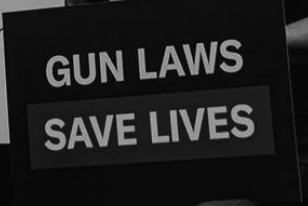
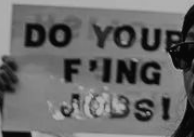


**DEMAND  
A SEAT**



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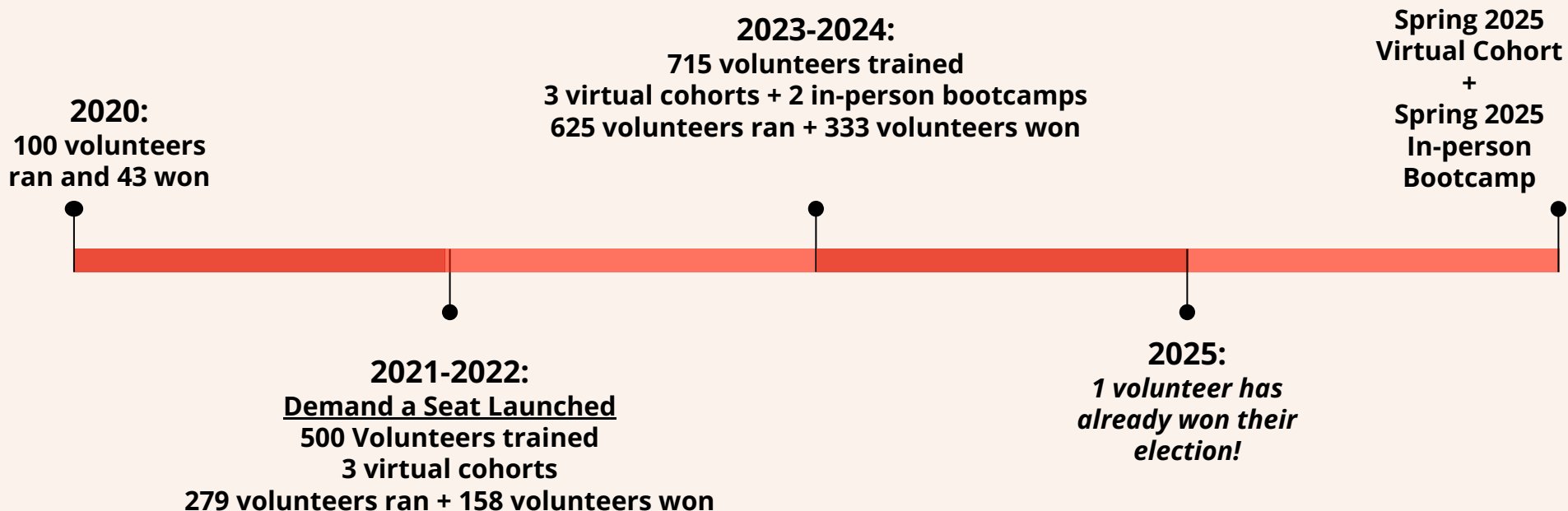


