



Elect Women NJ Candidate Application Workshop

How to Submit a Strong, Competitive Application

When We Fund Women, Women Win.

We don't just endorse—we equip. Funding, training, mentorship, and a statewide network. We focus on local races where leadership begins.



\$200K

Raised Since
2020



300

Trained In 3
3 Years



56%

Diverse Alumnae
Network



214

Funded in All
NJ Counties



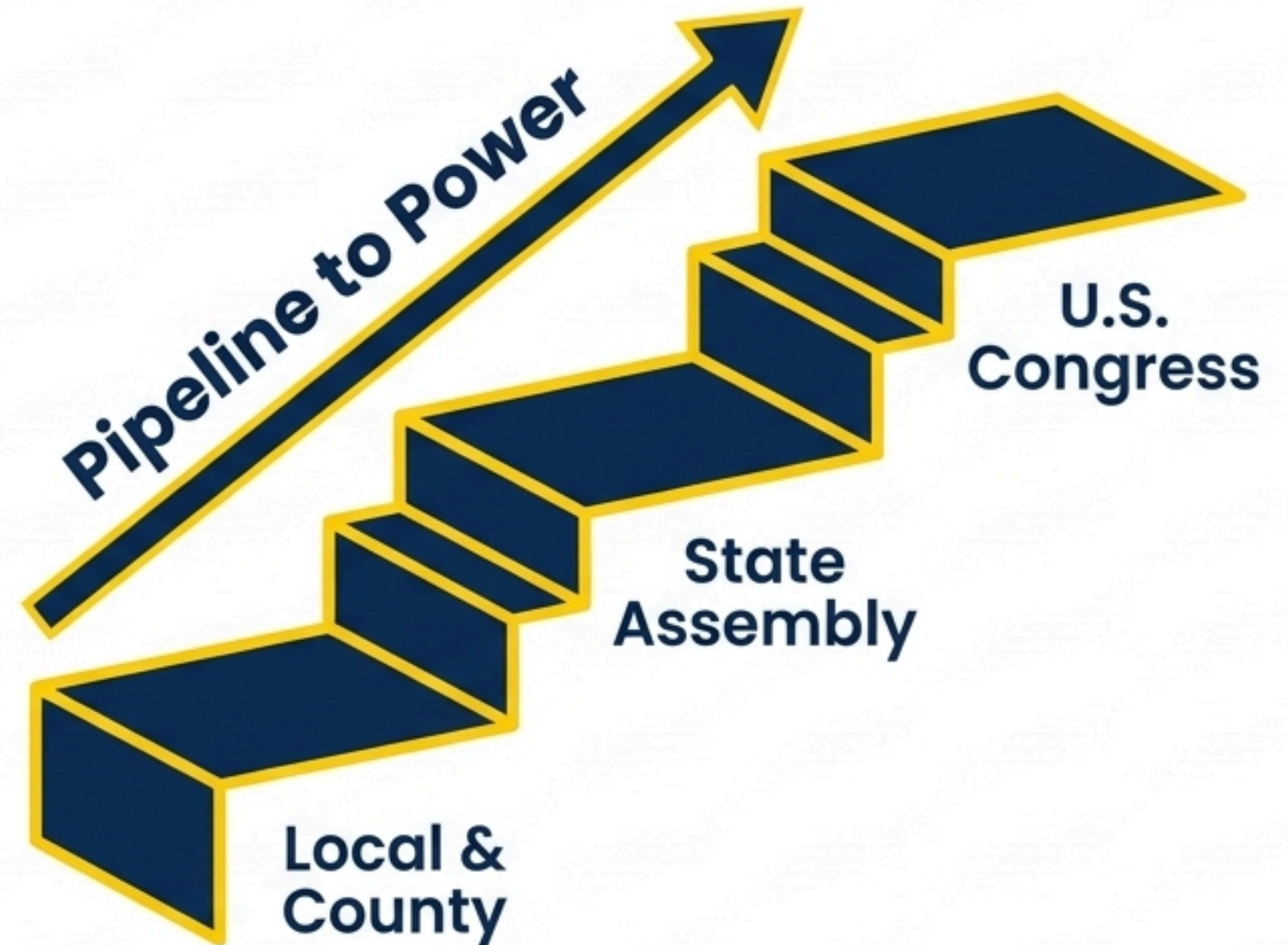
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Elected To
Local Office

