

National Reading Day Campaign to Promote Women's Public Leadership



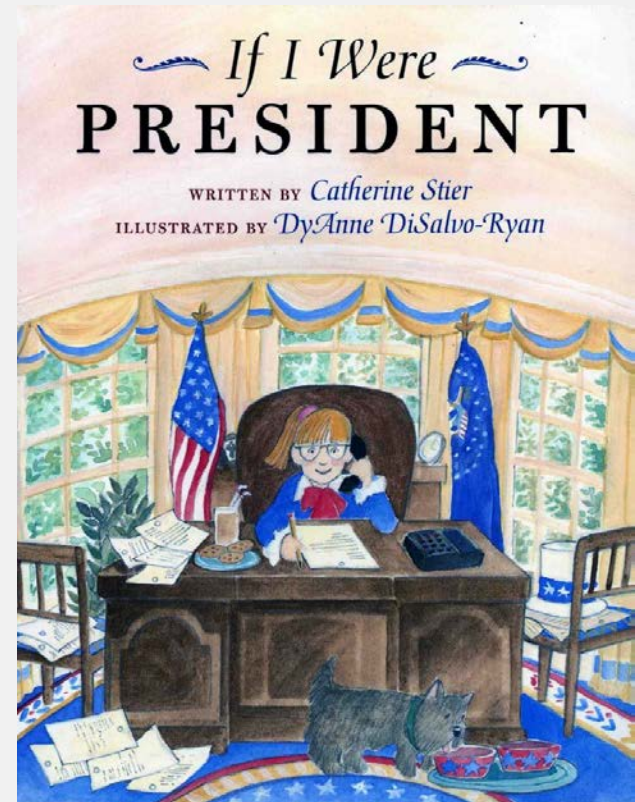
Teach a Girl to Lead™ (TAG) is designed to make women's public leadership visible to girls and to boys, **so that younger generations grow up with different concepts of who can and should lead.**

The Problem

- Women leaders are invisible in educational materials.
- Civic education is not a priority in today's elementary schools.
- Leadership programs abound but are not focused on public leadership, young children, or girls, and they vary by location.
- Research shows that girls' leadership aspirations begin to decline as early as age 8.
- Stagnant numbers of elected women forced CAWP to look for other ways to intervene before the college level.

Solution

- Deploy women elected officials directly into classrooms as guest readers.
- Ask them to donate the book to the school for future readers.
- Expand the project reach via PR and social media campaigns.
- Follow-up survey of elected officials to gauge participation and gather feedback/testimonials.



Ultimate goal: To institutionalize this project as an ongoing initiative of the Center for American Women and Politics.

Stakeholders

Internal

- Rutgers University
- CAWP staff
- RU media relations
- RU government relations

External

- Women elected officials
- Elementary school students, teachers and administrators
- Organizations of elected women officials (NFWL, NOBEL Women, and others)
- Civic leadership organizations
- Girls' leadership organizations (Girl Scouts)



Project Outline

- **Spring 2016:**
 - Pilot project using *Grace for President* book
 - Fundraising for 2017 project
- **Fall 2016**
 - Outreach to stakeholder organizations and build internal team
- **January 2017**
 - *If I Were President* Book mailing with toolkit out to elected officials
 - Launch PR and social media campaign
 - Contact stakeholders to help spread the word
- **Late Spring 2017**
 - Follow-up survey/testimonials



Challenges

- **Operational:** Initially thought to work with teachers' organizations and school libraries. Getting traction was hard because of the enormity of it.
- **Logistical:** Very few kids' books address this topic. Scheduling was a challenge; the fall is not ideal because of electioneering concerns. Spring is also better because of natural hook (Presidents' Day, Women's History Month, etc.), but it is CAWP's busiest time.
- **Financial:** Relatively small pool of funders who support women's leadership work and civic leadership work.
- **Timing:** Complex political climate in which to teach children about public leadership and governance.

