



VoteRunLead

WE TRAIN WOMEN TO RUN FOR OFFICE. **AND WIN.**

What is Power

Poder- The ability to act

Organized People and organized money

Clear of any self interest

Opportunity for a Better America

Tens of thousands of women are raising their hands to run.

They need real resources to make it happen. The time to inspire and recruit is over.

Now is the time to train women to run for office and win.



Photo Credit New York Magazine

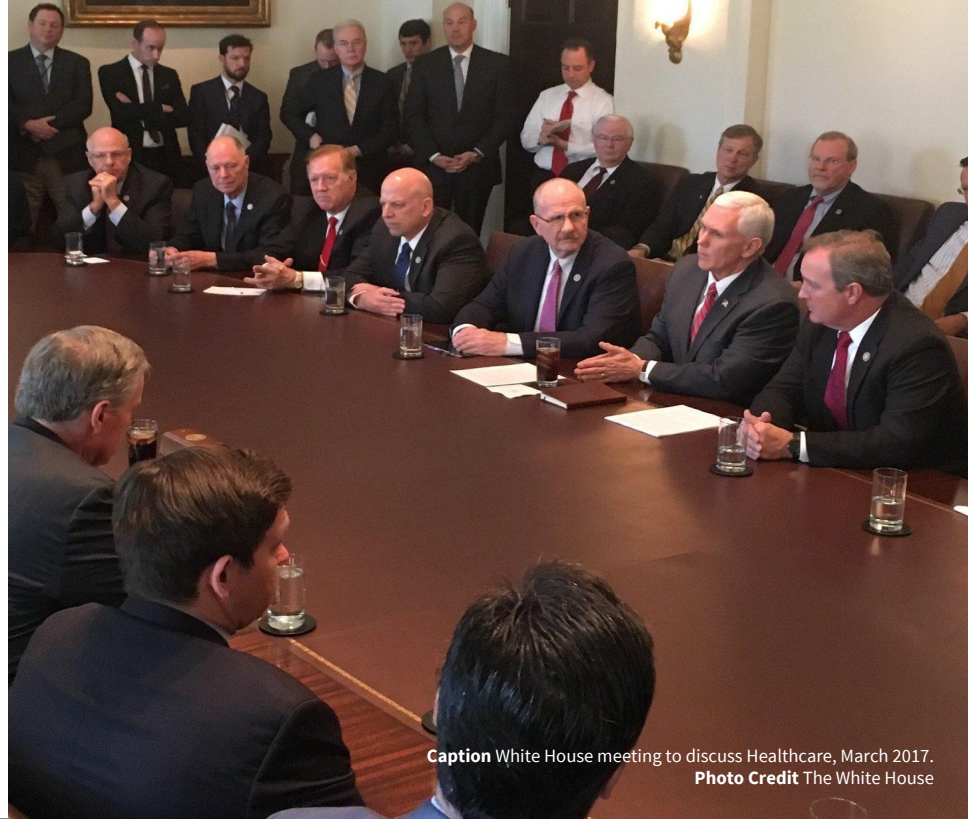
Vote**Run**Lead

The Problem is Obvious

In 2018, the U.S. Ranks 104th in Women's Representation

- The country is 70% women & people of color. Congress is **71% white men**. State Legislatures are **75% male**.
- Only 106 women serve in the Congress: 22 in the Senate and 84 in the House.
- For two decades, women's representation in U.S. government has **plateaued (~20%)**.
- Women in **local office** have largely been ignored.

Source: Center for American Women and Politics, Rutgers University & The Reflective Democracy Campaign



Caption White House meeting to discuss Healthcare, March 2017.
Photo Credit The White House

VoteRunLead Solution

Vote**Run**Lead Trains Women
to Run for Office.

And Win.

- VoteRunLead is the expert at the **state & local** level where there are 519,000 elected seats!
- Majority of organizations focus on <1000 federal and gubernatorial level seats.
- We are committed to the **99% and are ready to scale.**



Vote**Run**Lead

VoteRunLead Solution

Tangible Outcomes and Proof VoteRunLead Training Works

70%

—
of our first-time
candidates won in 2017

26k+

—
women trained for
state and local office
since our founding

60%

—
of our trainees are
women of color

VoteRunLead Solution

The VoteRunLead “Run As You Are” Training Methodology

Our 6-point curriculum covers the nuts and bolts of campaigning and goes beyond to empower and build confidence. **And it works.**



“ I recently won my first election this week and will be the fourth woman in history to sit on the Worthington City Council. The VoteRunLead training I attended in Columbus was what made the difference in my campaign. ”

—Beth Kowalczyk, City Council, Worthington, OH

VoteRunLead

Why VoteRunLead?

We Are A
National
501c3 & We
Are **Proudly**
Nonpartisan.

