

# femdem of Sacramento

March 25, 2017

To Whom It May Concern:

The Fem Dems of Sacramento (Fem Dems) respectfully requests a grant of \$2,400 for our Pipeline Programming project.

As one of the most active democratic clubs in Sacramento, with over 250 dues-paying members and over 2,000 supporters throughout the region, we are aware and celebrate the diversity within our county. We are committed to organizing panels, trainings, and calls to action that are both reactive to current affairs and responsive to the growth opportunities within our membership. The Fem Dems Pipeline Programming Project will allow us to fully implement our 2016 pilot programming project and focus on the following objectives:

- Bring grassroots efforts back to the neighborhood level
- Empower young community members to become community leaders and viable candidates that win elections
- Develop a toolkit that can scale programming efforts to all corners of the state

The Fem Dems Executive Board is enthusiastic about this program and eager to fully implement it so we can continue our never-ending quest to become more inclusive and representative of our diverse community. Due to the high levels of interest we have seen in last year's pilot program, we are excited to publish an online toolkit by the end of the grant year to help scale program implementation in various democratic clubs throughout California.

Thank you for your consideration of our request. Should you have any questions, please feel free to contact me at (916) 342-3609 or [mary@femdem.org](mailto:mary@femdem.org).

Sincerely,  
Mary McCune  
President

[ENCLOSURE]

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# PIPELINE PROGRAMMING

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Eric Bradley DEEP BLUE Grant Application

2017

# Eric Bradley DEEP BLUE Grant Proposal

## Goal Description

The Fem Dems of Sacramento's (Fem Dems) goal for the next year is to fully implement Fem Dems Pipeline Programming and to publish an online toolkit for other democratic organizations to use to implement pipeline programs across California. The goal of Pipeline Programming is to encourage our community to become more civically engaged and educated about the legislative and political processes at all levels of government. This includes uplifting young community members into leaders, empowering community leaders to become viable candidates, and supporting community champions that represent our diverse community. This programming system was introduced as a pilot project in 2016 and has already yielded promising results for the club and community as a whole.

Since the introduction of the pilot program, the Fem Dems has increased its membership by 230% - we are now over 270 members strong. Each pilot program event attracted 80-200 attendees, the majority of which were first-time activists. Our pilot programming topics included: trainings on professional social media, a primer on the California Democratic Party, and the intricacies of identity politics. Many times the events were co-sponsored with other local democratic clubs and non-profits to capture diverse audiences.

As a result of the pilot program's success, the Fem Dems have created a dedicated Pipeline Programming Director position elected by the general membership to oversee the planning and management of the programs.

**Full implementation of the Fem Dems Pipeline Programming is measurable, achievable, and quantifiable.**

The program goal is **measurable** because we have set clear objectives for each type of program event (see *Exhibit A*).

The program goal is **achievable** because we have set parameters that promote the growth of the program while also being cognizant of the natural drop off of interest that occurs in between general elections. We have also created a program that is affordable to implement for many organizations (see *Exhibit C*).

The program goal is **quantifiable** because we are able to report how many attendees will benefit from the programming and identify where the program is being developed throughout the state. (see *Exhibit A*).

## Narrative Plan

The implementation of the Pipeline Programming goals will not be a stand-alone effort, but will need continual support of the community in order to sustain its current growth and interest from membership. In order to ensure that the Pipeline Programming initiatives have the biggest impact on the community, Fem Dems has categorized future events to occur on a monthly, quarterly, or annual basis.

On a **monthly** basis, Fem Dems plans to coordinate with the local central committee to help register new citizens at swearing in ceremonies. The effects of these efforts are threefold: (1) participation helps generate additional funds for the county party through the CADEM Bounty Program; (2) monthly opportunities help young and eager Fem Dems members get involved at the ground level and develop soft and hard skills that will help as they get involved in future democratic campaigns; and (3) provide a safe and positive first encounter for new citizens with representatives of the Democratic Party.