Why This Matters for You

The Opportunity

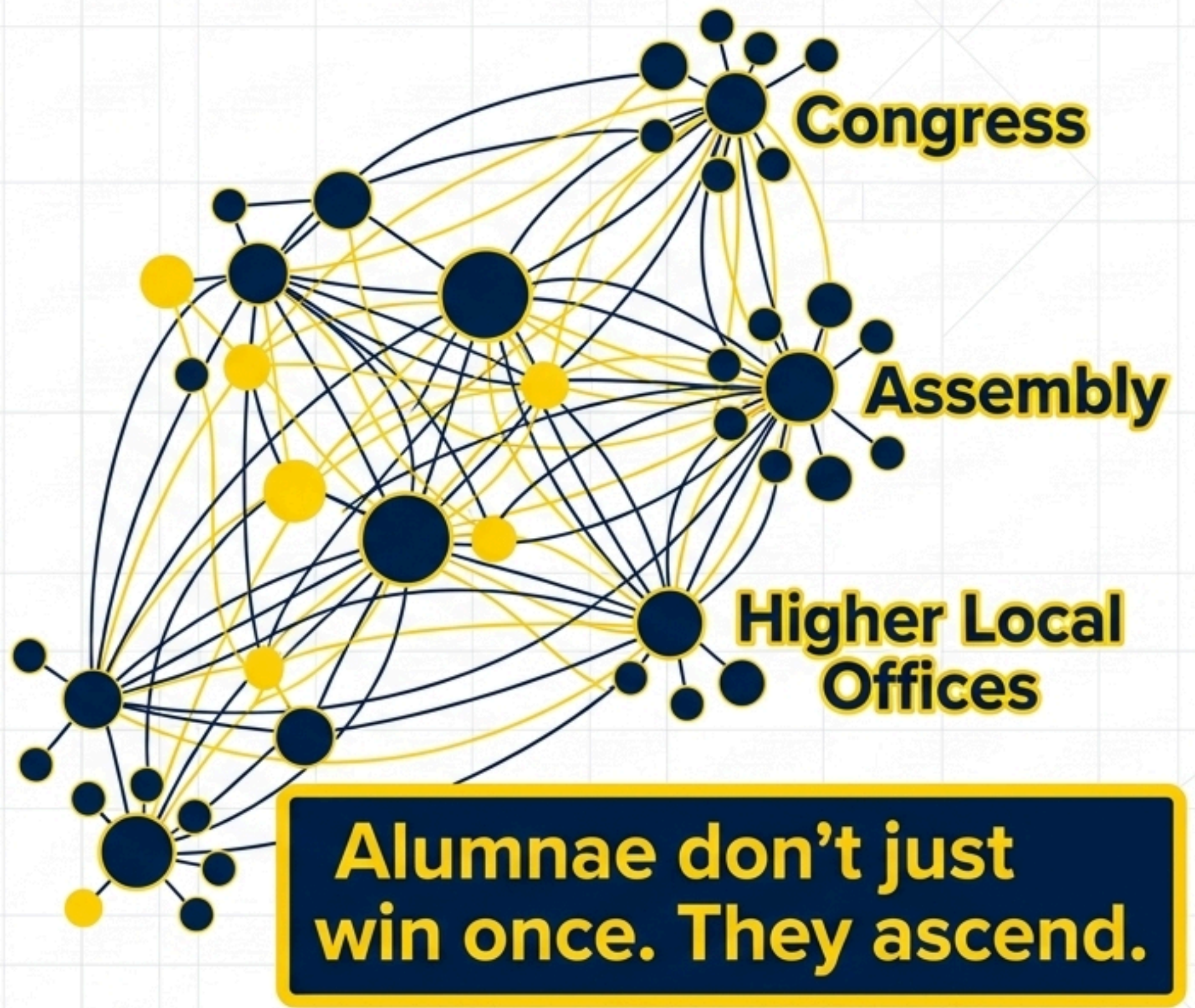
- ✓ Strategic funding in competitive races
- ✓ Access to training & mentorship
- ✓ Long-term investment in your leadership



