communications Director can provide you with background materials, fact sheets, etc. Do not reinvent the wheel-this information is already available for you.
- Make sure to have "leave behind" material for press such as press release, back ground materials, ect.

*Most important media contact:* The Associated Press daybook. This outlet lists press events for the following day and goes to almost all medical outlets. Call to make sure the event is listed. By noon the day before the event, FAX the advisory to the daybook editor.

*Fax:* One day before the event, all area media outlets should receive the advisory.



*Follow up:* One day before the event, call the assignment editors to confirm fax transmission, and make sure they know about the event. Talk it up as much as possible to encourage coverage! Many TV stations do not make their assignments until the day of the event. It is worth calling the TV assignment editors again between 8:30 am and 9:00 am the day of the event.

## **Setup**

The right equipment: Are you using a microphone? Is there electricity? Do you have/need a podium? Do you have something for the microphone to sit on or attach to?

*Arrange a press table:* This is where reporters sign in and pick up materials. One person should be the “meeter & greeter” of reporters.

*Permit:* Do you need a permit for a given location? If so, get one and bring it.

- If it is an outdoor event, is there a rain location?
- All participants should stand together behind the mike or podium so that everyone is in the picture.
- Make sure that visuals are not placed too high so as to be out of the picture, or too low so as to be blocked by the participants.

## **Speaking Order**

Who’s next? Determine the order of speakers in advance. It is preferable to have each person come to the microphone and introduce him/herself. Remember to distribute a speakers list to the press as well as the speakers themselves.

## **Length**

*Short and sweet:* Each speaker should keep remarks short. The overall length of the news conference should only be 20-30 minutes (including Q & A period). If there are a lot of speakers, each may only be able to speak for 2 minutes, or so.

Not all participants need to speak. Ask groups to send a representative, even if he or she does not wish to speak-this aids in showing the depth of support.

Speakers should distribute copies of their statements to the media. If they are ready in advance, they can be included in the press kits. If not, they can be placed on the press table.

## **Questions**

Often the press will ask questions. They may direct them specifically to one speaker. If not, you, as the host should be prepared to answer any questions that come up. If they ask a question that you cannot answer, don’t be afraid to say you’re not sure and get back to them later.

Reporters often want one-on-one interviews with speakers after the Q & A period. This is your chance to clarify or cover information not brought out in the Q & A.

## Post-event follow-up

After the event, you will want to send a good quality photo to the newspapers in your region. Include the basics of the event, such as the “who, what, when, why, where” information, and highlight any special happenings and the successes. Think of it as a news brief or mini-story.

## Working with Reporters

- Make it a habit to send news releases to the appropriate reporters – be sure to send them advanced notice (at least 72 hours) about upcoming events or programs; VIP speakers addressing your community or the opening of a new program that serves your community, etc. Small, positive stories in the local press help develop good relations for your organization with local reporters and also provide a steady “diet” of stories about problems facing the Latino community in your area for public consumption.
- Send “story ideas” to reporters and talk-show hosts. Over the course of the year (and the state legislative session) there are various news “hooks” that advocates can take advantage of to help develop stories promoting policy reform.



Photo by Luis Nuño Briones

*For example:* in the case of education reform, story ideas such as public debate on school bond issues, plans to modify state content standards, teacher qualifications, the release of state and local test scores, and special education funding may offer opportunities to include your education reform issues in the news coverage.

Provide the reporters and talk show hosts with a cover letter suggesting the story idea, general information on the group that you are representing, and a general description of the audience interest for the story (e.g., “parents with minority students entering or currently in high school”). Also be sure to include specific information on who the reporter may contact (include role in the association, day and evening phone numbers), or the name and numbers of the person who would be available to do a radio interview.

## Social Media

With the widespread use of the Internet around the world, it is important to familiarize yourself with the most popular new media tools. Learn how to use them, explore why they are important, and then determine which tools are a good fit for your cause. When updated on a regular basis, you can successfully build an online community where your supporters give you feedback, attend your events, donate to your mission, and more. Please note that as a LULAC representative, your online behavior should be professional and courteous at all times. Below are a few recommended websites to help you get started:



**Facebook**  
**[www.facebook.com](http://www.facebook.com)**

The purpose of Facebook is to create a fan page for your council (ex: LULAC Texas Council #1000) and encourage your members to join. Keep everyone updated with the latest news stories, Save the Date for events, and action alerts. There is no cost to join and you can use your page for promotion of flyers, your website, and in the signature block of your emails. Through your fan page, Facebook users can “like” your page, which gives them access to all of your updates. As a fan page, you can also choose to “like” other pages and keep up with their latest posts online.



