

Wo(w)men Team



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SUPPLY-SIDE POLITICAL PIPELINE

I DON'T
THINK I CAN
RUN



I THINK I
MIGHT BE
CAPABLE



I WILL RUN FOR
OFFICE IN THE
FUTURE



I AM
RUNNING
FOR OFFICE



CAMPAIGN
LAUNCH!

Barriers to Entry

MONEY TIME PERSONAL-NETWORK EDUCATION COMMUNITY-SUPPORT POLITICAL INTEREST CULTURE

"ONLY 29.1% OF UTAH'S LOCAL-LEVEL SUPERVISORY, MANAGERIAL, AND EXECUTIVE LEADERSHIP POSITIONS WERE HELD BY WOMEN. AND FOR ELECTED POSITIONS, WOMEN OCCUPIED ONLY 26.6% OF THOSE OFFICES IN UTAH'S CITIES AND TOWNS"

RECOMMENDATIONS

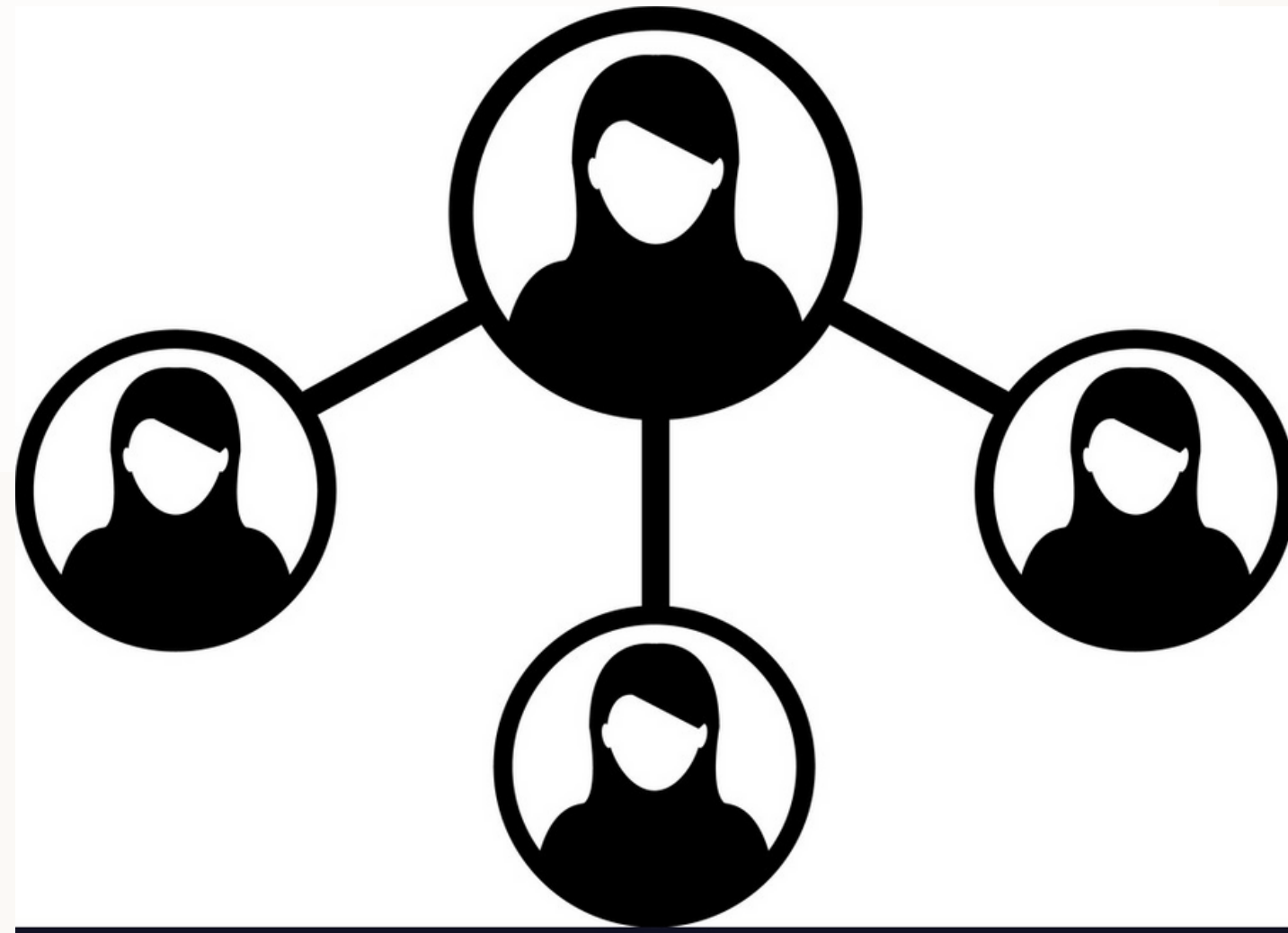
USE AMBASSADOR TRAINING MODEL

ESTABLISH FUNDRAISING NETWORKS TO SUPPORT WOMEN CANDIDATES

BUILD ALLIANCES WITH POLITICAL PARTIES AND MEN IN POWER TO
PROMOTE SPONSORSHIPS



AMBASSADOR TRAINING MODEL

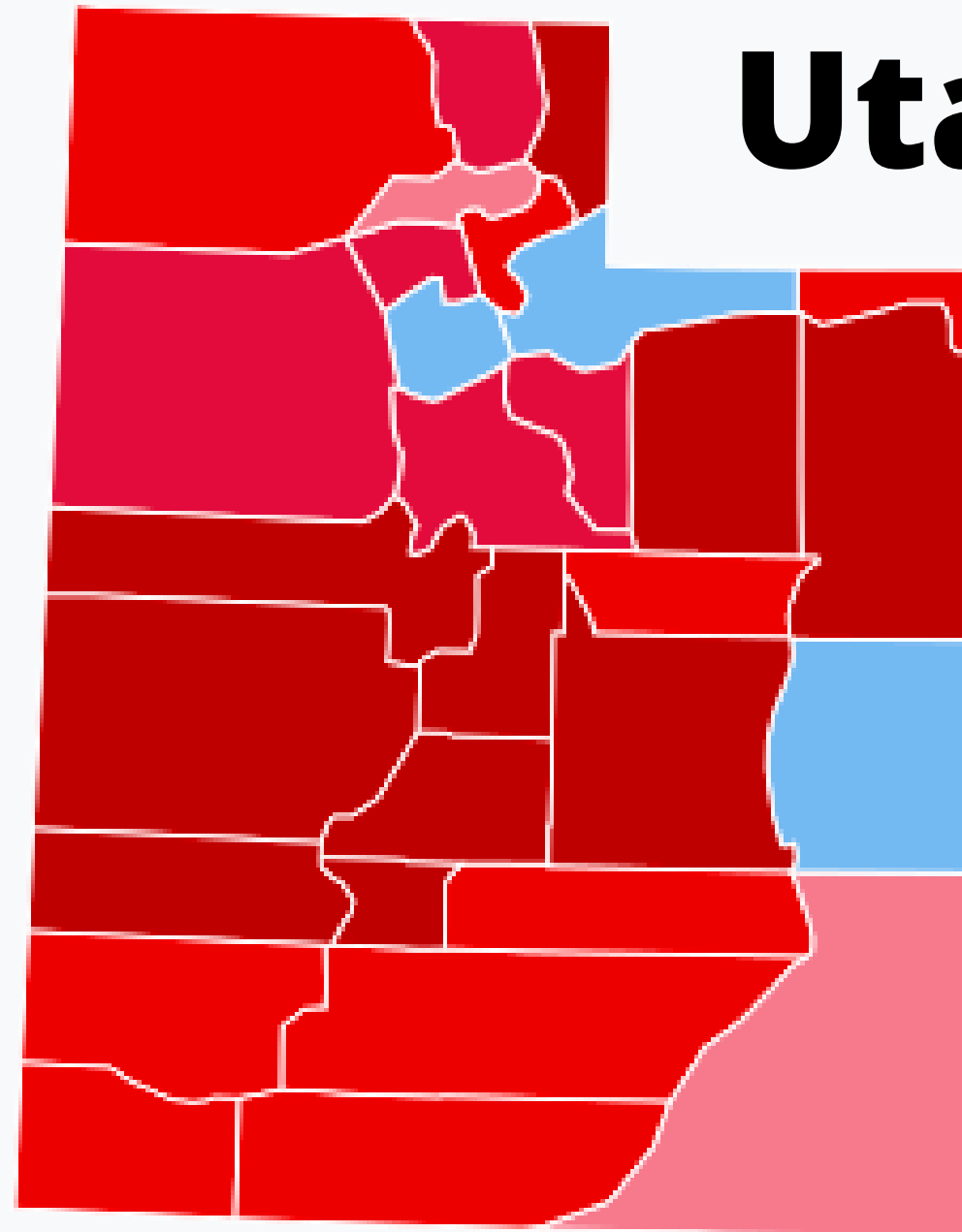


RESOURCES CAN REACH MORE WOMEN AT LOCAL LEVELS AWAY FROM CAPITAL REGIONS, THROUGH AMBASSADOR PROGRAMS

PROMOTES LOCALIZED OUTREACH

FLEXIBILITY AROUND CULTURAL DIFFERENCE

Utah's Political Affiliation



County results

Utah's four representatives are:

