



WOW Dems Public Endorsement Policy

Women Organizing Women Democrats (WOW Dems) is a North Texas-based organization dedicated to expanding the participation of women in politics: increasing their political engagement; raising awareness about women's issues; and recruiting, supporting, and electing women Democrats for partisan and nonpartisan offices. WOW encourages progressive women candidates to support other progressive women candidates.

Of the 180 members of the 87th Texas Legislature, only 48 are women. Therefore, WOW Dems is working towards establishing a more reflective democracy.

WOW Dems Endorsement Policies are as follows:

- Women candidates are eligible for monetary contributions or endorsements in name only.
- Men candidates are eligible for endorsements in name only.
- WOW Dems may, at our sole discretion, publicly revoke our endorsement of any candidate prior to the candidate's election.

Which Races and Elections does WOW Dems Cover?

- WOW Dems endorses and promotes candidates in races that are under the umbrella of Collin County Democratic Party's Coordinated Campaign Committee.
 - This includes partisan races, as well as nonpartisan races, within CCDP's Coordinated Campaign Committee's geographic area. Nonpartisan races include Mayor, City Council, School Board, or Collin County Board of Trustees. These candidates who desire to be recognized by WOW Dems are encouraged to fill out the endorsement application.
- WOW Dems will not endorse one Democratic candidate over another in a contested Democratic primary race. WOW Dems may make monetary contributions during the primary or runoff, in select cases where the Board determines that early money will have a great impact on the general election. In most cases, endorsements will not be made until the Democratic slate of candidates has been finalized.
- WOW Dems will endorse Statewide candidates only during the general election and in name only. Endorsement applications are not necessary for these races.

To be considered for endorsement:

- Candidates for federal, state or local office must:
 - have fulfilled the filing requirements as verified by the elections board overseeing ballot access and publicly announced the intention to run for a specific office;
 - submit a written campaign plan;

- submit a written budget;
 - have a Treasurer and a Campaign Manager; and
 - purchased (or agree to purchase) a voter analytical software, such as VAN.
- Candidates must agree to participate in public forums such as those offered by the League of Women Voters.
- Candidates must submit a video no longer than two (2) minutes, stating why WOW Dems should endorse your candidacy.
- Candidates **may** be interviewed in person or electronic communications to answer additional questions, at the sole discretion of the WOW Dems Candidate Committee and/or the WOW Dems Board of Directors.

*Once you have completed the Application, please save the Application as such:
Candidate First Initial Last Name Office Seeking
Example: D O'Reilly US Congress 99
Example 2: K Harris US President*

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Publicizing an Endorsement: A WOW Dems endorsement is official when approved by the full Board of Directors and announced by the Candidates Committee. The endorsement applies only to the General or Local Election for which it is given.

The following should have been included in the candidate's application and WOW Dems will use the provided information to promote the endorsee: Should a candidate receive a WOW Dems endorsement, the candidate will be required to provide the following within five (5) days of the endorsement.

1. Official campaign photograph.
(Recommended campaign photograph size is 1,200px(w) x 630px(h). A web-quality photograph will be accepted).
2. Official biography.
3. Social media handles.

Candidates are encouraged to publicize the endorsement by using a logo provided by WOW Dems. WOW Dems will provide print-quality and web-quality logo files. In addition:

1. logo colors must not be changed, unless the printing process uses single colors, black/white or grayscale.
2. proportions or scale should not be changed; and
3. logo should not be cropped.

Personal Endorsements:

If individual WOW Dems members, or officers, offer an endorsement to a candidate, the candidate should not list the endorsers' WOW Dems affiliation in campaign materials, as this may imply an endorsement by the organization.