



AAUW-PA

Draw the Lines

Event Project Guide

December 2018, version 1

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Event Purpose

Many Pennsylvania AAUW branches wish to increase membership. And, many branches would like to educate their communities about the benefits of redistricting reform. Aware of the desire and interest, AAUW-PA created a program in partnership with [Draw the Lines](#) (DTL), for you to present in your community. This is not meant to be a monthly branch program, but instead a special event with a broad audience invited.

The event goal is to raise the public's awareness of the importance of redistricting reform and introduce AAUW to your community. The event is to be free and open to the public.

Registering Event and Applying for AAUW-PA Funding

You **MUST** work with DTL to select a day and time for your event. To do so, complete this form: <https://drawthelinespa.org/participate/help-organize-a-dtl-event>. This is required because:

- DTL staff will work with the project team to accomplish your objectives with the event. The ultimate goal is to get citizens involved in either a dialogue about how they want to be represented, or to actually draw the district lines themselves and enter the DTL mapping competition where participants can win up to \$5,000 with their map. See competition details at <https://drawthelinespa.org/uploads/attachments/cjmqno3sw008todr3724krvf8-competition-dtlrules-2018-09.pdf>.
- Ensure your event does not overlap with another event in your area. DTL staff or volunteers are generally available to attend events to provide the subject-matter-expertise. This is contingent on a conversation about timing and logistics with DTL staff. If DTL staff is not available to attend the event in person, some events have successfully used videoconference.
- You will want the DTL swag items (stickers, pens, tote bags) at no cost.

AAUW Pennsylvania will provide up to \$500 per event, in the 2018–2019 fiscal year, to be used on expenses such as facility rental, publicity, photocopying, etc. If your branch is interested in holding an event and would like to apply for funding assistance from AAUW-PA, complete this [application](#) and email to aauwpa.president@gmail.com. It is important to apply early in your planning process so funds can be reserved for your event.

AAUW wants to know about your event, so please register in advance

1. With AAUW national using this form: <http://www.aauw.org/resource/upcoming-advocacy-activity-events-form/>, and



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2. And with AAUW Pennsylvania by emailing Kim Hoeritz (aauwpapp2@gmail.com).

After the event, tell AAUW how successful it was at: <http://www.aauw.org/resource/advocacy-event-activity-report-back-form/>.

What is Redistricting Reform?

Redistricting is the process of redrawing voting district lines, for state House and Senate and the U.S. Congress (U.S. House of Representatives), to reflect population changes. This process occurs every 10 years after each U.S. Census. Often the results of this process are referred to as gerrymandering. The term “gerrymandering” refers to the practice of dividing a geographic area into representative districts in a way that gives political advantage to one party or group in an election.

The process for redrawing the state House and Senate district lines is outlined in the Pennsylvania Constitution. There is no law or Constitutional provision in Pennsylvania for how U.S. Congress district lines are drawn. It is widely reported that Pennsylvania is one of the most gerrymandered states in the union. Consequences of gerrymandering are: many districts are no longer competitive; a growing number of candidates run unopposed; voters feel their votes don't count; and the gridlock in Harrisburg and Washington D.C. gets worse.

Gerrymandering is practiced equally by both major political parties. As a matter of fact, the partisan ads and appeals for money have already started. Advantage 2020 is the Democratic redistricting campaign and REDMAP 2020 is the Republican's. These are partisan groups and both are positioning themselves to strike in Pennsylvania because our current laws make us just as vulnerable as in 2010. Redistricting reform is required if we want the districts to be drawn more fairly after the 2020 census.

For a comprehensive explanation of gerrymandering go to <https://fairdistrictspa.com/the-problem> and <https://drawthelinespa.org/gerrymandering101>.

