

NATIONAL

RUN

FOR

OFFICE

DAY



Partnership Opportunities to
Drive Recruitment of Underrepresented People
to Run for Office



ABOUT NATIONAL RUN FOR OFFICE DAY

National Run For Office Day is a partnership between [Run For Something Civics](#) and [Civic Nation](#) to increase representation at every level of government – especially local offices.

Thousands of elected officials in state houses, school boards, city councils, and more make critical decisions that impact our everyday lives. Yet, by any possible measurement, the U.S. government is not reflective of the American people. Gaps exist when it comes to race, age, identifying as LGBTQIA+, and more. In addition, nearly 70% of races on the ballot during the 2022 midterm elections were unopposed or uncontested.

But there is a solution — more people should run for office. Launching on January 23, 2024, our nonpartisan campaign will:

- Recruit people who have historically been underrepresented in the political process to run for office.
- Show changemakers, community leaders, educators, and more that they have a seat at the table and a voice in our government.
- Meet people where they are, using social media, in-person events, and creative content to spread the message of National Run For Office Day.
- Educate and engage thousands of people, leading them to take the first step of signing up to run for office through our website.

PARTNERSHIP COMMITMENTS

Civic Nation and **Run For Something Civics** partner with some of the world's most respected and recognizable brands, foundations and non-profit organizations. We invite you to join our efforts to engage Americans in learning about and signing up to run for office and advance our shared commitment to creating a more inclusive and equitable America.

Commitments

As a trusted community messenger, we are asking you to promote National Run For Office Day with your own audience and in your own community in the following ways:

- **Email Inclusion:** Include calls to action within an email or spotlight in a segmented, dedicated email.
- **Social Media Inclusion:** Share promotional graphics and language across all social media channels.
- **Host a House Party:** Host a National Run For Office Day event. Our teams can provide everything you'll need to get started.

Resources

Partners will have access to a suite of promotional materials to share on their websites and social media platforms or at branch locations and events. Materials will include:

- Talking Points
- Sample Email Language
- Sample Social Media Graphics and Language
- Materials for In-Person Events

Additionally, partners will be given a unique sourcing link to the National Run For Office Day website and will have access to individual and aggregated registration numbers.

ABOUT CIVIC NATION

Civic Nation builds movements and drives change on some of the most critical social justice challenges facing our country. We are a non-profit ecosystem for high-impact organizing and education initiatives working to build a more inclusive, equitable America.

We shift culture, behavior, and systems together by organizing individuals, industry leaders, institutions, and influencers to tackle our nation's most pressing social challenges.

We organize at every level and serve as a connector — of people and programs, of grassroots activists and leaders of industries and organizations, of ideas and the resources to make them a reality.

Civic Nation is a non-partisan, non-profit 501(c)(3) organization.

ABOUT RUN FOR SOMETHING CIVICS

Run for Something Civics, part of the Run for Something network, is a 501(c)(3) that promotes youth leadership and encourages young people from diverse backgrounds to run for elected office at all levels in order to create a more reflective democracy. By supporting Millennial and Gen-Z civic participation, RFS Civics seeks to end the gerontocracy that is leaving so many behind.

With an emphasis on storytelling and education, Run for Something Civics hopes to move young people from “citizen interested in the common good” to “actively running candidates” that share the following values:

PRO-DEMOCRACY & PRO-CONSTITUTION

Democracy thrives when everyone who is eligible to vote can do so freely, fairly, and safely, and the results of those votes are upheld. Run for Something Civics seeks leaders who will protect and defend that promise, and all other rights and responsibilities enshrined in the Constitution.

ANTI-HATE

RFS Civics seeks leaders who believe in the dignity of each person and see the humanity in every person. Our leaders will commit to the equal protection of every person's rights under the law. Bigotry or discrimination in any form -- against someone's race, sexual orientation, gender identity, class, ability, religion or any other identity-marker -- undermines our democracy and will not be tolerated.

PRO-FACTS

Our leaders may often disagree about what to do about the facts -- and in fact, our democracy thrives in robust participatory debate -- but all participants must start from a place of shared reality, and commit to stay in that shared reality. That means trusting verified experts, incorporating the best science has to offer, and engaging with a free press.

INCLUSIVE & DIVERSE

RFS Civics empowers the next generation of diverse American leadership. We are seeking to broaden the definition of what a “public servant” means, and to embolden those who reflect their communities, especially when those communities are currently underrepresented in leadership -- especially young people, people of color, women, and folks who see the world through unique lenses -- because democracy works best when people see themselves reflected in it, and feel like they have a stake in it.