This is about more than one race—it's about your future.

You're Joining a Growing Movement

- Peer network and support system
- Continued leadership opportunities
- Building the bench of women leaders in NJ



What We're Looking For

Strong Applicants Show

Understanding
of their
district



Realistic
fundraising
plan



Clear,
compelling
"Why"



Growth
and
readiness



This application is about showing
how you think as a candidate.

Set Yourself Up for Success

Generic Applications

- Rely on long personal backstories
- Use vague generalizations
- Leave questions partially unanswered

Fundable Applications

- Be clear and specific
- Answer the question directly
- Use concrete examples

It's okay not to know everything—show what you DO know.

Identity & Demographics (Questions 4 & 5)

4. How do you identify? Check all that apply. *

Check all that apply.

- Black/African American
- Latina/Hispanic
- APIDA (Asian Pacific Islander Desi American)
- LGBTQIA+
- White
- CIS Gender



- **Strictly For Internal Tracking:** Used exclusively to ensure we reach diverse communities.
- **Zero Evaluation Impact:** Not factored into our endorsement decisions.
- **Highly Confidential:** Only shared publicly (with your permission) to celebrate historic firsts.

Affirming Our Shared Progressive Values

Question 6: You must affirm your **commitment to ALL listed values to receive an endorsement.**



- Reproductive health options
- Effective public education
- Workers' rights & fair living wage
- Gun sense legislation
- Safe & healthy communities
- Racial justice & equality
- Human & civil rights
- Environmental protection

Why local races matter: We are building a long-term, statewide leadership bench.

Defining Your Competitive Landscape (Question 16)

Incumbent

You currently hold this office and are running for re-election.

Challenger

You are running against a current officeholder.

Open Seat

The current officeholder is not running, and multiple candidates are competing.

Uncontested

No one else is running for this seat; you have no opponent.

Keep It Focused: Word Limits Matter



Rule of Thumb: If an answer feels long, it is.

If You've Run Before: Show Growth

If Elected



Detail key legislative or community accomplishments in office.