Our philosophy is women
first, not party first.

Our focus is state & local.

We are building the bench.

We Are The
Most Diverse
Program
In The U.S.
With The **Most**
Alumnae

Our alumnae are diverse in
ethnicity, age, religion,
economic status, and
party.

We are the only
organization with a
Rural Women's Initiative.

We Bring **Deep**
Expertise &
Decades Of
Experience To
Our Trainings.

Since 2005, our national
network of trainers have been
coaching women to run for
office. And win.

Our alumnae graduate to
become trainers and experts.

Our Run
As You Are
Methodology
Works.

We empower women to
run as they are.

They build campaigns
based on their own
passion, ideas, and values.
And they win.

Vote**Run**Lead

VoteRunLead Impact

Vote**Run**Lead
Alumnae Are
Running
At Every
Level
Across The
Country.

Kristen Browde
First Trans Candidate
To Secure Major Party
Nomination
In NY State; Ran for
New Castle Supervisor



Brenda Lopez Romero
The First Latina elected
to the Georgia State
Assembly;
Norcross, GA



Lindsay Brown
29-year Old Republican
Challenging 4-term
Incumbent For
New Jersey's 7th
Congressional District



Vote**Run**Lead

A Woman's Political Trajectory

Before

Inspired & Recruited



She is inspired to run by recent events or recruited by an organization but lacks civic literacy or know-how to run a campaign.



VoteRunLead

Guided & Trained

Skills

She receives award-winning #RunAsYouAre training to run a successful campaign.

Network

...is connected to 19,000 women ready to support her in real time.

Resources

...and has access to the largest online library of unbiased resources from public speaking to campaign finance.



After

Endorsed & Supported



She receives endorsements from partisan organizations, knows how to leverage her party, and inspires others to run.

Vote**Run**Lead

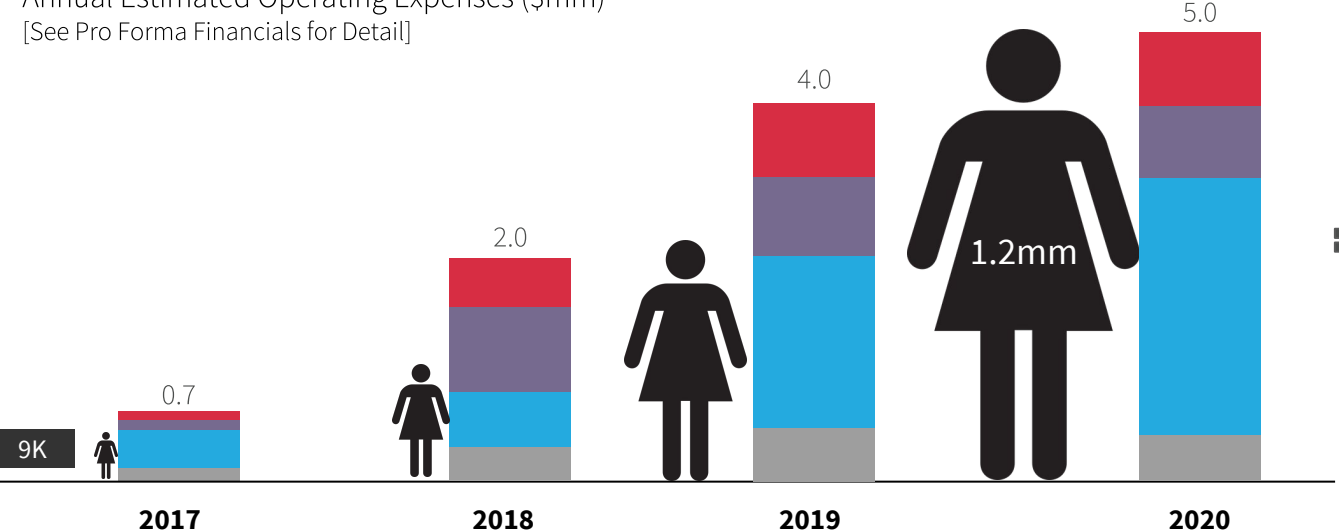
VoteRunLead Alumna Ilhan Omar



Ilhan Omar: The First Muslim Somali-American Legislator
Ilhan attended our training in 2014 and 2015, then became a VoteRunLead trainer and speaker and credits VoteRunLead for her leadership in connecting across communities

Transformative Scale: From Thousands to Millions

Annual Estimated Operating Expenses (\$mm)
 [See Pro Forma Financials for Detail]



10k
 —
 Newly Elected Women By 2020*

*Based on assumptions for candidate conversion rates of 1:4 for in-person and 1:100 for online and a 50% win rate

- Outreach & Marketing
- In-Person Training
- Online Training
- National, Fundraising, G&A