For a concise overview go to this presentation made at the April 2018 State Conference. Note, the legislative solutions section is outdated. Read it for a history lesson. ☺
<https://aauw-pa.aauw.net/files/2018/04/Gerrymandering-Taking-Away-Our-Voice-1.pdf>



Pennsylvania Legislative Status

The redistricting process for drawing the Pennsylvania House and Senate districts is outlined in the Pennsylvania Constitution. Changing the process for how the district lines are drawn requires a change to the Pennsylvania Constitution. To accomplish that, identical bills must pass both chambers (House and Senate) of the Pennsylvania General Assembly in two consecutive sessions (each is two years in duration) and then be voted on by Pennsylvania citizens. Pennsylvania law is silent about how the U.S. Congress district lines are drawn; which means we are a target for corruption.

Fair Districts PA worked very hard during the 2017-2018 General Assembly to pass legislation to change the Pennsylvania Constitution that would change the process for drawing lines for all three districts—Pennsylvania House and Senate and U.S. Congress. A new strategy was created for the 2019-2020 session.

- Identical bills, sponsored by a Democrat and Republican, will be introduced in the Pennsylvania House and Senate early in 2019 to outline a process for how U.S. Congress district lines are drawn. Since Pennsylvania law is silent on this, the process can be codified by passage of legislation.
- Identical bills, sponsored by a Democrat and Republican, will be introduced in the Pennsylvania House and Senate early in 2019 to outline a process for how Pennsylvania House and Senate district lines are drawn. Passage before November 20, 2020 is the first step to change the Pennsylvania Constitution. The second step is for the passed bills to be reintroduced early in January 2021 and voted on for the second passage. Then, the measure would be on the May 2021 primary ballot.

To keep up to date, check the Fair Districts PA website (www.fairdistrictspa.org) and <https://aauw-pa.aauw.net/redistricting-reform-advocacy/>. AAUW Pennsylvania is a sponsoring organization of Fair Districts PA and will support their strategy and endorsed legislation. We support the work of FDPA through our grassroots efforts statewide and at the branch level.

Why Redistricting Reform is Important to AAUW Members

AAUW has long advocated expanding voting rights and ensuring equitable political participation and representation. Poorly drawn or purposefully unfair electoral district lines can threaten these ideals. Legislators in gerrymandered districts are less accountable to voters; elections in those districts frequently become uncontested or lopsided; and in states where gerrymandering is widespread, legislatures are able to push through policies that fail to reflect voters' values or needs.



For a good overview of AAUW’s position read <https://www.aauw.org/article/fair-representation-and-redistricting/>.

To learn what redistricting initiatives on the November 6, 2018 ballots across the nation were supported by AAUW, go to <https://www.aauw.org/what-we-do/public-policy/voter-education/ballot-initiatives/>.

What is Draw the Lines PA (DTL)?

Draw the Lines PA (www.drawthelinespa.org) is a statewide civic education and engagement initiative. It is led by three regional steering committees--which work with DTL’s parent organization, the Committee of Seventy. Seventy is a Philadelphia-based, nonpartisan nonprofit, good-government group. AAUW Pennsylvania became a partnering organization because we felt this unique approach to educating the public about redistricting reform added another dimension to the public discourse.

There are two components to Draw the Lines—gerrymandering education and mapping competition.

- Gerrymandering education is ongoing and not time-specific. This is the recommended focus for AAUW branch events. Of course, participants in an AAUW event may decide to enter the mapping competition on their own, after being introduced to gerrymandering.
- Mapping competition is for specific periods of time and for certain district maps (U.S. Congress, Pennsylvania Senate and Pennsylvania House).
 - The first competition was for U.S. Congress and submission deadline was December 14, 2018.
 - February through June 2019 – watch for another Pennsylvania U.S. Congressional competition, this time with 17 districts instead of 18. (Pennsylvania is likely to lose a congressional seat after the 2020 Census, since our state’s population is growing slower than other states.)
 - 2019 through 2021 – two competitions every year, rotating U.S. Congress, Pennsylvania Senate and Pennsylvania House.