On a **quarterly** basis, the Fem Dems shall host Pipeline Programming trainings to engage and educate club members and the community at large on topics that are relevant to current events and prepare the Party for wins in the future. While programming is always subject to change based on current events and legislation, proposed topics include:

- *Letter Writing 101: Effective Constituent Writing*
- *Activism 101: Executing Thoughtful Community Engagement with High Impact*
- *"Take My Money!", A Fundraising 101 Course*
- *Hot Data, The Evolution of the California Voter File*

See *Exhibit B* for a detailed analysis of how each proposed programming course will impact the community.

On an **annual** basis, the Fem Dems will organize a Non-Profit Fair to spotlight local non-profit organizations, their leadership, and current projects. The Fem Dems hope to partner with a minimum of 10 local non-profits that serve a variety of community groups and needs and are located throughout the county.

The goals of this event is to (1) increase awareness of the established community services to avoid unnecessary duplicative efforts; (2) provide opportunities for club members and the community to sign up to volunteer or contribute to specific projects at participating non-profits; (3) identify and establish relationships with current or potential community leaders; and (4) provide an entrypoint into civic engagement to the communities served by participating non-profits.

The identification of current or potential community leaders is the most important goal, as these individuals can create the largest impact in the community through active involvement in campaigns (canvassing captains), mobilizing historically apolitical communities (young or communities of color), or running for office themselves. Community leaders can reach out to underrepresented communities in ways the Party cannot through an established relationship with community members, family members, neighbors, and coworkers. We hope to activate these leaders during election seasons and other times where calls to action are needed.

The target audience includes aspiring young professionals, new young professionals, and young parents. The Fem Dems are beginning to establish relationships with local high school feminist organizations to begin informal mentoring sessions. The club is also seeking out the event attendance of emerging young professionals who either have just started to work in politics or wish to get more involved politically in their free time.

The Fem Dems are seeking to venture in an untapped community – young parents. The Fem Dems aim to make the programming as accessible as possible, with learning objectives and calls to action that can be done under a variety of time constraints. We have surveyed several current Fem Dems parents to understand the barriers they encountered as they balance activism and parenthood. The ideal service Fem Dems can provide is free childcare during events. While the organization is not currently setup to do that during Year One of the program, this is a worthy and attainable goal to set for Year Two as we attract more parents to become involved in the organization. Based on the other suggestions that were received, the Fem Dems plans to create a more kid-friendly environment at Pipeline Program events by providing healthy snacks and activities.

***By the end of Year One***, the Fem Dems plans to develop and publish an online toolkit to serve as a resource for other democratic organizations to implement pipeline programs throughout California. The Fem Dems have taken a thoughtful approach in designing the Pipeline Program so that the resources needed can take advantage of experts in Sacramento's backyard, but not reliant on our organization's proximity to the Capitol. For example, the *Letter Writing 101* training can take advantage of Capitol staffers serving as keynote speakers, but could also be executed by inviting a local elected official's District Office staff or a local non-profit's advocacy team.

The chart below illustrates the specific categories of programming the Fem Dems plans to implement, along with a description of how each event relates to the Pipeline Programming objectives and goals to measure success throughout the year.

**Exhibit A.** *Fem Dems Pipeline Programming Deliverables*

<b>Fem Dems Pipeline Programming Deliverables</b>			
	<b>Event Description</b>	<b>Programming Goals</b>	<b>Quantifiable Goals</b>
Monthly	Citizen's Swearing In Ceremony	Under the leadership of the Democratic Party of Sacramento County, the Fem Dems will help set up and participate in helping to register new citizens at monthly swearing in ceremonies.	- Arrange for 5 members to register new citizens each month
Quarterly	Pipeline Program Training	Host 4 trainings focused on constituent correspondence, fundraising, voter file analysis, and community leadership/organizing.	- 80 people minimum attendance - 1 partnering organization, minimum - 1 call to action completed by end of training
Annually	Non-Profit Fair	Organize an annual fair promoting local non-profit organizations and plugging in interested community members and Fem Dems to specific upcoming projects at each participating organization. Establish relationships with non-profit champions and neighborhood leaders.	- 10 non-profit participants - 5 local/club sponsors - 100 attendees - 80% non-profit projects fully supported via attendee sign-ups - 3 identified current/potential community leaders
By Year One	Publish Online Toolkit	Develop online toolkit as a resource for other democratic organizations to implement pipeline programming throughout California.	- Reach 25 downloads - Share with all central committees - Work with CDP to circulate to community leaders throughout California

