

# EMILY'S LIST

The logo for Emily's List features the text "EMILY'S LIST" in a bold, black, sans-serif font. Below the text is a graphic element consisting of several overlapping, curved shapes in shades of yellow, orange, and red, resembling a stylized sun or a ribbon.

## **General Overview:**

EMILY's List is the the largest resource for women in politics, we help recruit and train Democratic pro-choice women to run for office. We value our relationship with our allies in the labor movement and it is our goal to build a pipeline of women to run for office and leadership positions at every level of government they desire. We train women at all stages of their political journey - especially in learning fundamentals and nuts and bolts of running for office. It is our goal to recruit, train and provide candidate services to Democratic pro-choice women candidates, especially union members, up and down the ticket.

## **Training Proposal:**

EMILY's List will provide a one hour and thirty minute workshop to AFSCME's women members on the fundamentals of running for office including research, personal story, and basic fundraising skills. While these skills are used by women running for office, the skills attendees will come away with will enhance their leadership and communication skills for application across industries and fields.

**Tentative Dates:** 1- hour and 30 minute training session (virtual) ET

**Audience:** Open to all AFSCME women members

## **Goals:**

- (1) Provide a space for AFSCME women members to learn introductory political leadership skills and connect with each other
- (2) Teach attendees how to tell their personal story, the basics of fundraising, and the first steps they can take toward public office
- (3) Highlight ways in which AFSCME and EMILY's List can support these women going forward should they choose to run for public office

**Trainers:** Tova Yampolksy, Southeast Regional Director, State and Local Campaigns, and Johanna Silva Waki, Vice President, Training and Community Engagement

## **Sample Agenda**

- Introduction, norms, and framing (5 min.)
  - Why do labor candidates matter? **AFSCME Member**

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- What is EMILY's List **EMILY's List Trainer**
  - AFSCME partnership
- Goals and outcomes for trainings
- Training norms
- AFSCME Guest Speaker (5 min.) - **Current AFSCME Candidate and Member**
- Taking the First Steps (10 min.) - **EMILY's List Trainer**
  - Researching what public office you may be interested in
  - Where to Run Tool
- Personal Story (40 min.) - **EMILY's List Trainer**
  - The difference between your personal story and messaging
  - Structure for building your story
  - A sample story from the trainer
  - Practice writing your story
  - Personal story tips and best practices
- Fundraising training (15 min.) - **EMILY's List Trainer**
  - Fundraising myths
  - Rolodexing your personal circle
  - Making the ask
- GOTV Making a Plan to Vote (10 min.) - **AFSCME Member**
- Closing (10 min.) - **AFSCME Member & EMILY's List Staff**
  - EMILY's List will provide resources like the fellowship & Run to Win
  - AFSCME will close the session with information for their members