

Demand → Run → Change

“We built a plan and trusted the process. My training as a Moms Demand Action volunteer helped me with this—to know going in there were going to be wins and setbacks, but no matter what, we stayed on message, put in the work, and moved forward with positivity and purpose.”

Representative Beth Helfrich (NC-HD-98)
Moms Demand Action Volunteer and Demand a Seat Graduate

“With Demand a Seat, I realized the importance of empowering volunteers and helping people to find a place in building my campaign.”

Teska Frisby
Trenton, New Jersey
City Council Member

**DEMAND
A SEAT**



DEMAND. RUN. CHANGE.

What is Demand a Seat?

Launched in 2021, Demand a Seat is an educational training program designed to help bring the fight for gun safety to the campaign trail. We've trained over 1000 Moms Demand Action and Students Demand Action volunteers and gun violence survivors to take the next step in their advocacy: Running for office or working on campaigns with a **purpose**—to elect Gun Sense Candidates.

Through Demand a Seat, Everytown for Gun Safety is building a pipeline of Gun Sense Candidates who will be in a position to drive change at the local, state, and federal level. More than 600 volunteers representing 42 states have been elected to Congress, state legislatures, and local offices.

What does Demand a Seat offer?

Demand a Seat, a program of Everytown for Gun Safety Victory Fund, provides high quality educational training, mentorship, and networking opportunities to encourage even more Moms Demand Action and Students Demand Action grassroots volunteers and gun violence survivors to run for office up and down the ballot. Demand a Seat campaign management training focuses on key topics including:

- Building a campaign
- Recruiting volunteers
- Communicating with voters and media
- Paid, digital and social media tactics
- Gun safety messaging and polling

The program generally consists of nine 90 minute training sessions that are offered virtually over the course of 3 months. In addition to the virtual program, Demand a Seat offers in-person intensive training sessions for volunteers who are seriously considering a run for office.

Join Demand a Seat!

If you are passionate about advancing gun safety in your community and electing Gun Sense Candidates, we hope you will join us. Learn more about upcoming virtual and in-person Demand a Seat training opportunities and apply to participate at demandaseat.org.

For more information, email demandaseat@everytown.org.

Paid for by Everytown for Gun Safety Victory Fund, gunsensevoter.org.
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