

**EMERGE**  
CALIFORNIA

*empowering Democratic women to run - and win*

# Welcome to the Emerge California 2020 Recruitment Tour Info Session!



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### AGENDA

- Emerge California: Who we are and why
- The Candidate Training Program: Why should I consider it?
  - The Class of 2020: What will this look like?
  - The Application Process: How and when?
- The Important Stuff: What else should I know?
  - Q + A

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*Emerge California is the premier statewide training program for Democratic self-identified women who want to run for office*

- Founded in San Francisco in 2002
- First cohort in Northern California: 2003
- Emerge America: Founded in 2005 (and now in 30 states!)
  - Expanded to Southern California in 2014
  - Expanded to Central Valley in 2018

*We're also part of the Democratic women political pipeline!*

Invite you to join

# THE NEW GIRLS NETWORK

Meet the Political Pipeline  
Getting Women Into Office

Friday, May 31, 2019  
10:15 PM - Midnight  
Moscone Center, Room 201

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***We work closely with our partners at:*** Close the Gap, EMILY's List, She Should Run, IGNITE, Latinas Lead, Fund Her, California Women's List, and many more to recruit and support Democratic self-identified women running for office!

***Our role in the pipeline:*** By offering the only long-term, in-depth program focused on candidate training, Emerge California serves our shared mission by recruiting, training and supporting women at the beginning of their political journey.

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*Why do we do what we do?*

### *The Bad Numbers:*

- California ranks **25th** in the nation for gender parity in state office
- Self-identified women hold only **30%** of seats in the California State Legislature  
and in local office statewide
- California has **never** elected a self-identified woman for governor

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*What do these numbers mean?*

*California's elected bodies do not reflect their constituencies.*

*Nearly half the talent pool is missing from the decision-making tables.*

*If we want to see a change in policy, we need to change our policymakers.*

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*Why should I consider Emerge California?*

*We have been changing the face of California politics for 16 years.*

Track Record of Success Since 2003: The Good Numbers

- Emerge CA Alumnae: Over 550
- % Alumnae Who Run for Office: Over 50%
- Win Rate of Emerge CA Alumnae: Nearly 70%
- In 2018: 92 Emerge CA Alumnae Ran for Office, 56 WON!





## *Number of Emerge California Alumnae in Office Today: 100!*

### Serving in State Office

Lieutenant Governor Eleni Kounalakis, State Board of Equalization Chair Malia Cohen,  
Assemblymember Rebecca Bauer-Kahan

### Serving as Mayors

San Francisco Mayor London Breed, Oakland Mayor Libby Schaaf,  
San Luis Obispo Mayor Heidi Harmon, Concord Mayor Carlyn Obringer,  
San Pablo Mayor Cecilia Valdez, and Suisun Mayor Lori Wilson



*Serving up and down the State of California, from San Diego to Nevada County as...*

City Attorneys, City Councilmembers, County Supervisors, Judges, County Assessors, School Board Members, Community College and Board of Education Trustees, Water Board Members, Special District Members, and Democratic Central Committee Members

*And, they represent the diversity of the communities they serve...*

- Over half of Emerge CA alumnae are women of color
- Thirty Emerge CA alumnae self-identify as LGBTQ+
- Each Emerge CA class represents each generation - from Generation Z to Baby Boomers

We've been changing the face of California politics, AND we are not there yet. We still have a status quo to crush!



WE WANT YOU AND WE NEED YOU.

*It's 2020, and **it's our turn...***



And, we want **YOU** to apply if you meet these requirements...

- An applicant must be a **self-identified woman** who is a **registered Democrat** and who **resides in California**
- Commitment to running for an identified **local** political office in the **1-3 years** following graduation
- Anticipated ability to **perform well as a candidate** following the Emerge California training program
- Commitment to **attendance** requirements and program participation
- Residence in the **cohort region** to which she is applying





And, we want YOU to apply if you have...



- Track record of **leadership and political experience**
- Meaningful **involvement in and commitment** to one's community and/or to a specific issue or policy area
- Demonstrated commitment to **public service**
- Professional written and oral **communications/presentation**
- Past experience with and/or anticipated aptitude for **fundraising**
- **Ability to bring disparate groups together to achieve a goal, build political and community coalitions, articulate a personal political vision, and inspire others**



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*I'm excited about 2020! What does the Training Program look like?!*

- Emerge CA flagship program: **6-month, 70-hour** candidate training program
  - 2020 Training Program: **January - June 2020**
  - **3 regional cohorts** of 20-25 self-identified women
  - Approximately **1-2 in-person training days** per month
- Two training sessions (January and May): **All-cohort**, offsite training sessions
  - **NEW!** Class Rep Elections and Fundraising Awards

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*There's more! Being an Emerge California program member also includes:*

- **\$1,000 Fundraising Requirement and Training Resources**
  - this is an opportunity to hone the most valuable candidate skill!
    - Pre-Orientation “**Emerge California 101**” Session
      - **Candidate Prep** and Training Resources
  - **Shadow Day** @ the State Capitol (Training Session 5 - May 13)
- **Networking opportunities** at Emerge CA fundraisers, California Democratic Party Convention and political events, meetings and dinners across the state!
  - **Extra training opportunities and resources**

