

**From:** Lily Herman lily@lilyherman.com  
**Subject:** [Get Her Elected] Counting down (Respond by 9/30 at 5pm EST)  
**Date:** September 26, 2018 at 11:49 PM  
**To:** grozanc@umbc.edu



Hi everyone,

Wow, almost there! The usual quick reminders:

- **I repeat this below, but if you're receiving this email from someone else and aren't on our email list:** PLEASE EMAIL ME AND DON'T REACH OUT TO THESE CANDIDATES ON YOUR OWN! I'm happy to put you on our list and get your materials over to the respective campaigns. Our candidates don't respond to individual inquiries pertaining to requests that don't come from our team for safety/privacy reasons.
- **For volunteers currently working with candidates:** If you're having any issues with candidates and/or their staffers (they haven't responded to an intro within 4-5 days, they aren't responding to emails in general, their request is different than what you signed on for, etc.), please let me know immediately! I can help with 100% of the problems I know about and 0% of those I don't.

**IMPORTANT INFORMATION, PLEASE READ BEFORE DOING ANYTHING:**

- **DEADLINE: PLEASE SUBMIT MATERIALS FOR THE FOLLOWING CANDIDATES BY SUNDAY, SEPTEMBER 30TH AT 5PM EST (PLEASE NOTE TIME ZONE).** Remember, you're NOT expected to work near/over the holidays, so throwing in your name for consideration doesn't mean you'll be working 'round the clock while you're taking time off.
- **Want to volunteer for a candidate below? You must follow these instructions (do not reach out to candidates on your own!):** If you feel like you'd be a good fit for any of the roles listed, please send me a separate email with the subject line "Get Her Elected: Materials for [Candidate Name]" and include more about you (LinkedIn, professional website, etc.) as well as any samples of your work (social media pages you run, designs, speeches, writing clips, etc.). If you're applying to work for more than one candidate, include materials for all in that email and indicate all names in the subject line. You'll receive email confirmation from me within 36 hours that I got your materials.

- **If someone else forwarded you this email and you're not on our email list:** You must [email me](#) to get your name on our list in order to submit your materials to candidates. You may not reach out to candidates on your own; they won't respond without an initial introduction from me due to safety concerns.
- **For people with questions:** Check out [our website](#) and the [volunteer FAQ](#) and email me if your question isn't answered!
- **For more information on how we measure low, medium, and high commitments:** Scroll to the bottom of this email.
- **To unsubscribe from these emails:** Put your email address [here](#).

Skill sets are listed alphabetically below (you may need to open the email in your browser to read in full):

- Accounting, finance, and campaign finance
- Data analysis
- Data entry
- Email marketing
- Fundraising
- Graphic design
- Operations and logistics
- Policy
- Political knowledge
- Public relations, marketing and branding
- Public speaking coaching
- Research
- Social media
- Web design, development and maintenance
- Writing, editing, and communications
- Video

## **ACCOUNTING AND FINANCE**

- **LOW/MEDIUM COMMITMENT:** [Dotie Joseph](#) (Florida, State House District 106) is looking for a CPA to look at her final campaign finance filing and make sure that all of the numbers add up.

## CYBERSECURITY

- **LOW COMMITMENT:** [Sasha Bentley](#) (Washington, State House District 14) would like a cybersecurity professional to ensure that all of her accounts and databases are secure.
- **LOW COMMITMENT:** [Brenda Krause](#) (Colorado, State House District 14) wants to make sure all of her accounts and data are safe.

## DATA ANALYSIS

- **MEDIUM COMMITMENT:** [Brenda Krause](#) (Colorado, State House District 14) would like someone to help analyze voter turnout in her district so she can figure out which demographics to target over the next month.

## DATA ENTRY

- **ASAP REQUEST [RESPOND BY 12PM EST ON 9/27] LOW COMMITMENT:** [Danielle McCluskey](#) (Michigan, Oakland County Commissioner District 2) needs help organizing (and converting PDF to Excel) her absentee voter data.
- **LOW/MEDIUM COMMITMENT:** [Brenda Krause](#) (Colorado, State House District 14) has specific video/audio content she'd like transcribed.
- **LOW/MEDIUM COMMITMENT:** [Shireen Ghorbani](#) (Utah, 2nd Congressional District) needs people can go into her database and merge duplicates. (She says it's the type of work that can be done while watching TV; it just takes time to assess whether it's the same person or not and to keep both phone numbers if there are two!)
- **LOW/MEDIUM COMMITMENT:** [Zima Creason](#) (California, San Juan School

**Board)** needs help writing and filling in information for donor thank you notes.

## EMAIL MARKETING

- **LOW/MEDIUM COMMITMENT:** [Elizabeth Bennett-Parker](#) (Virginia, Alexandria City Council) would love for an email marketing pro to offer general best practices for emails and give feedback on her email templates.

## FUNDRAISING

- **LOW COMMITMENT:** [Kaithleen Hernandez](#) (Florida, Soil and Water Conservation District Group 3) would like to hear about best practices for fundraising.