 [Blake Moore](#)

1st District

Blake Moore

Republican
Since Jan 3, 2021
[View District Map](#)



2nd District

Chris Stewart

Republican
Since Jan 3, 2013
[View District Map](#)



3rd District

John Curtis

Republican
Since Nov 13, 2017
[View District Map](#)

 [Clarence "Burgess" Owens](#)

Owens

4th District

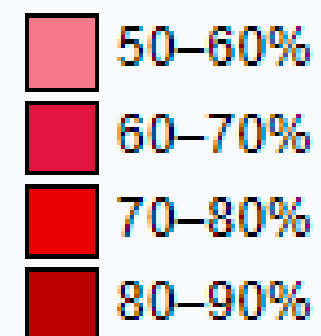
Clarence "Burgess" Owens

Owens

Republican
Since Jan 3, 2021
[View District Map](#)

Trump

Biden



REAL WORLD IMPLEMENTATION



JOAN NOLD

OWNER OF LABS FOR LIBERTY



FUNDRAISING NETWORK

WHAT DOES IT HELP WITH

RESOURCE LINK

SCAN BIGGEST DONORS AND WHICH
POLITICAL PARTIES THEY SUPPORT

[HTTPS://WWW.OPENSECRETS.ORG/ELECTIONS-
OVERVIEW/BIGGEST-DONORS](https://www.opensecrets.org/elections-overview/biggest-donors)

CONFERENCE EMPOWERING WOMEN WITH
ADEQUATE RESOURCES AND CONNECTIONS

[HTTPS://WOMENINTHEMONEY.ORG](https://womeninthemoney.org)

RAISES MONEY TO PROVIDE FINANCIAL
SUPPORT WHO ARE RUNNING FOR UTAH
STATE LEGISLATURE

[HTTPS://WWW.UTAHWOMENANDPOLITICS.ORG](https://www.utahwomenandpolitics.org)

MZ WALLACE
NEW YORK



ModCloth

TORRID



Farmgirl
FLOWERS™



Michelle Singletary – The Washington Post



Kristen Cox – Governor’s Office of Management and Budget



Debbie Dujanovic – KSL Newsradio



David Damschen – Utah State Treasurer



Susan Speirs – Utah Association of CPAs



Heidi Lund – LifeStart Village Director



Patrice DeCorrevont – Wells Fargo



Jenie Connors – Financial Planning Association



Lisa Erickson – U.S. Bank



Sandra Hill – Vice President Fidelity Investments



Clancy Stone – Women’s Business Center of Utah



Mickie Douglas – Social Security Administration



Hon. Kevin Anderson – Utah Bankruptcy Judge



McKenzie Walsh – AAA Fair Credit Foundation



Pamela Shinsel – Utah Housing Corporation



Jane Barratt – MX Chief Advocacy Officer



Jared Davidove – Intuit



Tom Brady – Utah Division of Securities



Bryn Ramjoue – my529



Robbyn Scribner – Utah Women & Leadership Project



Wendy Buckner – Cyprus Credit Union



Yanelly Espinal – Next Gen Personal Finance



Joyce Maughan – Attorney at Law



Amanda Christensen – USU Extension Professor

People from Different Industries who Support Women Empowerment in different Aspects