If Not Elected

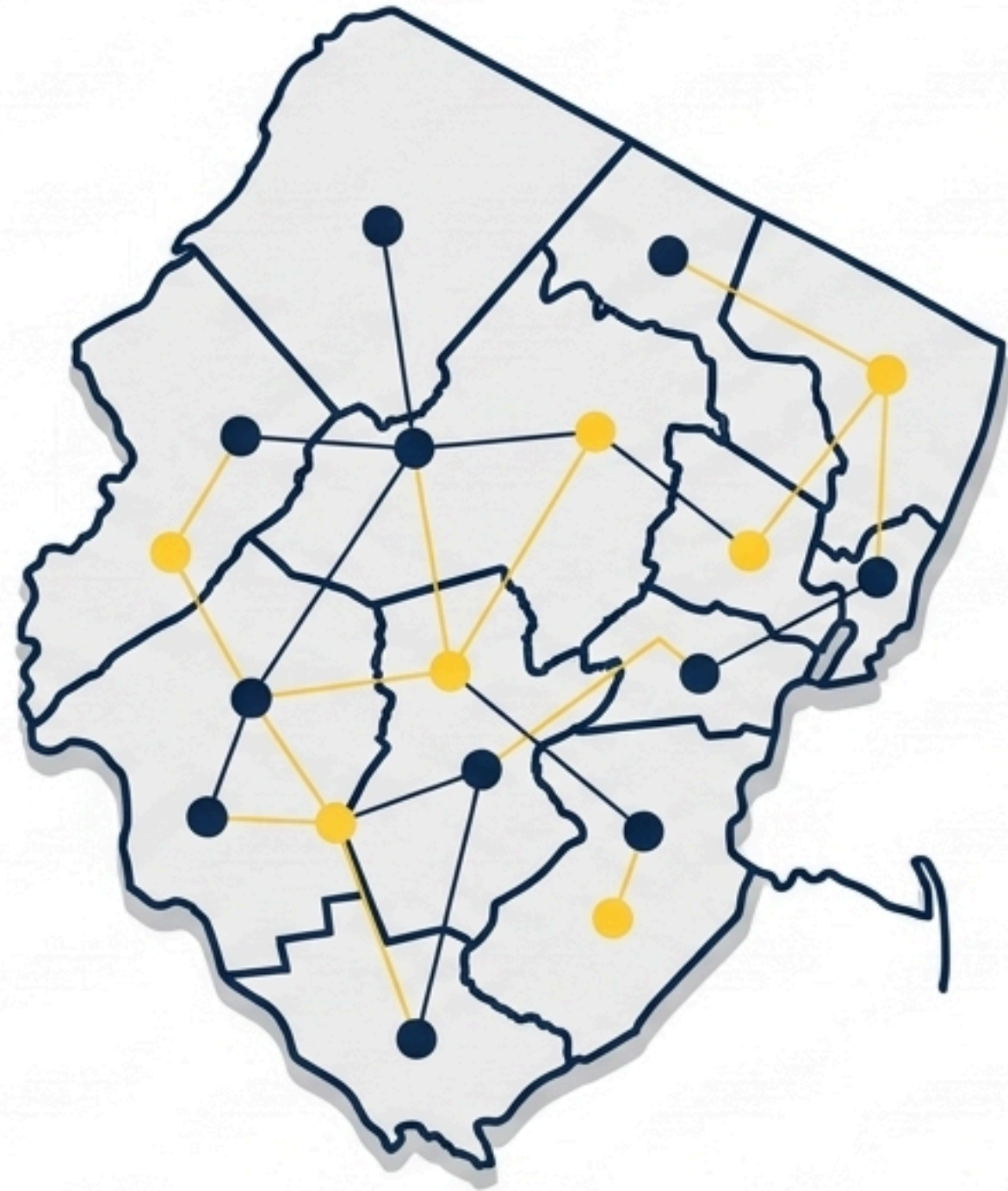


Detail lessons learned and strategic shifts for this campaign.

The Context

Explain what is different about this specific race (e.g., new district lines, new opponent, or different office).

Know Your District: Voter Demographics



Number of Registered Voters

Total: 50,000 (Approx.)
Active: 40,000 (Approx.)

Party Breakdown

Democrat: 45%
Republican: 35%
Independent: 20%

Key Demographics (Age, Ethnicity)

Age: 18-35 (30%), 36-55 (40%), 55+ (30%)
Ethnicity: Diverse (Data Pending)

Major Community Groups

Civic Associations, Business Improvement Districts, Faith-Based Organizations

Estimates are okay. We want to see awareness of your community, not perfection.

The Financial Strategy: Your Fundraising Plan



Total Budget Needed

The hard math of what it costs to win.



Specific Fundraising Goal

The exact number you commit to raising.



Execution

1-2 highly specific strategies to hit that goal.

Your plan matters just as much as your final number.

Tell Us About Your Background



Name
Contact Information

Summary

Experience

Job Title

- _____
- _____
- _____

Job Title

- _____
- _____
- _____

Education

Professional Experience

Highlight career skills that translate to public office.

