

Femaleaders

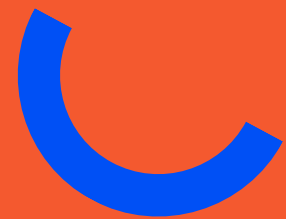
Amy Ha

Danika Borcik

KC Grossman

Nick Tygesen

Daisy Xiong



**How can Real Women Run increase the
number of diverse women running for
Utah public office?**



Young Women

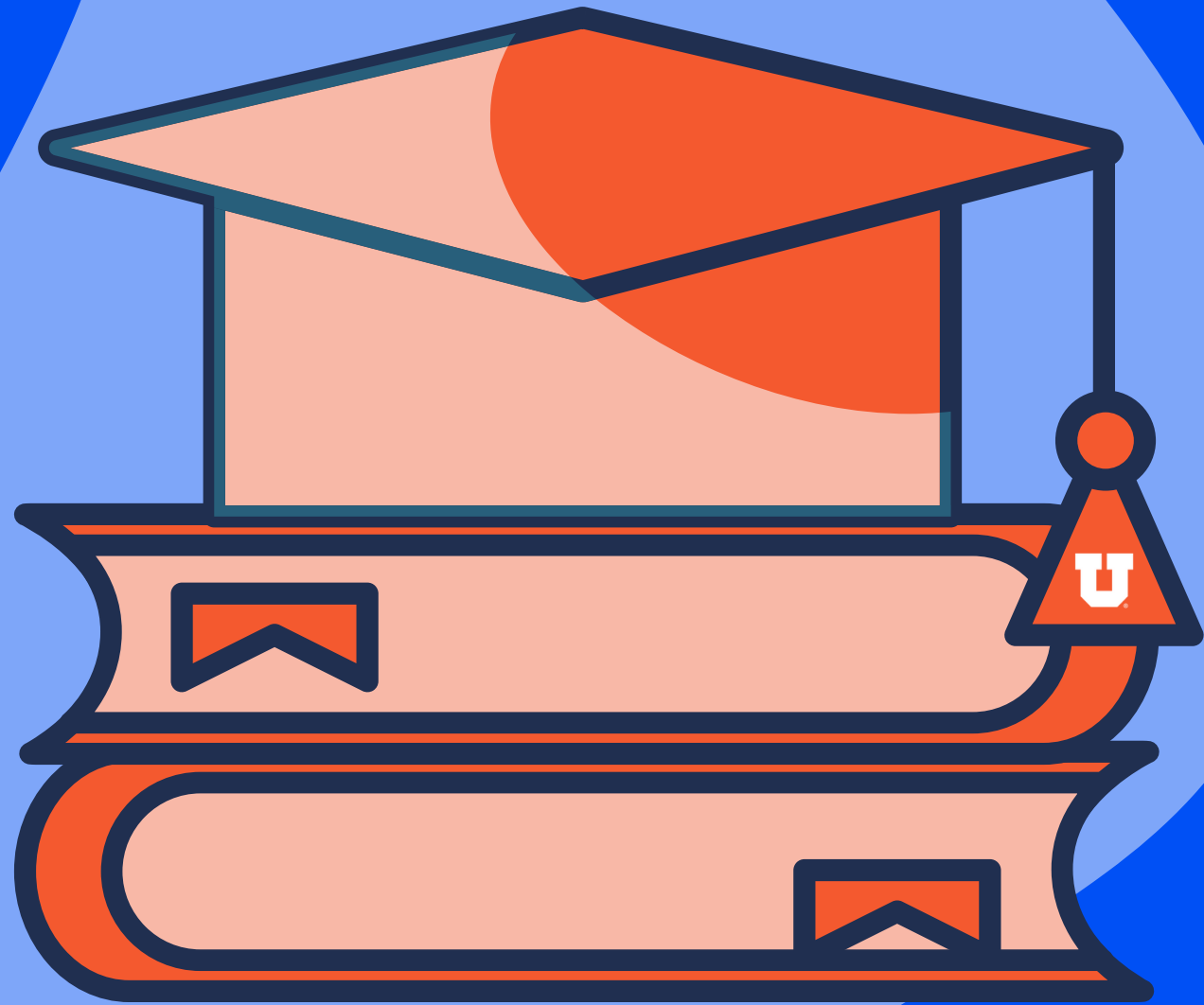


RECOMMENDATIONS

**University
RWR
Chapters**

**Mentor
Program
and Active
Recruiting**

RWR University Chapters



Why?