**Exhibit B.** *Fem Dems Pipeline Programming Quarterly Events*

<b>Fem Dems Pipeline Programming Quarterly Events</b>			
	<b>Training Objectives</b>	<b>Call to Action/Goal</b>	<b>Community Partners</b>
<b>Letter Writing 101</b>	Attendees will be able to effectively contact elected officials at all levels of government.	Establish talking points for oral testimony or draft a letter on a Fem Dems endorsed bill.	Capitol/District Office staffers Lobbyists Non-Profit Advocacy Groups
<b>Activism 101</b>	Attendees will be able to create a checklist of appropriate tasks to effectively organize a rally or community event.	Organize a Fem Dems or community rally or other appropriate event on a current issue	Non-Profit Advocacy Groups Reproductive health providers Non-profit legal service providers
<b>Fundraising 101</b>	Attendees will be able to confidently and strategically raise money for campaigns and community issues.	Organize a community fundraiser for Fem Dems or an endorsed candidate	Congressional Fundraiser Legislative Fundraiser Local/Non-Profit Fundraiser
<b>Hot Data</b>	Attendees will be able to understand the importance of information integrity in a voter file and how data can be manipulated for campaign strategies.	Volunteer on the campaign of a Fem Dems endorsed candidate	Consulting firm analyst Representative from PDI, Nationbuilder

## Budget

The budget for implementing the Pipeline Programming will focus on providing appropriately sized venues, collateral materials to event participants, food/beverages, and childcare kits. The venue price will vary, as one of the Fem Dems' goals is to provide accessible programming through roaming community venues. This allows Fem Dems to promote Pipeline Programming events in various communities' own backyards with the intention of empowering historically disenfranchised communities to have a seat at the table.

We also have surveyed several current Fem Dems members who are parents to see what things the organization could provide in order to make attendance at events more accessible. While childcare services in the future would be ideal, having the Fem Dems provide kid-friendly activities and snacks and coordinate ride shares for households with limited transportation resources would break down many of the barriers that limit parent participation.

The total estimated cost is **\$2,400**. See *Exhibit C* for a line item breakdown of programming costs.

### **Exhibit C.** *Fem Dems Pipeline Programming Budget Breakdown*

Fem Dems Pipeline Programming Budget Breakdown			
	Monthly Events	Quarterly Events	Annual Event
<b>Venue</b>	N/A	\$150	\$300
<b>Materials</b>	\$20	\$150	\$40
<b>Food/Beverage</b>	N/A	\$60	\$200
<b>Childcare Kits</b>	N/A	\$20	\$100
<b>Annual Total</b>	\$240	\$1,520	\$640
<b>Grand Total</b>			<b>\$2,400</b>

## Club & Contact Information

The Fem Dems of Sacramento is a local Democratic club chartered through the Democratic Party of Sacramento County and California Young Democrats and is comprised of more than 270 dues-paying members and nearly 2,000 supporters throughout the Sacramento Region. It is the mission of the Fem Dems to bring the principles of inclusion, equality, and diversity to the forefront of democracy. We do this by advocating for representative equity and the political, economic, and social equality of the sexes.

To find out more about our organization, please visit [www.femdems.org](http://www.femdems.org). To check out past events, [click here](#).

### **Contact Information**

Mary McCune, *President*  
mary@femdems.org, (916) 342-3609

### **Contact Bio**

Mary is a Regulatory Analyst/Advocate for the California Dental Association. She also serves on the advisory board for California Groundbreakers, is a World Economic Forum Global Shaper at the Sacramento Hub, and is an Assembly District Delegate for Assembly District 9. She previously worked for Planned Parenthood Affiliates of California where she developed her expertise in healthcare regulatory compliance and advocacy. She graduated from McGeorge School of Law with a certificate in Capital Lawyering and Mediation and from Sacramento State with a degree in Government and Deaf Studies. A full resume can be found [here](#).