Cumulative # of women trained to run for office

Transformative Scale: Strategic Investments Now to 2020



Outreach & Marketing \$1.85mm

Goal: Targeted outreach to 32mm women (polls show 25% of all 128mm women in the US have civic interest)

Strategic Partnerships with large networked organizations, aligned values and constituents (examples of existing: The Deltas, WeWork)

Customer Acquisition Plan inc Paid Media, Earned Media, Alumna referrals, Brand partnerships



Online Training \$1.80mm

Goal: 1.2mm Trainees*

Meet Women Where They Are on **Existing Technology And Platforms** ex. Facebook Live, Youtube

Key hires: Data Analyst, Head of Product, E-Learning; plus collaborate with our **Civic Tech** community network

*Coursera Courses have 85k - 1mm sign-ups. Khan Academy Has More Than 48mm users. **1.2mm Is Achievable.**



In-Person Intensive Training \$3.60mm

Goal: 32,000 Trainees

Regional Centers Will Leverage Existing Strong VoteRunLead Presence in Major Metro Areas in NY, GA, MN, CO, TX, CA, OR

Partnership With WeWork (Announcement Pending) Is Opportunity For Efficient, Low-cost Spaces

National Level & Fundraising \$1.75mm

Goal: Efficient Management and High ROI, Sustainable Fundraising Capabilities

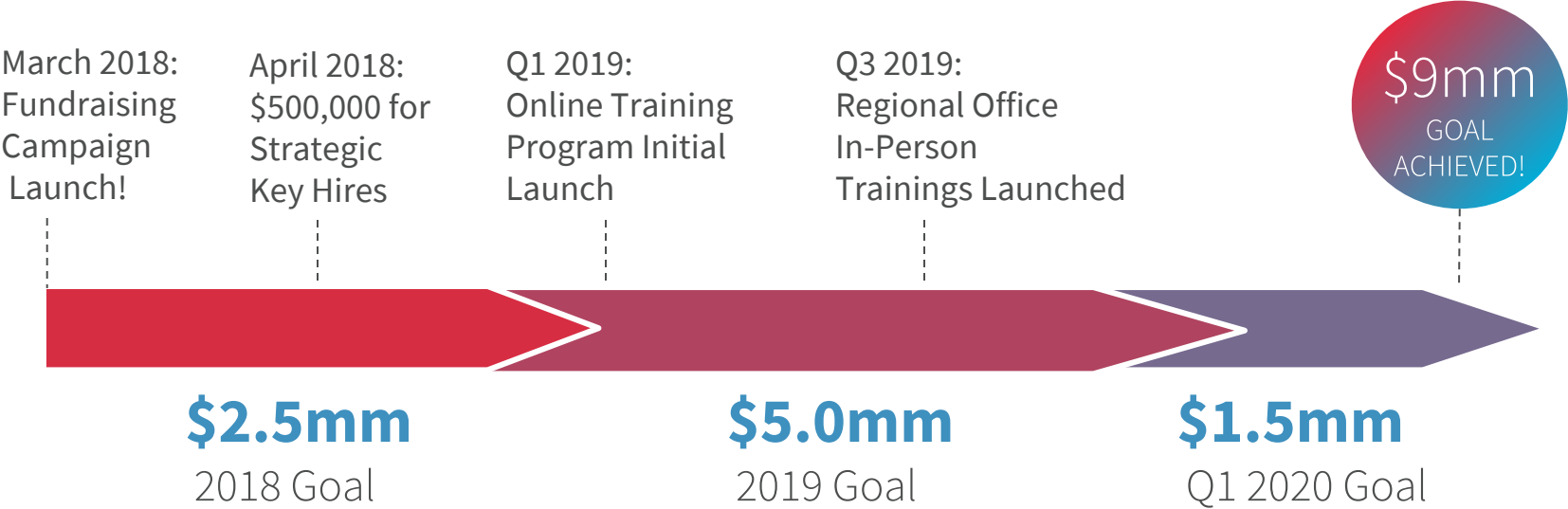
Executive Team including National-level program Director to coordinate Regional offices

Leverage technology and systems for **lean back-office**; maintain under 18% General & Admin Ration.

Transformative Scale: \$9mm Investment Campaign

VoteRunLead Fundraising Campaign Milestones

GOAL: \$9mm Total Raised by Q1 2020



The urgency is clear.



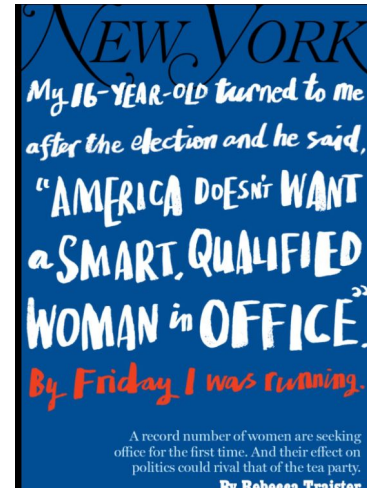
Time Magazine



The Cut



The Guardian



New York Magazine

The time to act is right now.