Student interest in politics



**Existing student organizations
to recruit from**



**Lack of student organizations
for women in politics**



**Outreach opportunity
for RWR**

CREATE A UNIVERSITY OF UTAH RWR CHAPTER

01

Partner with ASUU to gather emails of female leaders.

ENGAGE IN PROGRAMMING

02

Offer informal mentor sessions, practice interviews, and informational workshops.

PROVIDE SCHOLARSHIPS

03

Create scholarships to support students' participation in political activities.

EXPAND TO OTHER UNIVERSITIES

04

Create new chapters at other universities and colleges.

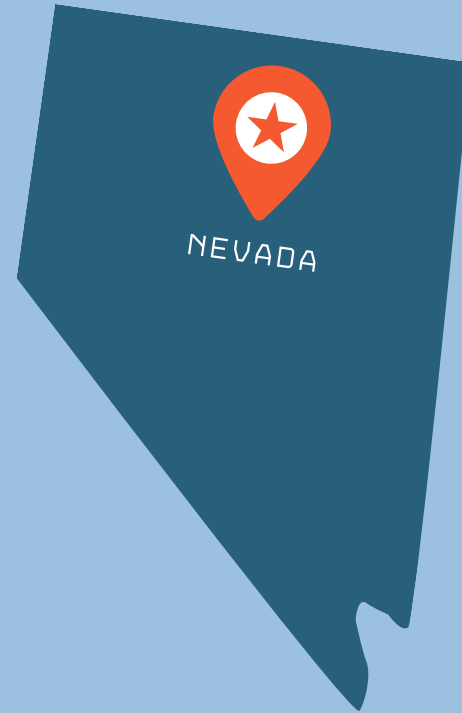
Mentorship and Active Recruiting



Why?

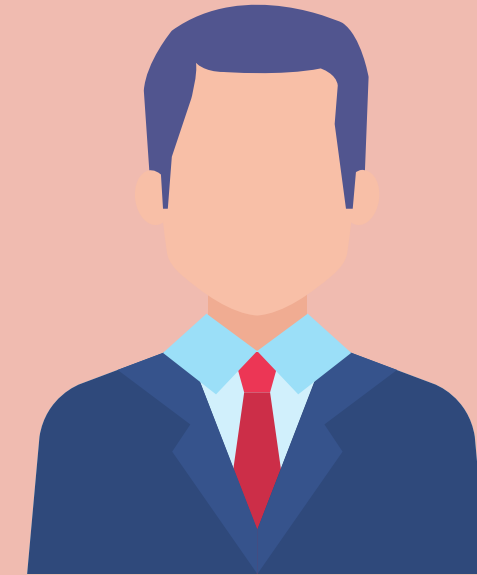


63% said having a **female mentor** in politics/government would **most motivate** them to run over other factors



Emerge Nevada: 70% success

Emerge Colorado: 34% minority women won election



Potential



Experience and Track Record

RUN AS YOU ARE!