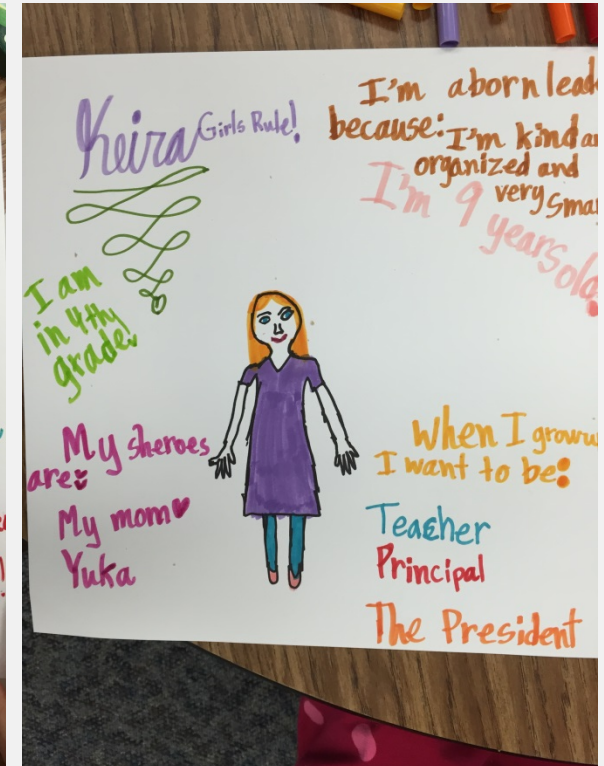
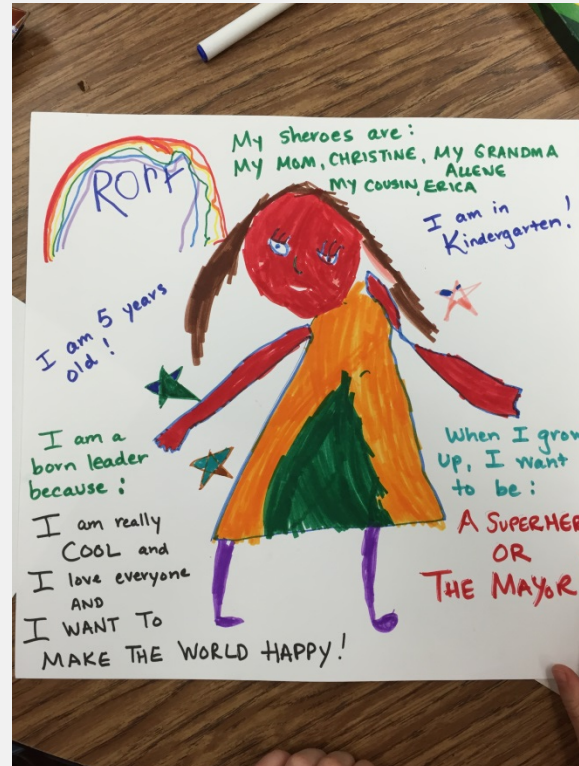
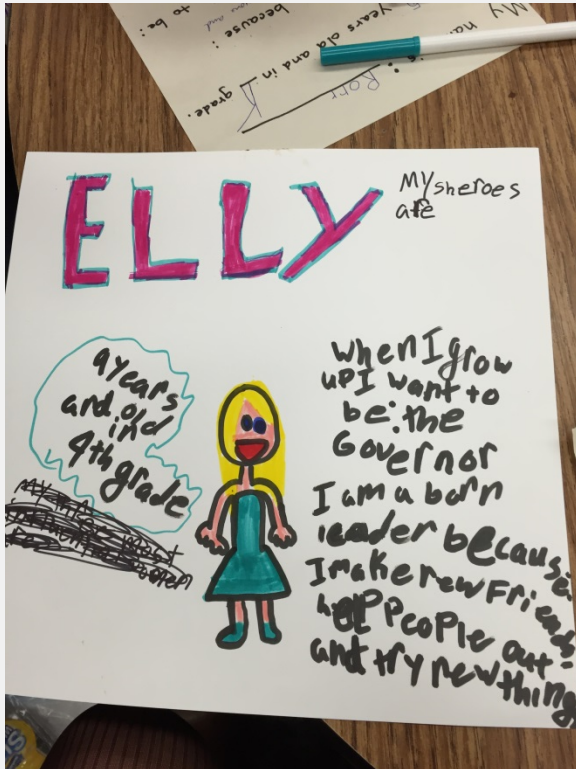


Opportunities

- **Operational:** Recognized that elected officials love to go into schools if given the opportunity, so came up with the idea to go directly to them.
- **Logistical:** Cheaper and easier to mail directly to elected officials.
- **Financial:** Easier to ask funders for relatively low-cost and digestible/tangible project.
- **Timing:** Complex political climate in which to teach children about public leadership and governance.



Outcomes



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Thank you for the copy of “If I Were President”! I am very encouraged by all of the work you are doing...It is so important that we show all of our young students that anyone can lead – boys or girls – and that what really matters is that you work hard and work with everyone around you. Thank you for sharing such a positive message with me and my colleagues around the country.”

- State Representative Lynn DeCoite (Hawaii)





Questions?

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