

One Sky Giving Circle Slate Executive Summary
Women's March

Budget: \$5,000,000; Power to the Polls - \$1,575,291

Number of Staff : 10

Location: NY, Washington DC, Chicago; serving the whole country

Mission Statement:

We are committed to supporting and uplifting the work of communities while providing intersectional education on a diverse range of issues and creating entry points for new grassroots activists & organizers to engage in their local communities through trainings, outreach programs and events.

Organizational Overview

Power To The Polls is a nonpartisan public education campaign to increase voter registration, voter education and voter turnout in impacted communities across the nation. We will accomplish this through

- 1) a national voter registration campaign working in partnership with other non-partisan organizations, our 25+ chapters and the Women's March Empower youth program;
- 2) a national tour to 10 states (CA, AZ, TX, FL, NC, PA, OH, MI, MN, WI) with speakers to address motivational issues, ignite the passion in our supporters to focus on the midterm election, and bring people together to build relationships for in state voter mobilization in the fall.
- 3) an onsite free civic engagement training program to communities across the nation. Women's March trainings are designed to build sustainable collective power for women and our allies, resulting in greater civic participation and impact on election turnout. Trainings are designed to support communities in growing their grassroots capacity, increasing voter registration and expanding voter education opportunities. Training participants will learn to combine strategic tactics for success and **Daring Discussions** on the issues that affect our lives.

Unique Strengths

This is a movement!

Women's March Network, a registered 501(1)c3 fiscally sponsored project of NEO Philanthropy, is a nonprofit organization dedicated to educating, organizing and mobilizing the 5 million women, femmes and allies who marched on January 21, 2017 or who were inspired by subsequent Women's March initiatives to take action. We primarily engage an intergenerational cohort of first time activists and organizers, and give them the tools and skills necessary to reweave their lives around an intersectional ideology of tolerance and support for marginalized communities through the Women's March Unity Principles. In a spirit of increased civic engagement, our goal is to leave behind resilient, decentralized infrastructure that empowers women to take leadership into their own hands, and the hands of their children and families, at the hyperlocal level. We also want them to continue engaging with each other through P2P platforms, and with Women's March leadership, partners and funders in a way that will result in a transformative shift in equitable representation at the local, state and national level.

Impact

We have developed a full stack of data & web solutions to provide us with daily analytics of our marchers' activity. We measure key engagement metrics via social media, email views, RSVPs to events, online fundraising impact, survey results and website page views for our state, local and national chapters. We also do regular phone calls and in-person meetings with state and local chapter leaders to get direct feedback on our programming, integrating the ideas of our grassroots leaders and partners wherever possible.

Our key outcome metrics are how many new activists are we training? How many actions are taking place within our network? How many people are we registering to vote? How are we using media engagement to push forward a national narrative that centers women and is more focused on inclusion? How many women are running for office or considering other leadership roles in their work, community or government as a result of their experiences with Women's March?

To date, we have directly served approximately 2.5 million new activists and organizers, have 37 state chapters, 5,576 micro-local Huddles, and over 3,000 Youth Empower student organizers. We only have figures for 2017, because that is when our organization began. Our most recent survey data shows 81.5% of our active base are white, though all of our directly affiliated state chapters have at least one woman of color co-leading the chapter and are actively recruiting membership from communities of color. Pie charts of some other communities represented, based on age, sexual orientation, disability and region, based on a survey after our inaugural Women's Convention in October 2017 are included in the grant application.