Community Involvement

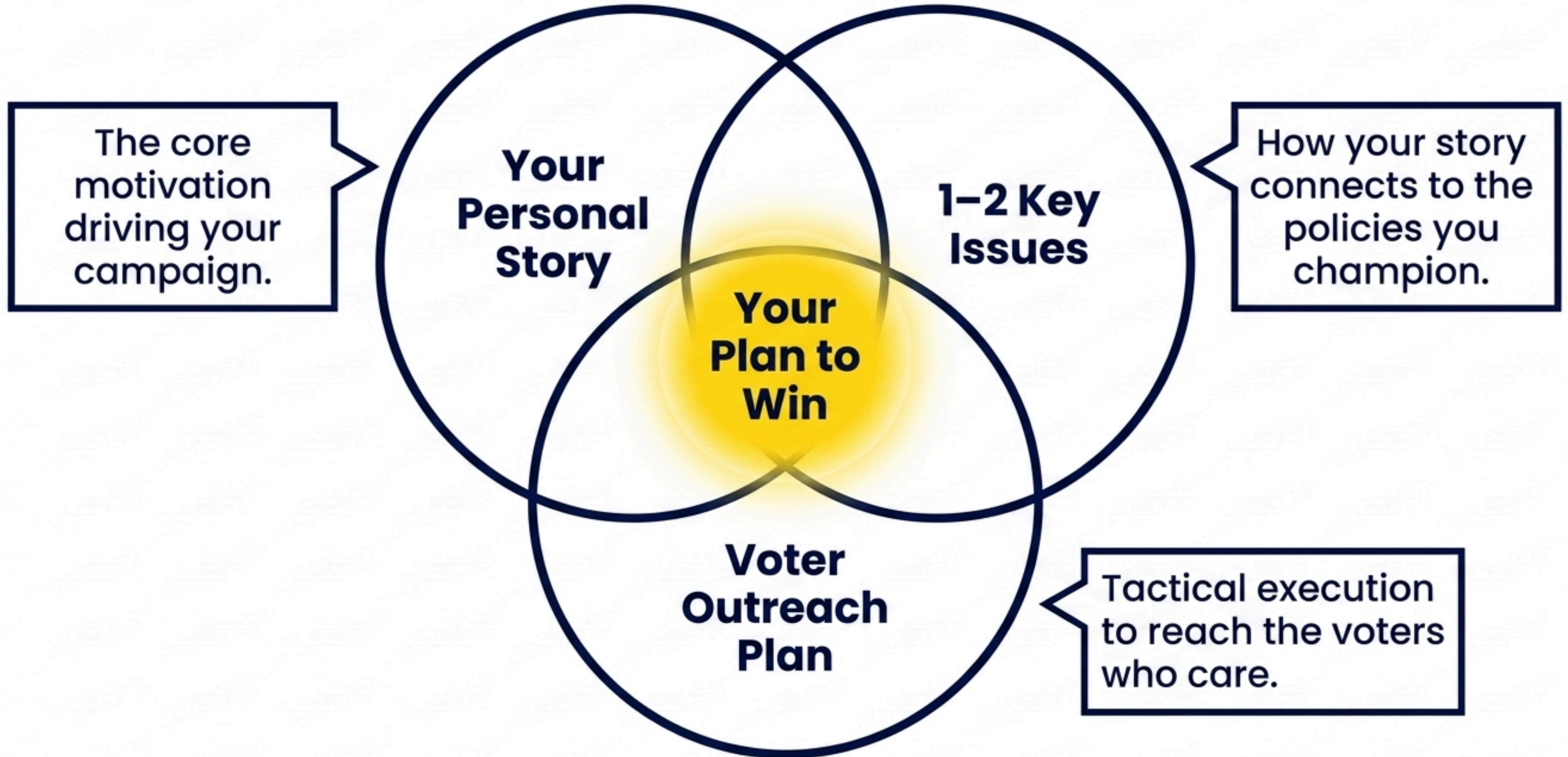
Show your roots and service in the district.