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# **BOOTCAMP KICKOFF**

*February 26, 2025*

# HOW IT BEGAN



# DEMAND A SEAT: BOOTCAMPS



**2023**

**Demand a Seat: Students' Edition**  
*40 high-school and college students*



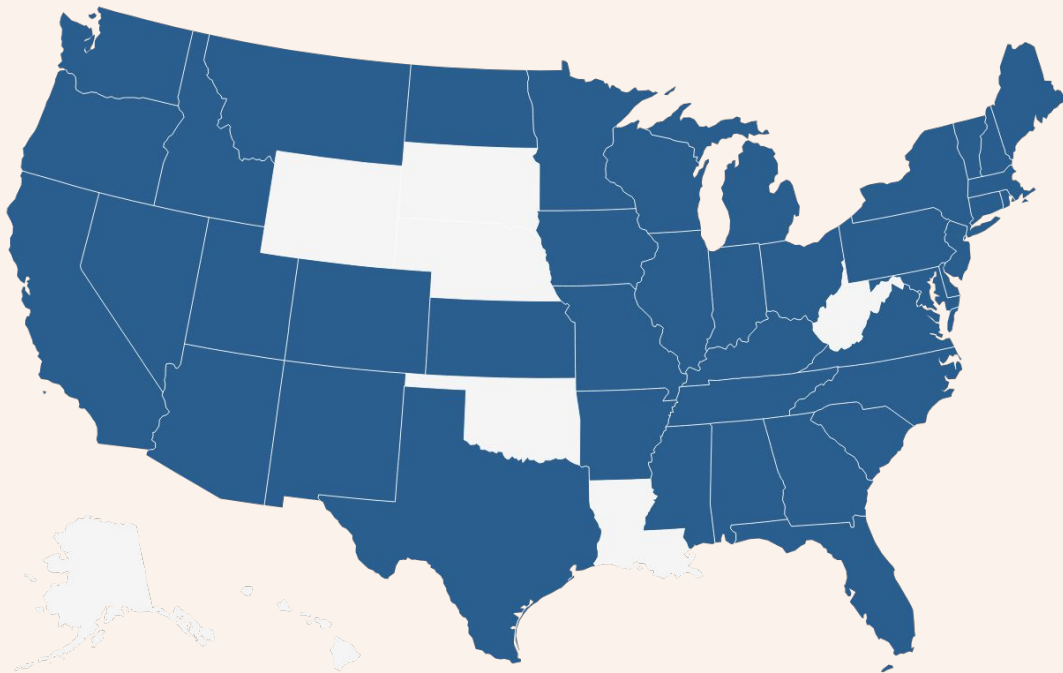
**2024**

**Demand a Seat: Campaign Management Bootcamp**  
*46 volunteers running for office or running a campaign*

**YOU CAN DO THIS!**

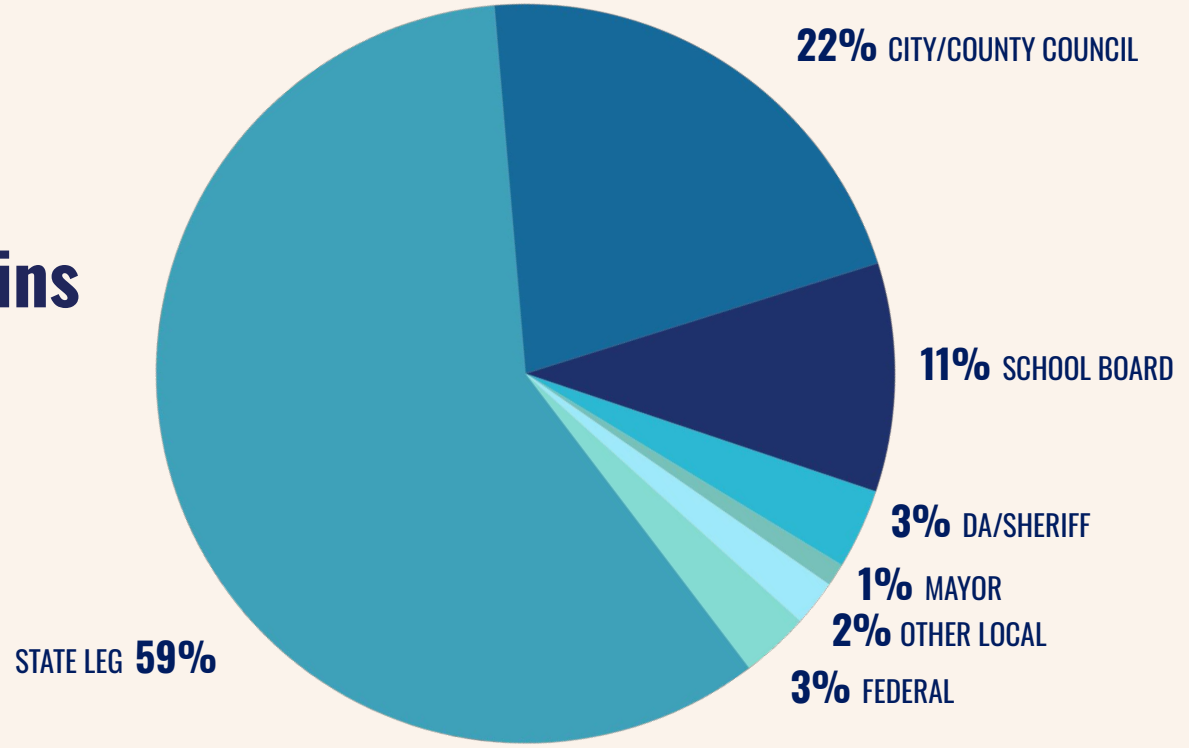
**Elected Volunteers Since 2021 Launch of Demand a Seat**

**491**  
**in 42 States+DC**



## 2024: Volunteer Wins

**237**  
in 39 States+DC



# DEMAND A SEAT



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## WHY DEMAND A SEAT?

- **EACH** election matters
- **ALL** politics is local
- **YOU** have the skills





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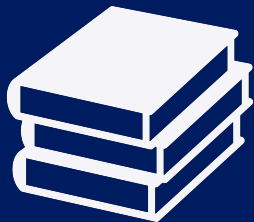


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# DEMAND A SEAT: CAMPAIGN MANAGEMENT BOOT CAMP OVERVIEW



# WHAT WILL DEMAND A SEAT: CAMPAIGN MANAGEMENT BOOT CAMP PROVIDE



Core training and  
skills workshops



Messaging Strategy



Political Strategy



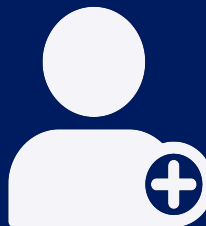
Networking  
opportunities



Fundraising



Voter Outreach



Expertise and  
guest speakers



Hands-on  
Practice

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**MOMS  
DEMAND  
ACTION**  
FOR GUN SENSE IN AMERICA

# PROGRAM AGENDA

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## Registration (Thu, March 13)