For more information, visit <https://drawthelinespa.org/>.

- Organization overview: <https://drawthelinespa.org/about-us>
- Meet the DTL leadership team: <https://drawthelinespa.org/about-us/meet-the-members-of-the-draw-the-lines-pa-team>
- FAQs: <https://drawthelinespa.org/about-us/what-is-draw-the-lines-pa>
- News about or articles written by DTL leaders: <https://drawthelinespa.org/news>
- Mapping competition rules for U.S. Congressional mapping competition: <https://drawthelinespa.org/uploads/attachments/cjmqno3sw008todr3724krvf8-competition-dtlrules-2018-09.pdf>



Event Project Overview

Events open to the public are, by definition, big. Such events take more time and planning than a typical branch member event. Consider working with another branch/es to hold a joint event or collaboratively with like-minded organizations (see Collaborator section). And, since this is your face to the public, be mindful of the impression every decision will have on the reputation of AAUW in your community.

- Project Team
 - Should include
 - at least two members from each participating AAUW branch, if collaborating with another branch
 - at least one member from each collaborating organization
 - Select a Project Chair or Co-Chairs
 - Define roles and responsibilities for Chairs and team members
 - Determine timeline for getting from idea to successful completed event.
 - Determine project team meeting schedule
 - You will need scheduled face-to-face project meetings to monitor your tasks and your project timeline, and to make sure all voices are heard in the planning discussions.
 - Decisions must be agreed upon by all project members.
- Budget
 - Venue
 - Audio/visual or other equipment rental if needed
 - Food
 - Printing materials
 - Use the Office Max/Depot AAUW membership benefit.
<https://www.aauw.org/membership/benefits/>
 - Don't have a store nearby? No worries, can order online and have items shipped to you.
- Volunteers needed for
 - AAUW table
 - Welcome/registration
 - Venue set-up
 - Refreshments (if applicable)
 - Event emcee
 - Event staff
 - Gerrymandering/Redistricting Reform subject matter expert
 - Draw the Lines may be able to provide such person (see Day/Time)
 - Consider having someone from your Branch or project collaborators become a DTL volunteer and be trained to help out at DTL events.
<https://drawthelinespa.org/how-to-participate-in-draw-the-lines-pa/volunteer-with-draw-the-lines>



Collaborators

Working with another organization/s is beneficial for several reasons: provides an opportunity for members to get to know one another; starts a relationship for future joint projects; spreads the work around; provides mailing lists for publicizing the event; opens up different options for a venue, provides cost-sharing opportunities to fund the event. Below is a partial list as a starting point to identify possible collaborators.

- Fair Districts PA local group (<https://fairdistrictspa.com/local-groups>)
- AAUW College/University Members
- AAUW student organizations
- Non-member College/University
- League of Women Voters or other local, nonpartisan advocacy groups
- Rotary, Lions Club, Kiwanis, etc.
- YWCA and YMCA
- Local Chamber of Commerce

Audience

There are many potential audiences. Consider the purpose of this event—to raise community awareness of AAUW and the issue of gerrymandering. Who are potential members you would like to reach? Who would benefit from knowing this information? What organizations would be good collaboration partners for this or future events?

Remember, this is **not** an event for your branch members only. Of course, members will attend, however the event should be marketed to your target audience.

Below is a partial list of audiences to reach out to. The minimum and maximum number of attendees is your decision. All program options are scalable.

- General Community Members
- Elected officials
- Groups that your AAUW Branch supports with grants or other assistance
- Persons on the contact list of your community partners and/or event collaborators
- Young professional groups
- College Students
- AAUW student organizations
- AAUW national members in your area
- PTOs
- Non-partisan political organizations



Event Program Options

There are three program formats designed by DTL. When selecting, consider your target audience and the type of education on gerrymandering and redistricting reform is most interesting to the project team.

To explore past DTL events for ideas on type, location, time of day, and name go to <https://drawthelinespa.org/events> and scroll down and click on **Past Events**.