“Data Points To **A New Wave Of Female Political Activism** That Could Shift The Course Of U.S. Politics”

-The Brookings Institution,
Jan 2018

Our **Coalition Partners** Are Generating **Enthusiasm & Creating Momentum.**

Emily's List, She Should Run, and RunforSomething all report surges in interest and are pouring resources into recruitment or endorsement campaigns

Vote**Run**Lead Is The Only Organization With **Capacity To Train Transformative Numbers** Of Candidates.

In 2017, we trained the most women of any organization in the country.

This **Historic Opportunity** Could Be Missed If These Women Cannot Find & Access **The Tools They Need To Run And Win.**

Vote**Run**Lead

Save Our Democracy. Act now and join Vote**Run**Lead



Invest

Every \$250,000 transforms 1,000 women to run and win

BENEFITS

- Exclusive benefactor naming opportunity
- Open a Regional Office
- Launch digital platform
- Network with elected officials and prominent alumnae

Join

Become a member of a leadership circle \$100,000-\$25,000

BENEFITS

- Connect with Corporate Members and Industry Influencers
- Sponsor an online track, with promotional ads
- Network with elected officials and prominent alumnae

Endorse

Public declaration of your support \$20,000 - \$5,000

BENEFITS

- Join a chorus of thought-leaders creating new women's leadership narrative
- Media and speaking opportunities
- Global recognition and exclusive events

The VoteRunLead Team



Jehmu Greene

VoteRunLead Board Chair
Fox News Analyst
President Of Rock The Vote
From 2000 - 2005 Where
Membership Grew From
1,500 To 1 Million

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Erin Vilardi

VoteRunLead Founder/CEO
Recognized Gender And
Leadership Expert Across
Public And Private Sectors,
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Amanda O'Donnell

VoteRunLead COO
Scaled the Tech Company
Behind LinkNYC—the
World's Largest And Fastest
Municipal Wi-fi Network

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Just A Few Of Our Amazing Team Of
Board Members And Advisors:

Crystal Patterson

Politics & Govt Outreach, Facebook

Marie Wilson

Founder, Ms. Foundation for Women

Andrew Rasiej

Founder/CEO, Civic Hall

Jane Swift

Former Governor of Massachusetts

Erika Alexander

Actress and Writer, known for *The
Cosby Show, Living Single, Get Out*

Vote**Run**Lead

VoteRunLead Supporters



THE WOMEN'S CAUCUS
OF
THE COUNCIL
OF
THE CITY OF NEW YORK



Rockefeller
Brothers Fund



Athena Center for
Leadership Studies
BARNARD COLLEGE



DOBKIN FAMILY
FOUNDATION



THE
NEW YORK
WOMEN'S
FOUNDATION
Radical generosity.

EILEEN
FISHER



The Broad Room

VoteRunLead

How VoteRunLead Measures Success KPI Dashboard

1

Program Efficiency

- % Of Trainees Who Run In Their Lifetime (Cumulative And Analysis Of Trends)
- Win Rates For Candidates

2

Marketing & Outreach Efficiency

- Customer (Trainee) Acquisition Cost
- Social Media ROI
- Earned Media Value

3

Organizational Efficiency

- Fundraising Metrics (ex. ROI)
- Cost Per Trainee (In-person And Online)
- Cost Per Candidate (In-person And Online)

4

Constituent Demographics

- Underrepresented Populations Are The Majority
- Diversity For Party Affiliation

VoteRunLead Making Headlines

[The Other Women's March on Washington: What's the fastest way to fix a broken system? Take it Over.](#)

NEW YORK

[The Avengers](#)

TIME

[10 Women to Watch in 2018](#)

THE CUT

[New York Today: The Women's March Returns](#)

The New York Times

[Everything You Need to Know About the 2018 Women's March](#)

VOGUE

[After a year of Trump and outrage, this weekend's women's march will focus on electoral politics](#)

Los Angeles Times

[Women's March Anniversary: Flood of Candidates Head to the Ballot](#)

Detroit Free Press

[March then learn how to run - for office](#)

metro

[Inside City Hall: Women in Politics. Growing a Movement.](#)

NY 1

[Running Women: The Drive to Elect More Women in 2018](#)

THE STORY EXCHANGE

[Women's march focuses on electoral politics after a year of Trump, outrage](#)

IndeOnline.com

[The Breakdown: Why Women Are Running for Office](#)

marie claire

Vote**RunLead**



Thank You

@VoteRunLead

| #RunAsYouAre

| VoteRunLead.org