SPONSORSHIP AND COLLABORATION

**ELEVATES THE STATURE OF WOMEN
USING MEN AS ALLIES**

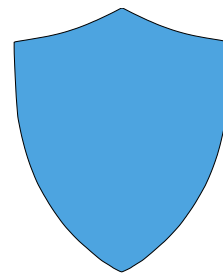
**DEVELOPS FUTURE FEMALE POLITICAL
CANDIDATES**

**FACILITATES CONVEYING THE POSITIVE
IMPACT WOMEN LEADERS HAVE ON
ECONOMIC DEVELOPMENT**



**WOMEN'S
LEADERSHIP
INSTITUTE**

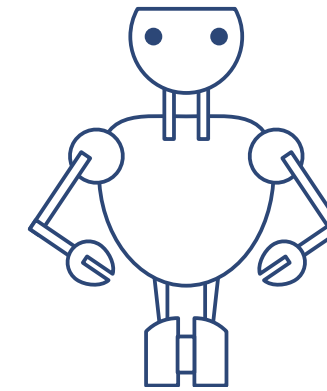
**RELIABLE
CONTACT
INFORMATION**



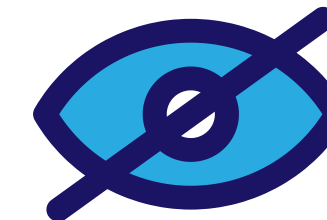
**OUT REACH
BOOST**



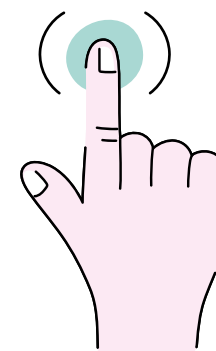
**AUTOMATING
FOLLOWUPS**



**SEARCHING
HARD TO FIND
CONTACTS**



**STRATEGIC
SELECTION
OF CONTACTS**



**INCREASES
RESPONSE
RATE**



**LEAD
GENERATION**



**EFFECTIVE WAY OF
TRACKING
COMMUNICATION**



Snovio



What Is Snov.io: Features Overview

WHAT IS SNOV.IO? **FEATURES** OVERVIEW



Watch on YouTube



Watch later

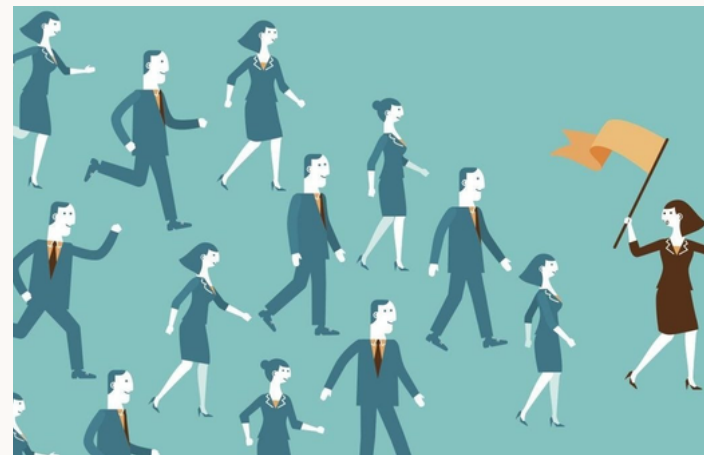
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**FINANCIAL
BACKING**



**GROWING
SUPPORTERS**



**BUILDING
PARTNERSHIPS**



**BOLD
PERSONA**



He Runs, She Runs

**COMING INTO
POWER**



THANK YOU

REALWOMENRUN[®]

AT THE **ywca**