Gerrymandering 101

This is the basic introductory event.

This program offers a tour of the issue's history and the state of play now in Pennsylvania, with a rundown on Draw the Lines and how it connects to reform efforts. A DTL staffer or steering committee member can lead the dialogue, using a DTL slide deck to structure the presentation – or DTL staff can confer with the event host in advance to brief them on how to use the slide deck and how to set up the participatory exercise that would conclude the event. This is the link to the Opening Presentation:

https://docs.google.com/presentation/d/1vzDtZIGWBJ4ZLwxUZ3EpC1TJujNBu6VP8eO1Auij95A/edit#slide=id.g375a7cc96e_0_58

In the exercise, called Flashes of Insight, each participant gets a set of nine flashcards, each one representing a particular potential goal of an election map: e.g. Be Compact; Be Contiguous; Limit Municipal/County Splits; Honor Communities of Interest; Consider Minority Representation; Foster Electoral Competition; Favor My Party. All of these would have been explained in the opening presentation.

Each individual is asked to rank the seven cards in order from highest to lowest priority. Then they compare their ranking with that of the person in the next seat, and ask each other questions about why each chose as he/she did. This exercise gives a deeper sense of the nuances of gerrymandering and how differing legitimate values could lead to different legitimate maps (i.e. why just “leaving it up to the algorithm” doesn't suffice).

This program requires computer, projector, screen, and microphone for use by emcee and presenter.

Carnival (or Bar Games) for Democracy

This program serves as an introductory event, delivering basic information in a looser, fun-oriented way, or as a vehicle to heighten engagement among those who already grasp the core issues. We call it a carnival for the under-21 crowd or Bar Games for groups that can legally appreciate a good craft beer.

This program should be held in a space with enough room between tables to allow free circulation throughout the event. After a welcome and explanation of the program, participants



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get to move among different stations offering different games and activities that convey the ins and outs of the issue in entertaining ways.

The activities listed below are most often included. Check out the full list of activities at <https://drawthelinespa.org/participate> for more ideas.

- **Put PA Back Together:** A competition to see who can most quickly do a jigsaw puzzle of the congressional map.
- **The Rorschach Game:** A game in which people look at outlines of bizarre election districts and write down what the shapes remind them of.
- **Political Pictionary:** A game in which people get sheets with the outline of a district, and use it to draw a fanciful picture. <https://drawthelinespa.org/participate/play-political-pictionary>
- **Gerrymandering Quizzo:** A political trivia contest, with candy prizes for correct answers.
- **The Dot Game:** A game that teaches people how the two core gerrymandering activities, packing and cracking, work. <https://drawthelinespa.org/uploads/attachments/cjlcgkbs501m2rdr3k74e61wc-gerrymandering-101-worksheet-dotgame.pdf>

Ideally, small prizes can be made available for winners of the various activities, like a \$20 gift cards to a local establishment. The emcee stops the action at intervals to ask more Quizzo questions and to offer information about the issue and Draw the Lines.

The location of this event could be a school or church, if a Carnival for all ages. If Bar Games, targeted to adults (especially Millennials), select a craft-beer bar or venue that allows you to cater food and alcoholic beverages. If planning for 30-40 people, try to keep food and beverage costs to about \$10/person. The document link in next paragraph has more information.

This program requires a microphone for use by emcee and presenter.

Review this detailed, step by step document to assist with your planning, which includes venue requirements, cost recommendations, event instructions and more.

https://docs.google.com/document/d/1KNN478pcuBvsaZ_7YDzF5Un2ohFekE-Cs-m7WspqDPI/edit

Items for printing are found here.

https://drive.google.com/drive/folders/1KiMMDbOYTt3c4fiWMUm_dMo67rJpHl6q



Draw the Lines



Draw the Lines Map-athon

This program is intended for audiences that are already informed and engaged and are ready to begin mapping. It should only be conducted to coincide with mapping competition period. After a successful first event, this would be a great second event option.

