

**From:** Lily Herman lily@lilyherman.com  
**Subject:** [Get Her Elected] Past the primaries (Respond by 9/16 at 5pm EST)  
**Date:** September 12, 2018 at 10:14 PM  
**To:** grozanc@umbc.edu



Hi everyone,

This time tomorrow, primary season will be done, and it's full speed ahead to Election Day! People have asked if we'll be picking up the cadence of these emails as the midterms get closer (i.e. 2 emails per week instead of 1), and the answer is yes, so stayed tuned.

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 16TH 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):

- Fundraising
- Graphic design
- Political knowledge
- Public speaking coaching
- Social media
- Web design, development and maintenance
- Writing, editing, and communications
- Video

## FUNDRAISING

- **LOW COMMITMENT:** [Angela Graves-Harrington](#) (Texas, 246th Family District Court Judge) would like to talk to someone with fundraising experience about creative ideas for fundraising. She wants to make sure she's doing everything she

can up until Election Day.

## GRAPHIC DESIGN

- **MEDIUM COMMITMENT:** [Bobbie Richardson](#) (North Carolina, State House District 7) would like a graphic designer to create an invitation template that her team can use for future events.
- **MEDIUM COMMITMENT:** [Linda Dunson](#) (Texas, 309th Family District Court Judge) would like help designing a business card-sized palm card.

## POLITICAL KNOWLEDGE AND CAMPAIGN FINANCE

- **LOW COMMITMENT:** [Angela Graves-Harrington](#) (Texas, 246th Family District Court Judge) would like to talk to someone with fundraising experience about creative ideas for fundraising. She wants to make sure she's doing everything she can up until Election Day.

## PUBLIC SPEAKING COACHING

- **LOW COMMITMENT:** [Amie Neiling](#) (Indiana, State House District 32) is doing several candidate forums this fall that are part-speech and part-debate (including with rebuttals). She'd love help not just polishing her public speaking skills but also learning how to prep for a debate format.
- **LOW COMMITMENT:** [Michelle Moore](#) (Texas, 314th Juvenile District Court Judge) would like a public speaking coach to help her make sure she feels confident in her speaking engagements going forward.

## SOCIAL MEDIA

- **LOW COMMITMENT:** [Michelle Moore](#) (Texas, 314th Juvenile District Court Judge) would like to talk to a social media strategist about her current platforms and make sure she's using best practices.

- **MEDIUM COMMITMENT:** [Angela Graves-Harrington](#) (Texas, 246th Family District Court Judge) would like help creating content for her social media profiles that she can use now through Election Day.

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

- **MEDIUM COMMITMENT:** [Linda Dunson](#) (Texas, 309th Family District Court Judge) would like someone to help her code a functioning "Donate" button for her website and make sure it links to the right page.
- **MEDIUM/HIGH COMMITMENT:** [Diane Gonzalez Simpson](#) (Florida, Coral Springs Commission, Seat 2) would really like a web design and development team to help her revamp her website. (It doesn't need to be fancy, but she wants it to look better!)
- **MEDIUM/HIGH COMMITMENT:** [Angela Graves-Harrington](#) (Texas, 246th Family District Court Judge) would like help making design/development upgrades to her existing website to make it more user-friendly.

## **WRITING, EDITING, AND COMMUNICATIONS**

- **LOW COMMITMENT:** [Linda Dunson](#) (Texas, 309th Family District Court Judge) would like helping writing a general fundraising letter.

## **VIDEO**

- **MEDIUM/HIGH COMMITMENT:** [Linda Dunson](#) (Texas, 309th Family District Court Judge) would like a video editor to help her edit a campaign video.
- **MEDIUM/HIGH COMMITMENT:** [Rebecca Edwards](#) (North Carolina, Wake County District Judge) wants someone (or multiple people) to help her storyboard and edit a campaign video for social media.

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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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