## GRAPHIC DESIGN

- **MEDIUM COMMITMENT:** [Mindy Kimmel](#) (Minnesota, State House District 16B) would like someone to create Facebook and Snapchat frames/filters for the upcoming election.
- **MEDIUM COMMITMENT:** [Maggie O'Keefe](#) (Illinois, Chicago Alderman Ward 40) needs a design for a 9x4 push card and a 4x6 push card. Her team can provide examples of their previous lit, and the text that can go on the card.
- **MEDIUM COMMITMENT:** [Elizabeth Bennett-Parker](#) (Virginia, Alexandria City Council) would love for a graphic designer to help her create a few graphics for social media and email.

## OPERATIONS AND LOGISTICS

- **LOW COMMITMENT:** [Brenda Krause](#) (Colorado, State House District 14) would like to talk to people with experience managing volunteers effectively. What are best practices?

## POLICY

- **LOW COMMITMENT:** [Brenda Krause](#) (Colorado, State House District 14) is looking for guidance and research on environmental policy.

## POLITICAL KNOWLEDGE AND CAMPAIGN FINANCE

- **LOW COMMITMENT:** [Brenda Krause](#) (Colorado, State House District 14) would like to talk to people with experience managing volunteers effectively. What are best practices?
- **LOW COMMITMENT:** [Kaithleen Hernandez](#) (Florida, Soil and Water Conservation District Group 3) decided to enter her race a little later, and she'd love to talk to previous candidates who've run for office (particularly local office) as well as political pros about the 2-3 things she should focus on when kicking off this campaign.
- **LOW/MEDIUM COMMITMENT:** [Dotie Joseph](#) (Florida, State House District 106) is looking for a CPA to look at her final campaign finance filing and make sure that all of the numbers add up.

## PUBLIC RELATIONS, MARKETING, AND BRANDING

- **LOW/MEDIUM COMMITMENT:** [Brenda Krause](#) (Colorado, State House District 14) is trying to gear her last postcard push towards the voters in her districts who aren't affiliated with a party and would love help figuring out her messaging for them.

## PUBLIC SPEAKING COACHING

- **LOW COMMITMENT:** [Brenda Krause](#) (Colorado, State House District 14) would like a public speaking coach to talk to her about best practices.

## RESEARCH

- **LOW/MEDIUM COMMITMENT:** [Brenda Krause](#) (Colorado, State House District

14) is looking for guidance and research on environmental policy.

## **SOCIAL MEDIA**

- **LOW COMMITMENT:** [Brenda Krause](#) (Colorado, State House District 14) would like a social media strategist to talk to her about how to optimize her social media presence.
- **LOW/MEDIUM COMMITMENT:** **June Speakman (Rhode Island, Warren Town Council)** would like a social strategist to take her through the best practices of a Facebook page and help her set up/optimize hers.
- **LOW/MEDIUM COMMITMENT:** [Mindy Kimmel](#) (Minnesota, State House District 16B) would like someone to create Facebook and Snapchat frames/filters for the upcoming election.
- **MEDIUM COMMITMENT:** [Elizabeth Bennett-Parker](#) (Virginia, Alexandria City Council) would love help drafting content she can use over the next month through Election Day.
- **MEDIUM COMMITMENT:** [Dotie Joseph](#) (Florida, State House District 106) is looking for a social media content creator to help her draft posts that she can use over the next month.

## **WEB DESIGN, DEVELOPMENT AND MAINTENANCE**

- **MEDIUM COMMITMENT:** [Dotie Joseph](#) (Florida, State House District 106) is looking for a web designer and developer to help her make a few small changes to her website look and layout.
- **MEDIUM/HIGH COMMITMENT:** **June Speakman (Rhode Island, Warren Town Council)** would like a developer and designer to help her build and design a very basic website.
- **MEDIUM/HIGH COMMITMENT:** [Kaithleen Hernandez](#) (Florida, Soil and Water Conservation District Group 3) needs a developer and designer to help building/designing her website. She just needs a VERY simple site.

## WRITING, EDITING, AND COMMUNICATIONS

- **LOW/MEDIUM COMMITMENT:** [Zima Creason](#) (California, San Juan School Board) needs help writing and filling in information for donor thank you notes.
- **LOW/MEDIUM COMMITMENT:** [Brenda Krause](#) (Colorado, State House District 14) is trying to gear her last postcard push towards the voters in her districts who aren't affiliated with a party and would love help figuring out her messaging for them.

## VIDEO

- **MEDIUM COMMITMENT:** [Linda Dunson](#) (Texas, 309th Family District Court Judge) would like a video editor to help her edit a campaign video.

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## GENERAL COMMITMENT MEASUREMENTS

**Low commitment:** Usually one-time requests from candidates that'll last only 1-3 hours total. (For example, a one-hour phone call to advise on marketing strategy plus a little email follow-up.)

**Medium commitment:** A longer commitment of 1-3 hours per week over 2-5 weeks. (For example, designing a new campaign logo where there may be a little back and forth, or writing email marketing copy for a few weeks.)

**High commitment:** Sustained commitment of usually 3-5 hours over at least a 4-5 weeks. (Note: If a candidate is ever asking you to do 6-7+ hours or more of work per week for more than two weeks, let me know immediately. I'm very strict about us not veering into the territory of people doing part-time work for free!)

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*Quick recap: You're on this list because you're interested in offering your skills pro bono to*

*progressive women running for office! If you'd like to stop receiving these emails in the future, put your email address [here](#) to unsubscribe.*

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