Civic or Political Activity

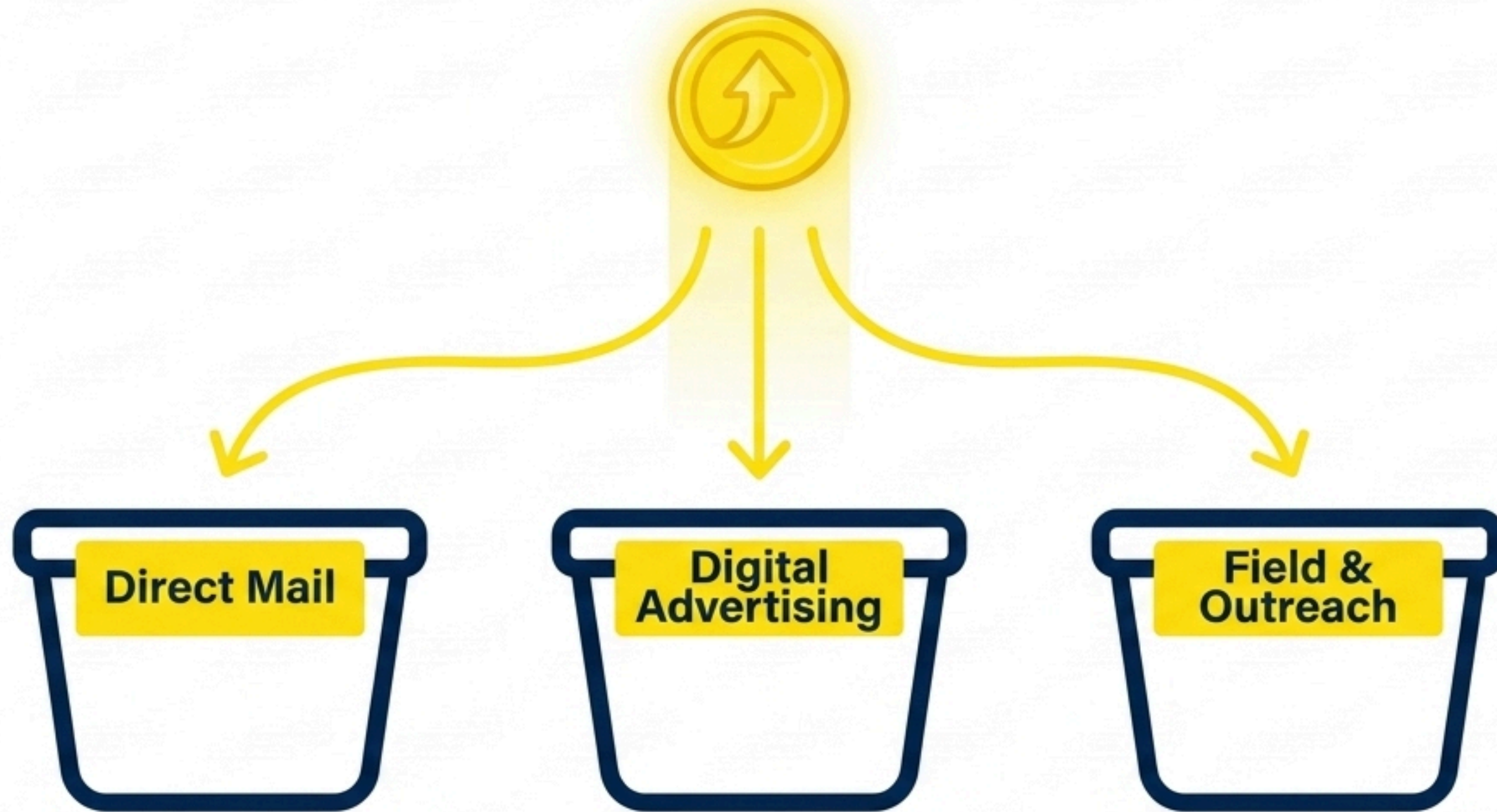
Detail any past campaigns, advocacy, or organizing.

