

# ELECT HER



## **Elect Her Initiative FAQ**

### **What is AAUW's Elect Her Initiative?**

AAUW's Elect Her initiative acknowledges the necessity to build a greater pipeline of women running for office in order to diminish the long-standing political leadership gender gap. This initiative consists of a full continuum of programming. The centerpiece is Elect Her—Campus Women Win, in which we train, in conjunction with Running Start, college women to run for campus-based elective office. We are also collaborating with Running Start to help disseminate their successful program for high-school aged girls, Young Women's Political Leadership Program, and together we are collaborating with the Women's Campaign Forum to promote their She Should Run™ campaign.

### **How does Elect Her compare with the previous Campaign College program?**

Elect Her is a broader initiative than Campaign College. It recognizes the need to empower women from high school onward to view themselves as political candidates. Elect Her—Campus Women Win builds on our lessons learned from Campaign College over the past two years to develop a more interactive and comprehensive training for college women.

### **What will happen on campuses that have already hosted Campaign College?**

AAUW and Running Start will work with campuses that have already hosted Campaign College to implement Elect Her – Campus Women Win.

### **How will campuses be selected for Elect Her – Campus Women Win?**

An application will be available online in late August for campuses to apply to be Elect Her – Campus Women Win sites in spring 2011. The sites that held Campaign College trainings in spring 2010 will receive updated materials so they can begin to implement the new program on their individual campuses.

### **Who participates in Elect Her—Campus Women Win?**

Elect Her—Campus Women Win encourages and trains young women to run for student government on their college/university campuses. Any students who attend the college/universities selected can participate in the training.

### **How does the Elect Her campus-based program work with other programs to encourage women to run for office?**

In developing the Elect Her initiative, AAUW wanted to build longer-term connections and resources with those in the Elect Her – Campus Women Win program. Any students participating in Elect Her—Campus Women Win will be encouraged to promote Running Start's high school program and the Women's Campaign Forum's She Should Run™ program in their communities. In addition, through online networking, our Elect Her—Campus Women Win students will benefit from these collaborations by gaining ongoing access to resources for their personal and professional development as candidates. As these collaborations evolve, AAUW will work with our partners to find appropriate ways for AAUW branches and individual members to get involved in all the Elect Her Initiative programs.

### **Why did AAUW change the name of Campaign College?**

The new name, Elect Her, has been chosen in recognition of AAUW's commitment to a broader initiative to encourage women's political candidacy and to reflect that the new programming adds, in response to requests from students for practical training, experiential modules that were not part of the original Campaign College program.

### **What is AAUW's relationship with Running Start?**

AAUW and Running Start are collaborators on Elect Her—Campus Women Win. AAUW is also promoting Running Start's high school training program, the Young Women's Political Leadership Program, throughout our networks.

### **What is the Women's Campaign Forum?**

The Women's Campaign Forum is dedicated to advancing the political participation and leadership of women who support reproductive health choices for all. WCF, founded in 1974, is a nonpartisan national network dedicated to achieving parity for women in public office. Both AAUW and Running Start have growing collaborations with WCF to promote its She Should Run™ program. She Should Run™ provides an easy way to ask a woman to run for office and connects her with the support, training, and resources she needs to join the next class of strong and successful women leaders in our country. AAUW and Running Start will begin to promote She Should Run™ through our networks so that all women are connected to the resources to run and win.