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*Upon Emerge California Graduation, you will have:*

- **Learned how to:** fundraise, develop a campaign strategy, build a budget, communicate your story, hone your public speaking skills, convey your candidate message, harness media and communication tools, execute an effective field strategy, assemble your campaign team, gain key endorsements, run a culturally competent campaign, serve as an ethical leader, *and much more!*



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*Upon Emerge California Graduation, you will have:*

- **Gained:** insider tips to be a strong and viable candidate, invaluable campaign resources, political connections from networking opportunities, an understanding of the state's political infrastructure, the Emerge support system as an Emerge California alumnae, access to the Emerge CA Campaign Advisory Team, the confidence to run, and most importantly, **lifetime friendships and a statewide (and national) sisterhood.**

*Ready to join the Emerge CA sisterhood?!*



Team ECA @ CDP Convention with Alum Malia Cohen



Class of 2019, NorCal and CVal

*Apply for the Class of 2020 Today!*

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*How do I apply?*

Submit your application by the deadline: **Tuesday, September 24, 2019 by 11:59 PM**

**\*\*NO EXCEPTIONS\*\***

Only **COMPLETE** applications will be considered. A complete application includes:

1. An application with ALL questions answered.

**NOTE:** Application includes submission of resume and 2 letters of recommendation.

2. \$50 Application Fee.

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### *Tips to get started!*

- **Read:** ALL the information online, especially under the “Training” tab.
- **Start your application today:** to learn all the questions that must be completed in order to submit. Questions include your motivation for running, which office you may be pursuing 1-3 years following Emerge CA graduation, and questions about what your candidacy may look like.
- **Start your application today:** because it can be saved and you can come back to it at a later time.
- **Reach out to two people:** from whom you want letters of recommendation.
- **Mark your calendar:** with all the Selection and Training Program dates!

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### *Key Selection Dates for the Class of 2020:*

- **July 15 - September 16:** Class of 2020 Recruitment Tour: It's Our Turn
  - **September 24 (by 11:59 PM PST): APPLICATION DUE**
- **October 31:** Selected candidates will be contacted for in-person interviews
  - **November 23-24:** In-Person Interviews

**\*\*Interviews will be held in:** Bay Area (NorCal Cohort),  
Sacramento (Central Valley Cohort), Los Angeles (SoCal Cohort)\*\*

- **December 10:** Announcement of the Emerge California Class of 2020!

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### *Important to know! - The Costs*

- **Tuition:** Tuition is \$1,500. This can be paid in full or via installments by June 15, 2020. The first installment is due at Orientation on January 25-26, 2019.
- **Travel:** Traveling to each training session is a requirement and all travel must be covered by the program member, except as outlined for the two all-cohort sessions (January and May). We will also seek ways to help program members alleviate travel expenses.

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### *Important to know! - How We Support You*

- **Scholarships:** We believe that individual circumstance should NOT be a barrier to participation. Program members may request a scholarship of up to \$750. We encourage program members to consider all costs associated with the program when applying for a scholarships (ie travel, child care).
- **Child Care Initiative:** Additional child care grants may be provided in the event that unexpected child care costs arise.

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### *Important to know! - Our Policies*

- **Cohort Regions:** You must apply to the cohort region in which you live (check online).
- **Time Commitment:** ALL 6 training sessions and candidate prep are mandatory. Missing a training session and/or not completing candidate prep may impact one's participation in the program and one's ability to graduate and be considered an Emerge California alumna.



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### *Important to know! - Our Policies*

- **Fundraising Commitment:** As part of fundraising skills development, program members are required to raise a minimum of \$1,000 for Emerge California during the training program. This is to ensure that program members graduate with the skills and confidence needed to fundraise as a candidate - one of the major factors that determine candidate viability and success. The top fundraisers in each cohort and for the Class of 2020 overall will be recognized at graduation.

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### *Important - Fit for the 6-Month Training Program*

1. If: You will be or are a declared candidate in the **March 2020 Primary Election**; and/or
2. If: You are a **current elected official** who had a **contested election**, and are ready to take your public service to the **next level...**

***We strongly suggest you sign up to learn more about attending our weekend-long Candidate Boot Camp (Nov 1-3, 2019 – Sacramento) and do not apply to the 2020 six-month program.***

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### *Important to Emerge California*

It is the **intent** of Emerge California to recruit and train Democratic self-identified women who **reflect the diversity** of the constituencies they serve. We aim to recruit and train Democratic self-identified women from **groups that have been historically underrepresented in politics.**

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ANY  
Questions?

**Website:** [ca.emergeamerica.org](http://ca.emergeamerica.org)

**Social:** @emergeca

**Email:** [contact@emergeca.org](mailto:contact@emergeca.org)



*Thank you for joining us,  
and congratulations on your first BIG step towards running for office!*

*~ Team Emerge California & the Emerge California Sisterhood*