This event must be done in a space with available computers, such as a computer lab (library, campus). In addition or instead, select a location where people can freely connect to wireless and instruct participants bring laptops. The program requires computer, projector, screen, microphone for use by emcee and presenter. (Note that the mapping platform does not currently work on mobile devices or tablets.)

The format begins with a quick summary of the state of play on the issue and a review of how the DTL contests work. Most of the presentation is a primer in how to create a map using the DistrictBuilder platform. It is best to show the [video tutorial of DistrictBuilder](#),

Next, participants complete the [Flashes of Insight](#) exercise. Whichever priorities they consider most important will form their strategy for how to draw their map.

Now fully prepared, participants begin, as teams or individuals, to work on maps inside DistrictBuilder, with DTL representatives available to provide advice and support.

Design Your Own

If you wish to blaze a new path and design your own program, explore the Participate menu <https://drawthelinespa.org/participate>. You will find 36 suggestions for how to engage as an individual or group with DTL. The time commitment is on a continuum from “A Few Minutes” to “A Day or More.” There are two ways to filter – Topic or Time.

Start with one of the programs outlined above and modify to meet the needs of your audience and goals for the event. For example,

- If you wish to have more discussion about your community, select **Make a Hometown Portrait** <https://drawthelinespa.org/participate/make-a-hometown-portrait>.
- To spark a discussion about the elements of redistricting and how gerrymandering occurs, select **Flashes of Insight** <https://drawthelinespa.org/uploads/attachments/cjn4wykfk038yo3r3gzvqhadn-full-set-of-flashcards-plus-explanation.pdf>
- To highlight how diverse Pennsylvania is, select **Draw ‘your own personal Pennsylvania’** <https://drawthelinespa.org/participate/draw-your-own-personal-pennsylvania>



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Day/Time

Given the audience you seek to attract and the selected event program, select a day and time that would yield good attendance. Probably a weeknight starting between 6:00 pm and 7:00 pm or Saturday at 10:00 am. The event will last 1-1/2 to 2 hours.

Food/Refreshments

This is optional for all event program suggestions, except Bar Games. To decide, evaluate what is customary in your area for similar events. Consider having a reception prior to the event where attendees can mingle with tabling organizations.

Registration

We recommend you use a digital registration to preregister attendees. This will help you plan more accurately (number of handouts, research, food, etc.) Ask for AAUW-PA technical assistance with the digital registration site (Eventbrite, SurveyMonkey, Google Form). AAUW-PA owns a SurveyMonkey subscription, which you may use. DTL uses Eventbrite and is willing to assist you.

Make sure your online publicity contains the registration link and paper publicity includes the registration link URL. If the link URL is too long, use a shortening tool ([Google URL shortener](#), [Bitly](#), [Tiny URL](#)).

At the event, you will definitely want to capture attendee information. Name, how they heard about event, email address—at a minimum. Even if you have online registration, prepare for walk-ins.

Gathering participant information is important for keeping in touch and inviting to more AAUW events.



Publicize

In many respects, this is the most difficult part of any public event. People won't attend if they don't know about it or if they find out about it too late to plan to attend. Work with your DTL contacts for ideas and assistance.

Before you begin publicizing, you need to:

1. Read the AAUW Branding Guide <https://www.aauw.org/resource/aauw-branding-tool-kit/>
2. Create your branch logo in the MSD (Member Services Database)
3. Create a flyer for posting and sharing electronically (<https://www.canva.com/>)
4. Create a graphic for Eventbrite (at least a 2160 x 1080px (2:1 ratio—twice as wide as tall) image that's no larger than 10MB.)
5. Create a graphic for Facebook (1920 x 1080 pixels. This is a 16:9 ratio. Images uploaded at less than 1920 pixels wide will be enlarged to fit. Images uploaded in a wider proportion will have the sides cropped. Taller images will be cropped top and bottom.)
6. Write a press release including all the event details—date, time, location, cost, registration, target audience, etc.—and make sure all collaborating organizations are listed.
7. Create an Eventbrite event. Even if you aren't selling tickets or asking for registration, this is a way to publicize your event.
8. Create a Facebook event. An absolute must.
9. Create a publicity packet that includes
 - a. Press release
 - b. Flyer
 - c. Link to Eventbrite event
 - d. Link to Facebook event
10. Contact Ann Pehle (aauwpa.president@gmail.com) two weeks prior to desired publish date to create an email blast that will go to AAUW Action Alert subscribers within a 25 mile radius of your Branch.

Publicize your event:

- Have all collaborating organizations publicize the event to their members and supporters (often, not just once) using the publicity packet.
 - Newsletter—which takes some advance planning because every organization has their own publication timeline.
 - Share Facebook event on their page.
 - Distribute flyer
- Send a press release to local newspapers and other media organizations
- Send the publicity packet to all community organizations—especially target audiences--requesting they spread the word to their members and supporters.
- Send an email to branch members; ask members to share broadly
- Create a special page on your branch website
- Submit the event to community calendars



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- Write a feature article for a local newspaper
- Write a Letter to the Editor in local newspaper
- Create a PSA (Public Service Announcement) on local radio and/or TV stations
- Take photos during the event.

Publicize successful event

While this is after the event, it still educates the public and introduces AAUW.

- Submit photos and article to local newspaper. Do not identify minors unless have consent of parent.
- Submit photos and article to AAUW Pennsylvania for Keystoner (aauwpakeystoner@gmail.com)
- Post on your branch website. Do not identify minors unless you have consent of parent.
- Post on your branch Facebook page. Do not identify minors without consent of parent.

Tabling at the Event

Every collaborating organization is invited to have a table at the event, for participants to be introduced to the organization.

Of course, your branch will have a table. How to: <https://www.aauw.org/resource/how-to-tabling/>.

AAUW items to include are:

- Branch membership information
- AAUW membership brochure <https://www.aauw.org/resource/membership-join-brochure/>
- AAUW Research (only pay shipping at <https://aauw.source4.com/b2c/sites/AAUWMember/Home.asp>)
- AAUW Public Policy Priorities brochure (only pay shipping at <https://aauw.source4.com/b2c/sites/AAUWMember/Home.asp>)
- Display of branch activities/events/interests – remember you are marketing what makes you a unique organization.
- AAUW swag (free if you register your event at <http://www.aauw.org/resource/upcoming-advocacy-activity-events-form/>)
- Two-minute Activist sign-up sheet <https://www.aauw.org/resource/action-network-sign-up-sheet/>



Event Outline

- Welcome
 - Introduce the organizations with which you collaborated and the representative/s in attendance
 - Introduce Legislators and other honored guests
- What is AAUW?
 - Introduction of AAUW
 - Mission – with emphasis on education, research, advocacy
 - Introduction of your Branch
 - Key involvement in the community
- Event Program following DTL outline
- Wrap-up
 - Thank participants, collaborators, audience for attending.
 - Distribute Call to Action handout. <https://aauw-pa.aauw.net/files/2018/12/Call-to-Action.pdf>

Connecting with Schools

Draw the Lines has a curriculum for schools. While isn't appropriate as content for an event, it would be negligent not to include in this document. The [Teacher Toolkit](#) includes two curriculums—basic and advanced—and are age appropriate. Please introduce the Teacher Toolkit to all your teacher friends. Maybe your children or grandchildren are in secondary school, college or a professional school. Maybe you know someone who teaches at one of those places. As you know, recycling caught on because children influenced their parents with what was taught in school.

If you think best if Draw the Lines reached out, complete a contact form. <https://drawthelinespa.org/participate/connect-us-to-a-school-or-college>