



THE MULTIPLIER ROADMAP

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.

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.

ANANYA'S JOURNEY



Ananya, a first-generation South Asian American immigrant and a recently nationalized U.S. citizen, first hears about She Should Run as a student leader at Yale.

STEP ONE:

MAKE IT OBVIOUS AND COMMONPLACE

We will emphatically and persistently deliver our message to women with vast leadership experience or potential who are otherwise overlooked in traditional political recruitment.

Eileen's friend encourages her to connect with us.

Laura finds She Should Run on Instagram and connects with our non-partisan approach to be bridge-builders.

Ananya brings She Should Run's message and curriculum to her campus and encourages others to partake.

WHAT COULD HAVE HAPPENED IF IT WAS INFREQUENT AND LIMITED

Eileen begins to suffer from PTSD and is unsure how to move forward.

Turned off by the polarization, Laura doesn't want to get involved in politics.

Ananya thinks public leadership is for old men and moves on.

STEP TWO:

MAKE IT EASY AND APPROACHABLE

We will dismantle perceptions around what it takes to become an elected official by offering honest resources and simple steps that allow a woman to dip her toe in the water.

Eileen registers for She Should Run's gun violence prevention webinar.

Laura registers for She Should Run's webinar about navigating social media as a woman in leadership.

Ananya enjoys learning and laughing from the content shared on She Should Run's social media and blog.

WHAT COULD HAVE HAPPENED IF IT WAS COMPLEX AND INTIMIDATING

Too nervous to commit, Eileen loses interest and doesn't take action.

Laura tries to add political training to her demanding life but gets overwhelmed.

Ananya is busy and stops exploring the idea because it feels like more work.

STEP THREE:

MAKE IT RELATABLE AND COMPELLING

We will provide a wide range of resources that adapt to the interests and needs of women, focusing on their leadership development rather than candidate training.

Eileen becomes a founding member of her county's leadership council advocating for change in her community.

Laura envisions her potential impact when she reads She Should Run content featuring the personal stories of women in elected office.

Ananya accesses She Should Run resources to develop her confidence and ambitions to complement her real-world leadership experiences.

WHAT COULD HAVE HAPPENED IF IT WAS INACCESSIBLE AND DULL

Feeling her concerns are validated, Eileen believes she isn't qualified to run.

Surrounded by barriers, Laura looks to other career opportunities instead.

Not considering a run yet, Ananya sees no value in training resources.

STEP FOUR:

MAKE IT INSPIRING AND INFECTIOUS

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

Eileen develops her leadership, and inspires women like herself to explore public leadership.

Laura runs for State Representative and wins! Moved by the She Should Run Community, she plans to mentor other women in her region considering a run.

For the first time, Ananya envisions a run in her future and encourages women, especially women of color, to consider it as well.

WHAT COULD HAVE HAPPENED IF IT WAS TEDIOUS AND UNDERWHELMING

Eileen can't connect her purpose to elected office and her vision of running for office fades.

Still having a number of concerns, Laura doesn't think running for office is worth the risk.

Lacking a supportive community, Ananya decides there's no place for her in elected office.

THE RESULT

IF WE CONTINUE DOWN OUR CURRENT PATH:

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.

IF WE COMMIT TO WORKING TOWARD CHANGE:

These 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 consider the possibilities in public leadership, driving us to a future where our government is fully representative of the people it serves.



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