ANNUAL SPECIAL EVENTS WITH CHAPTERS

Actively recruitment, mentor
introduction and sign-up,
additional professional
resources

FREQUENT TOUCHPOINTS

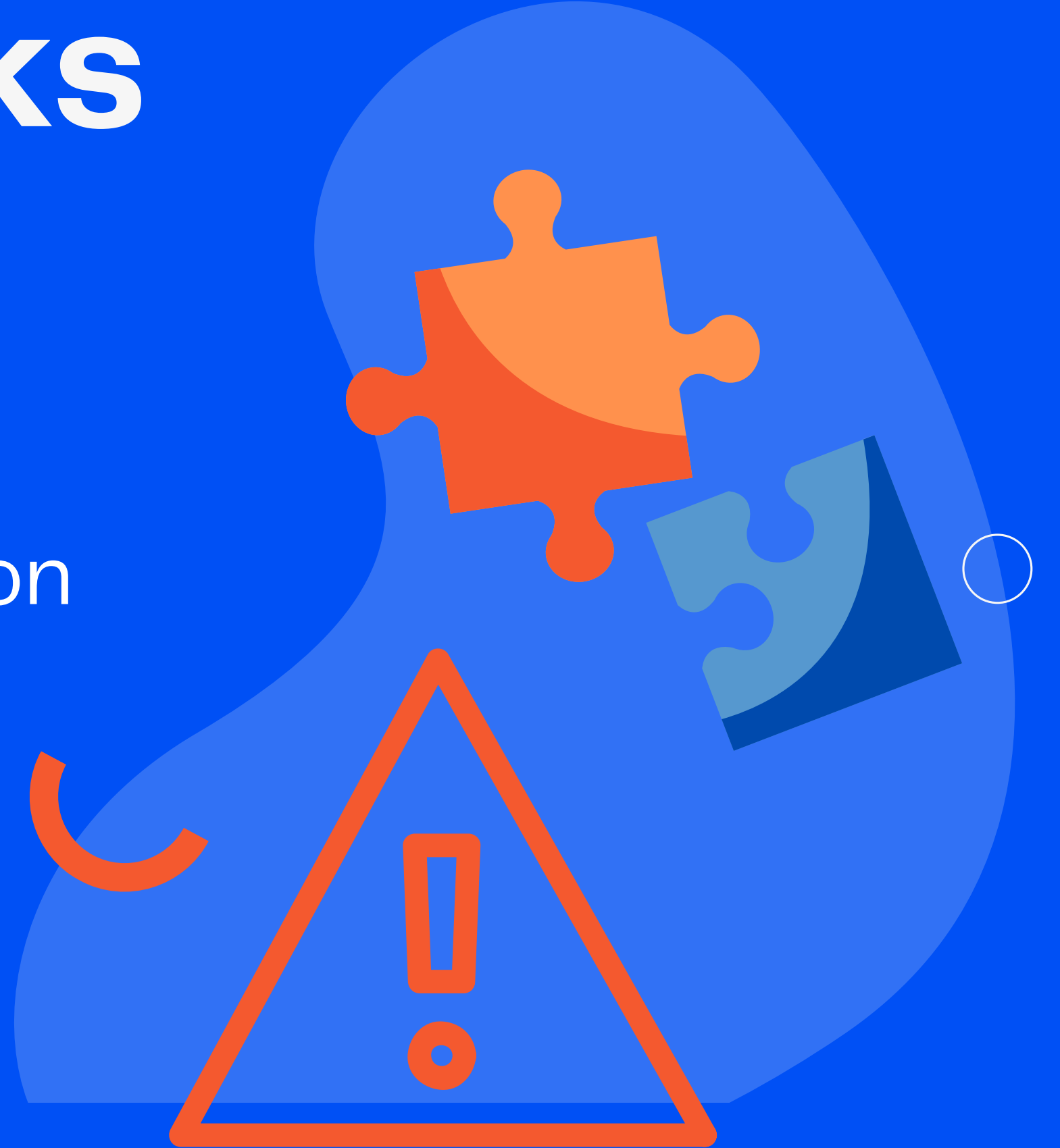
Online interactions through
LinkedIn groups to increase
interactions and messaging.