Ultimately: What has prepared you to run?

Translating Your “Why” Into Strategy



How Would You Use Our Investment?



The Crucial Question: Be specific. What exactly does our funding make possible for your campaign that wouldn't happen otherwise?

Common Mistakes to Avoid



- ✘ Relying on vague, generic responses.
- ✘ Blowing past the strict word limits.
- ✘ Failing to answer the specific prompt.
- ✘ Confusing the office sought with the municipality.
- ✘ Presenting highly unrealistic fundraising numbers.

Most weak applications are not weak because candidates lack passion. They are weak because responses are unclear.

Crucial Logistics

Your Headshot is Required.

Your application is completely incomplete without a submitted headshot.

It is used for all public endorsement announcements and materials.

NAME YOUR FILE

Mary.Smith.jpeg

Your first name (.) Your last name

Headshot Mistakes to Avoid



If we can't use it, we'll have to ask you again. This causes severe delays.

Submit a Strong Photo



- ✓ High resolution
- ✓ Good, natural lighting
- ✓ Neutral, uncluttered background
- ✓ Centered image with space above the head
- ✓ Professional but approachable

You do not need an expensive professional shoot. A clear, intentional photo works perfectly.

Submit Your Headshot ASAP

Needed
immediately for
announcements.
We move
quickly after
endorsements.

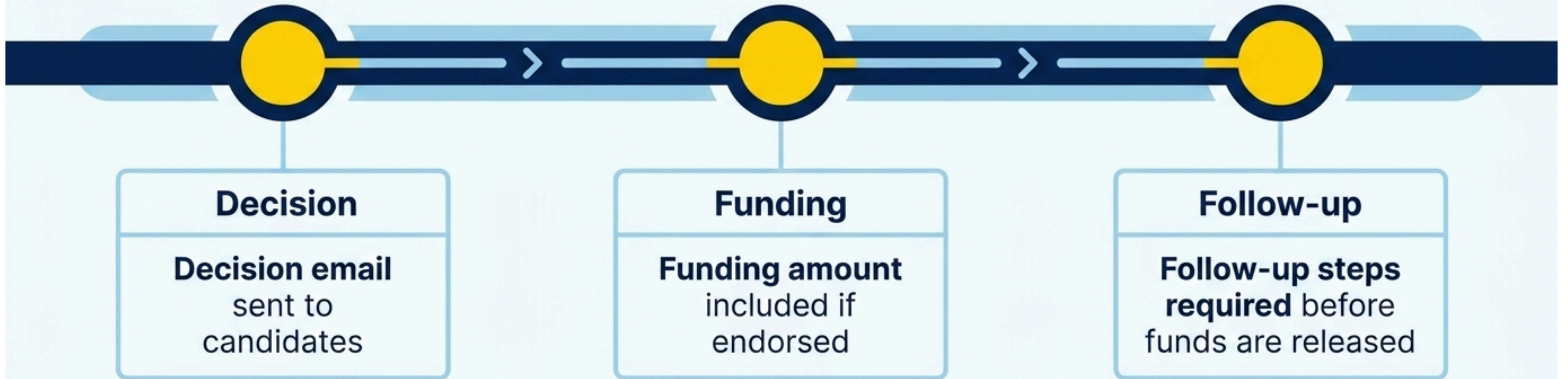


Delays impact
your visibility.

Send it the
exact same day
you apply.

info@electwomennj.com

Next Steps



Avoid Delays



Confirm committee name exactly



Verify committee address



Approve endorsement graphics



Request edits if needed

One of the biggest causes of delays is incorrect committee information.
Please double-check spelling and addresses carefully.

Your Next Step in the Network

In-Person Pinning Ceremony

Meet your cohort

Connect across NJ

Engage with powerful women leaders

Celebrate your candidacy