### Day 1 (Fri, March 14)

- Welcome + Introductions
- Session 1: Running to Demand a Seat
- Session 2: Campaign Fundamentals
- Session 3: How We Talk To Voters
- Capstone Work Blocks

### Day 2 (Sat, March 15)

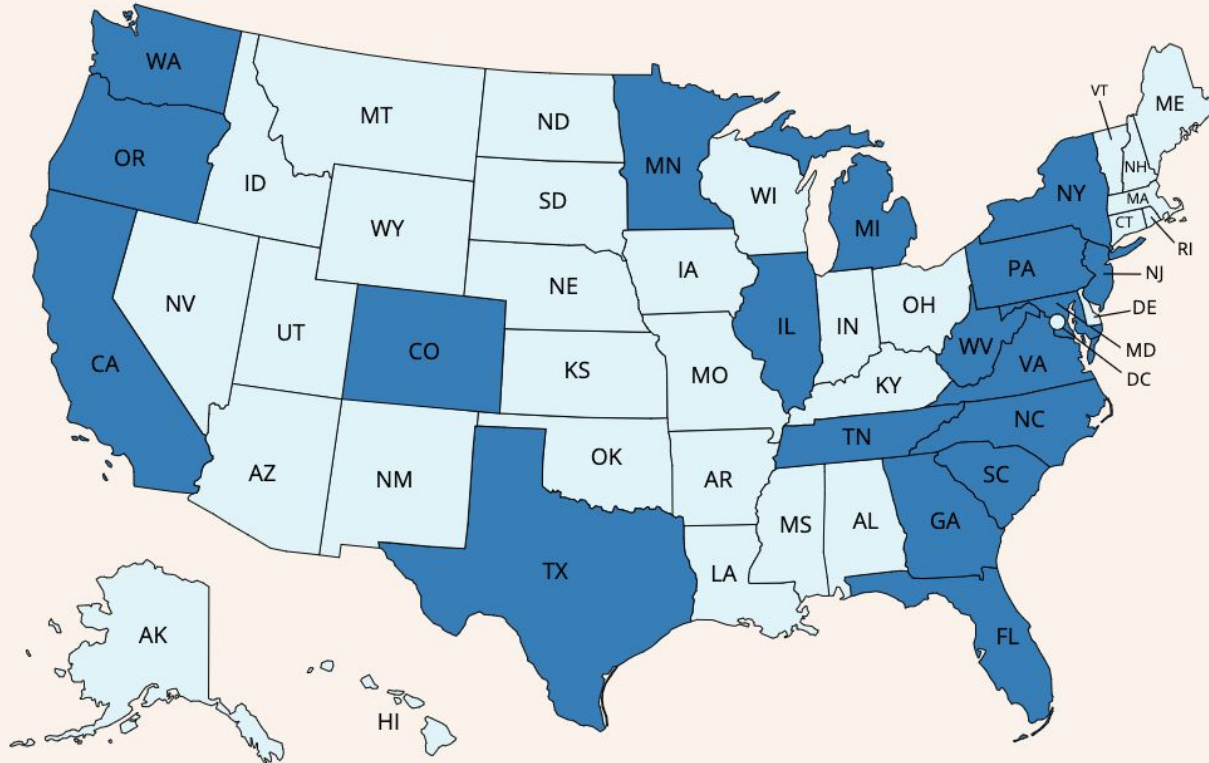
- Session 4: Gaining & Leveraging Supporters
- Session 5: Press & Media
- Session 6: Budgeting & Fundraising
- Capstone Work Blocks

### Day 3 (Sun, March 16)

- Final Capstone Work Block
- Capstone Judge Panel
- Capstone Presentations
- Graduation!



# REPRESENTING 20 STATES



# VOICES REPRESENTED

**Government Employee**

**Non-profit Worker**



**Veteran**

**Mental Health/Social Worker**

**Survivor**

**Retirees**



**Parents**

**Activist**

**First-time candidate**

**Medical Professional**

**Physician**

**Prosecutor**

**Legal Professional**

**Student**



**Previously elected**

**Faith Leader**

**Educator**

**Elected Official**

**Communications  
Professional**



**LGBTQ+**



## ABOUT THIS COHORT

**But we all  
have this in  
common...**

- a dedication to **changing the narrative** around gun safety in your communities
- a proven track record of **excellence, leadership, empathy, and activism**
- a commitment to advancing **diverse representation in government and politics**
- ...and the ability to drive **meaningful change**

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DEMAND  
ACTION**

**FOR GUN SENSE IN AMERICA**

[momsdemandaction.org](https://momsdemandaction.org)

**BREAKOUT**



## READ THE FAQ RESOURCE

Links in Zoom chat and email



## SIGN UP FOR SLACK

Link is in the chat



## HOTEL

Embassy Suites by Hilton Philadelphia Airport - 9000 Bartram Avenue  
Free hotel shuttle (See FAQ doc for details)



## QUESTIONS? EMAIL US

[demandaseat@everytown.org](mailto:demandaseat@everytown.org)



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**QUESTIONS?**



# CAMPAIGN MANAGEMENT BOOTCAMP

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