Four Steps to Get More Women to Consider Elected Office

EILEEN’S JOURNEY
When Eileen, a Latina community volunteer and teaching assistant, experiences a student shooting a gun in her classroom, she is initially paralyzed by the trauma.

EILEEN’S JOURNEY
Eileen begins to suffer from PTSD and is unsure how to move forward.

EILEEN’S JOURNEY
Eileen registers for She Should Run’s gun violence prevention webinar.

EILEEN’S JOURNEY
Eileen becomes a founding member of her county’s leadership council advocating for change in her community.

LAURA’S JOURNEY
Laura, a wife, mother, and small business owner, is encouraged to run for office by a close friend who had years of experience in the Kansas State House.

LAURA’S JOURNEY
Laura runs for State Representative and wins!

LAURA’S JOURNEY
Moved by the She Should Run Community, she plans to mentor other women in her region considering a run.

THE RESULT
We will mobilize passionate leaders to multiply the number of women considering elected office through honest, open connections.

WHAT COULD HAVE HAPPENED IF IT WAS INACCESSIBLE AND DULL
Women who should be considering a run for office will be met with too many barriers along the way and we will not come close to seeing equal representation in our lifetime.

WHAT COULD HAVE HAPPENED IF IT WAS COMPLEX AND INTIMIDATING
Women’s journeys will no longer be the exception, they will become the norm, and we will see an exponential increase in women stepping up to take the possibilities in public leadership, driving us to a future where our governments are fully representative of the people it serves.

WHAT COULD HAVE HAPPENED IF IT WAS TEDIOUS AND UNDERWHELMING
We will emphatically and persistently deliver our message to women with vast leadership experience or potential who are otherwise overlooked in traditional political recruitment.

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THE MULTIPLIER ROADMAP

STEP ONE: MAKE IT OBVIOUS AND COMMONPLACE
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