

✓ VOTE
◀ RUN
★ LEAD
ACTION →

Meeting the Moment in 2025

Bold Strategies for Fighting Authoritarianism
and Reimagining Democracy

Attacks on women are attacks on democracy.

We are in a moment of crisis. Under the current administration, systems meant to protect our rights and representation are being systematically dismantled. Women are being targeted in a deliberate strategy to raze our democracy.

Why is this their strategy?



Because women in power strengthen democracy and materially improve the lives of constituents.

Research shows that women's leadership is key to better policy outcomes.

Communities thrive, when we have a multi-racial, intersectional democracy.

Organized women's movements are fighting authoritarianism around the world and we can learn from them.

VRL/A has been building durable women's political power in state legislatures for 10 years.



3 states have women's majorities and 3 more are on the verge of 51%



242 VRL/A currently in state legislatures across 37 states



67% of VRL/A alums win — 20 points above the national average



Our plan is working, but the rules of the game have changed. We need to respond.

Our solutions must be short term AND long term.

This is a long-term crisis of a fragile democracy that gatekeeps power. While we continue to do the critical work of building women's majorities in the states, we can't wait to activate their power.

We have to work differently.

We can't rely on federal progress. We must build a coordinated movement across all 50 states.

We need to work quickly.

We must have pro-democracy leaders in place by 2028—before the 2030 census districts are redrawn.

Women in office are visionary policymakers, bold innovators, and fierce community advocates. Yet, their full potential is consistently underestimated.

It's time to stop sidelining one of democracy's most transformative forces.



The time is right—right now.

A growing number of women under 40 are running and winning.

Women of color winning at higher rates than white women.

Rural areas are showing progress towards electing women.

WE HAVE A PLAN (1 of 3)

Help more women win by scaling with technology

Put our winning curriculum into the hands of 10,000 women running for local office by shifting our national training and programming to a technology and partner enabled model—expanding reach and impact more sustainably.



Imagine tens of thousands of women having best-in-class resources and training, proven to boost their win rates

WE HAVE A PLAN (2 of 3)

Work smarter by leveraging partnerships

Maximize women's win rates by focusing RUN/51 where we can achieve women's majorities and scaling to other states by equipping local partners with a proven model to accelerate women's representation faster, further, and with greater adaptability.



Imagine when we've doubled the number of states with women's majorities

WE HAVE A PLAN (3 of 3)

Build a new power source by launching a game-changing network of electeds

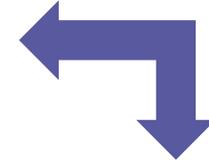
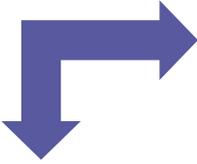
Unleash the power of elected women at the state level by equipping them with support to set an alternative vision for the future, lead an effective civic response and counter authoritarianism at the state legislative level.



Imagine a network of 250 women that are activated for 2026, the 250th anniversary of our country

Visioning

helping women
determine their
agenda for
America's future



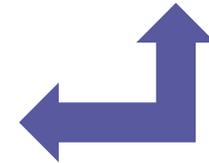
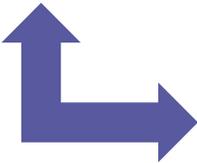
Effectiveness

Helping women
become more
effective
legislators

***Our strategy is
self-reinforcing and is
designed to strengthen
over time.***

Democracy as policy

helping electeds
push pro-democracy
policies



Resilience

prioritizing safety
so women can win—
and stay in office

Your support helps women win.



About 10,000 women run for office every year.

Your investment ensures they get best-in-class resources to run their campaigns and win.



3 more states are on the verge of achieving women's majorities in their legislatures.

Your investment goes into states where women are best positioned to fight authoritarianism and reimagine our democracy.



The average pay for state legislators is \$44,000.

Your investment helps support women in office who face structural barriers to stay in office.

Donate at voterunleadaction.org today.

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It's time to start building again.

Contact Terry Selucky, Head of Development, at terry@voterunlead.org to craft your plan of support.

