

VOTE LIKE A WOMAN'S CAMPAIGN STRATEGY FOR 2020

OUR MISSION

Get **every eligible woman voter** in America to the polls on Nov. 3, 2020.

WHY IT (STILL) MATTERS

100 years after the 19th amendment was ratified, and 55 years after the Voting Rights Act protected the right to vote for women of color, getting more women to vote still matters:

1 out of 3 eligible American women voters – 38 million+ – are unregistered. While more women vote than men, this is a substantial amount of women who are sitting out elections.

53% of chronic non-voters identify as women. This is a subgroup of nonvoters least likely to mobilize and unable to answer questions about the government or hot-button issues.

Voter turnout for women lacks inclusion. We are missing the voices of Latina and Asian American women, and younger women (ages 18-24) are much less likely to vote than other groups.

OUR OPPORTUNITY

Our opportunity is to leverage the best research, platforms, and creative talent to activate women, women's groups, allies, and mission-led organizations to get more women voting.

Together, we'll help eligible women voters overcome these top barriers to registering & voting:

Cynicism.

Many American women don't feel their voice and their vote matters.

Tricky voter laws.

Voter laws and deadlines in many states are confusing -- especially as details shift due to the COVID-19 pandemic -- and voter ID laws can disproportionately affect women who often change their names.

No one asked.

60% of unregistered voters say they've never even been asked if they're registered.

OUR CAMPAIGN PRINCIPLES

Inclusive. The next hundred 100 years of women's suffrage needs to be more inclusive than the first 100. We want every woman to vote regardless of their background, political affiliation, or economic situation.

Creative. We believe in the power of creativity to inspire people to action and new approaches to turning out the vote -- especially at this moment in history as we contend with a pandemic.

Grassroots. We're an upstart campaign excited about empowering individuals to lead their own voting teams and organize with friends to get out the vote.

Honest. We're looking to shine a light on not just the positive milestones of the past and possibilities, but also inequality in America, especially when it comes to racism past and present.
Inclusive. We strive to be inclusive of all women and allies regardless of background including race, gender, economics, political affiliation.

Encouraging. We lead with optimism to motivate women and empower them to use their voice.

HOW WE'LL DO IT

Our secret sauce is a combination of talented creatives and experienced political organizers working together to make it easy for women, women's groups, allies, and mission-led organizations to get out the vote during the 2020 pandemic.

Engage women voters 1:1 and in groups

Inspire action through compelling, targeted ads

Engaging women voters 1:1 and in groups

One of the most powerful things we can do as individuals, allies, and groups of women is to get our friends and close ties to vote. We do this by amplifying women's voices and perspectives, sharing important information, about voting (especially state-specific info), and using our close ties and connections to create voting teams that help each other stay informed about issues, voting by mail, registering and more.

Get Involved:

- Share our content about women and voting to increase the number of pledges to "Vote Like a Woman" in 2020 (getting people to commit to vote and get more women voting)
- Build a team of voting captains who will host issue circle discussions with friends and close-ties using our guides and our partner's platform, [Motivote](#).
- Send letters to women voters to get them to vote

Inspire action through compelling, targeted ads

In partnership with creative talent, including agencies, and the latest technology in ad targeting, we'll amplify our efforts to persuade and nudge voters who are less civically engaged and/or unregistered to get registered and vote.

Get Involved

- Work with top voter researchers, and creative talent to create compelling content
- Launch targeted Facebook and Instagram ad campaigns in Spanish and English in partnership with Alloy, a voter data and technology company, to track impact on voter registration
- Raise money to reach more women voters with target ads on Facebook and Instagram. Every dollar counts. \$10 can help us effectively reach 1,000 American women voters with our ads.

OUR SPONSORS & PARTNERS

We partner with mission-led brands and organizations that align with our values to enable and amplify our efforts to get women voting. This list includes:

Wordland Design A brand and content strategy company based in the San Francisco Bay Area, is sponsoring and powering our campaign with their talent.

Vision 2020 has selected us as an allied partner for their national coalition of individuals and organizations in all 50 states working together for women's economic, political and social equality in the United States.

Alloy A nonprofit technology company building broadly accessible high-quality voter data and technology, is helping us target unregistered voters and track whether they've registered as a result of our ads.

Motivote is a new platform we're leveraging with women's groups that empowers teams of voters from registration to turnout by making the journey more easy, social, and fun.

Compete Everywhere A full-service digital agency that combines decades of political experience with proven digital strategies, is supporting us with their expertise.

Vote Forward a nonprofit that empowers grassroots volunteers to help register voters and encourage them to vote, is working with us to create letter writing campaigns targeted at women voters.

READY TO GET INVOLVED?

Join us at **VOTELIKEAWOMAN.US**

VOTE *like a*
WOMAN