COMBAT THE "EXPERIENCE MYTH"

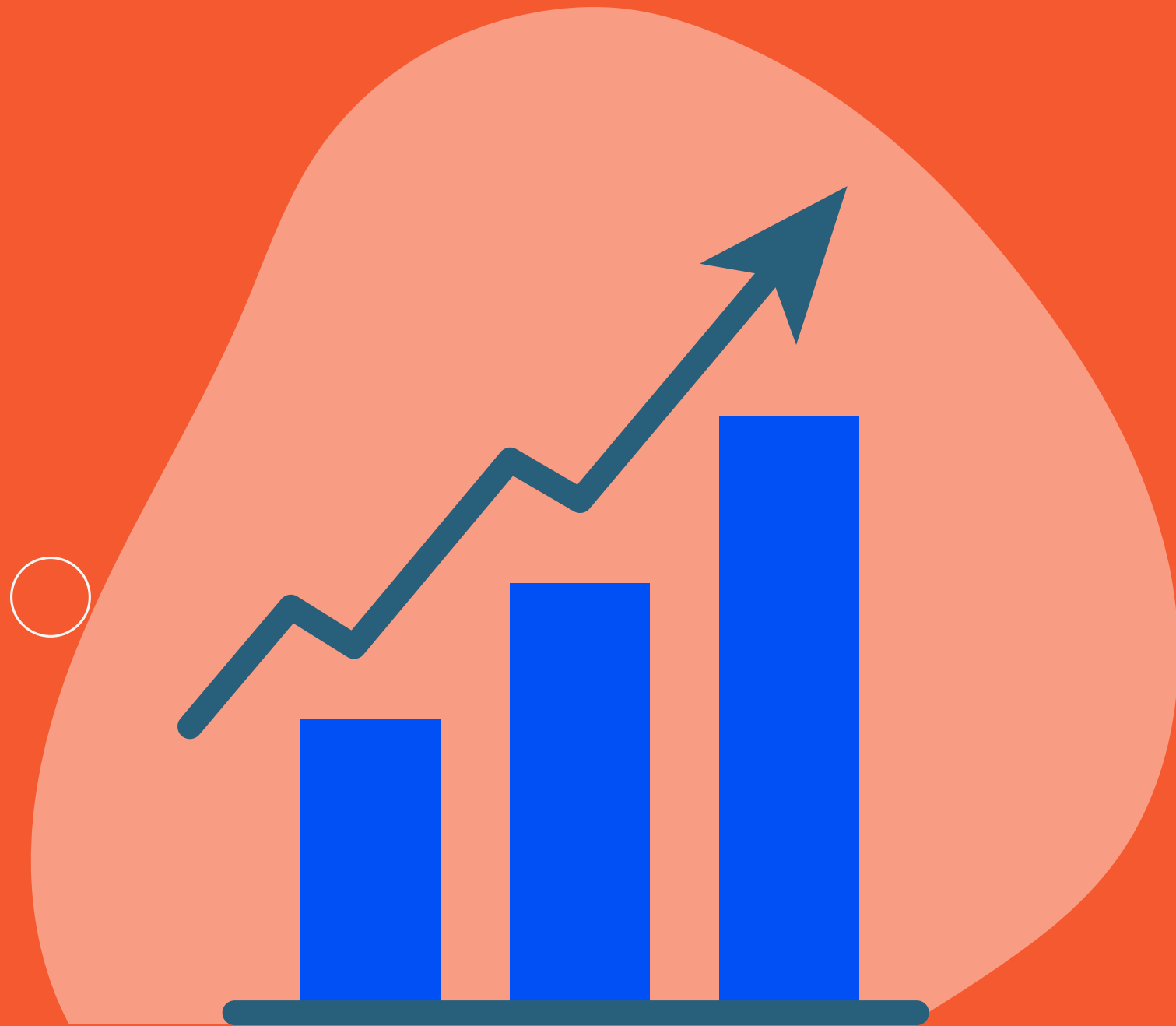
It's about ideas
Rely on the experience and
expertise of mentors

Addressing Risks & Challenges

- New RWR board member position
- Funding the campus chapter



Summary & Impact Predictions



Estimated Target Market



33,000+ enrolled students

47% female in 2020

24% with interest in politics



Categorical Impact: Utah

190K college students in Utah

56% of U.S. college students are women

Increase exposure to politics for young women

30% increase in women running for office





Thank you

We look forward to working with you!