**Twitter**  
**[www.twitter.com](http://www.twitter.com)**

The purpose of creating a Twitter profile is to promote your council's events and platforms. If your members are typically on-the-go, and have access to the website on a regular basis, Twitter can be a great way for you to keep in touch and circulate breaking news. Conversations on Twitter operate at a faster pace than Facebook, especially since you are given only 140 characters (ex: letters, numbers, symbols) to make a statement. Furthermore, you are encouraged to follow your profile and can choose to follow others.



**LinkedIn**  
**[www.linkedin.com](http://www.linkedin.com)**

The purpose of LinkedIn is to create a profile as an individual and update it with your professional information. Seek out others who are in your field, former college students, fellow co-workers, friends, and your LULAC Members. In addition, if one does not exist, create a LinkedIn group for your council. Invite your members to join and promote your events together through your online networks.

### **Connect with LULAC National via social media:**

**Twitter:** @LULAC **Facebook:** [www.facebook.com/lulac.national.dc](http://www.facebook.com/lulac.national.dc)  
Members can also sign up for LULAC National's email updates via a free e-membership available by visiting our national website: [www.LULAC.org](http://www.LULAC.org).

## Conclusion

Because of our diverse and dedicated membership, LULAC is a strong and vibrant network working with the brightest minds of the nation to improve the condition of our community. Without your commitment to advocacy, programming, and empowerment at the grassroots level, LULAC would not have accomplished so much over the past 83 years. We hope that this LULAC Council Guide will assist you in your efforts to advance the needs of the Latino population in your area and beyond.

*We sincerely thank all of our councils throughout the country for their hard work and for their contributions to this publication.*

## Contact Information:

**LULAC National Office**  
1133 19th Street, NW, Suite 1000  
Washington, DC 20036  
P: 202-833-6130  
F: 202-833-6135

**LULAC Fiscal and Membership Office**  
201 East Main, Suite 605  
El Paso, TX 79901  
P: 915-577-0726  
F: 915-577-0914

**National President's Office**  
4100 Piedras Dr. East, Ste. 140  
San Antonio, TX 78228  
P: 210-733-5454  
F: 210-733-5460

**California Regional Office**  
1225 8th Street, Suite 550  
Sacramento, CA 95814  
P: 916-551-1330  
F: 916-448-3248





Established: 1929

With approximately 135,000 members throughout the United States and Puerto Rico, LULAC is the largest and oldest Hispanic organization in the United States. LULAC advances the economic condition, educational attainment, political influence, health and civil rights of Hispanic Americans through community-based programs operating at more than 900 LULAC councils nationwide. The organization involves and serves all Hispanic nationality groups.

Historically, LULAC has focused heavily on education, civil rights, and employment for Hispanics. LULAC councils provide more than a million dollars in scholarships to Hispanic students each year, conduct citizenship and voter registration drives, develop low income housing units, conduct youth leadership training programs, and seek to empower the Hispanic community at the local, state and national level.

In addition, the LULAC National Education Service Centers, LULAC's educational arm, provides counseling services to more than 18,000 Hispanic students per year at sixteen regional centers. SER Jobs for Progress, LULAC's employment arm, provides job skills and literacy training the Hispanic community through more than forty-eight employment training centers located throughout the United States. LULAC's Empower Hispanic America with Technology initiative created a network of 60 community technology centers to provide free high speed internet access and computer-related training to students, parents, and low income individuals. The LULAC Corporate Alliance, an advisory board of Fortune 500 companies, fosters stronger partnerships between Corporate America and the Hispanic Community.



League of United Latin American Citizens  
1133 19th Street, NW Suite 1000  
Washington, DC 20036  
Phone (202) 833-6130  
Fax (202) 833-6135  
[www.LULAC.org](http://www.LULAC.org)