

One Sky Giving Circle Slate Executive Summary

VoteRunLead

Budget: \$655,000 in 2017, \$1.4 million in 2018

Number of Staff: 4 Full-time (NY), 1 Part-time (Denver), plus part-time trainers that work on consulting basis.

Location: (HQ and countries/regions served): HQ'd in New York with trainings throughout the U.S.

Mission Statement: VoteRunLead's mission is to train a diversity of women to unleash their political power, run for office, and transform American democracy.

Organizational Overview

VoteRunLead ("VRL") is an independent, nonpartisan, nonprofit organization that trains women in how to run for office – and win. They do this through their Run As You Are training program (available in-person and-online) and by fostering a strong network and community among their alumnae.

The Run As You Are program has a well-developed and proven curriculum focused on six core tenets:

- **Confidence & Qualifications.** Moves women from a position of self-doubt to a strengths-based view of themselves and their capabilities that will persist over time.
- **Campaigns & Elections.** Demystifies the campaign process and helps women develop goals and a plan of action that makes sense for her unique situation.
- **Government & Civic Literacy.** Provides women with a foundational understanding of democracy and helps them identify and engage in pro-democratic practices.
- **Practice & Feedback Cycles.** Helps women overcome their fears, "try on" roles and ultimately move to a coached plan of action.
- **People & Networks.** Trains women to assess their personal networks, build more robust and supportive networks, and leverage and utilize those networks regularly and with efficiency toward goals.
- **You: Reputation & Impact.** Helps women articulate their own motivations and the value they will add, define their political brand, and build a personal reputation and track record they can be proud of.

There are supplemental education materials available on the VRL website along with storytelling videos that inspire and motivate. The private VRL Facebook community is very active and provides meaningful peer support for women.

Unique Strengths

"Run As You Are" approach. VRL does not have a political or policy agenda other than the goal of seeing powerful women leaders at every level of American government. VRL is

unique in helping each woman to identify her values, her passions, and her unique points of view in order to become an authentic leader in her own community.

Non-partisan. VRL is one of the few non-partisan organizations focused on election-training. They believe feminism does not belong to one political party and therefore they attract a broad range of women. 20% - 25% of training participants don't identify with a specific party.

Focus on local and state level. Among the 520,000 elected offices in our country, only 537 are at the federal level. Over 500,000 are local offices. VRL recognizes that shaping and improving our national governance requires women stepping into these roles locally and statewide. Women running for these offices rarely get the attention of leadership development organizations. VRL is building the bench.

Expertise. While founded in 2014, VRL is the successor to a program that was started in 2005 by the White House Project. Erin Vilardi, VRL's CEO, was part of the leadership team that launched and ran this program and thus has over a decade of experience to draw upon in developing VRL's programs and curriculum.

Diversity. VRL is the most diverse program of its kind serving women of diverse ethnicity, age, religion, economic status and party and offers a unique program for women in rural communities.

Scalability. On-line trainings and resources are available to an unlimited number of women and are further supported by the Facebook community open to all participants. VRL also plans to scale its in-person training program by expanding their network of trainers and developing a local presence across the country in partnership with WeWork.

Impact

Programmatic Reach – bringing training tools and community to large numbers of women interested in running for office.

- Approximately 33,000 women trained to date online and in person
- Nearly 10,000 women trained in 2017 alone
- 1200 women trained in-person thus far in 2018

Election Participation and Results – seeing participants take the next step and run for office with strong success rates.

- 49 alumnae were on ballots in 2017
- 70% of candidates won
- 64% of first-time candidates won vs. 10% average

Diversity and Inclusion – helping those whose voices have long been underrepresented in power.

- 60% of trainees are women of color
- Nearly one-third are women from low-income households
- Approximately 25% are women under 35
- Of alumnae that won their elections in 2017, eleven are women of color and two are openly transgender.