



# WOMEN'S MARCH

END OF YEAR REPORT | 2020

# END OF YEAR REPORT

Together, we did it! Women's March ends 2020 having accomplished the key goal of the millions of women and allies who marched during our founding mobilization on January 21, 2017, the largest single day of protest in U.S. history.

Donald Trump's resounding electoral defeat was the culmination of four years of relentless resistance and organizing by a broad progressive movement of unprecedented scale and breadth. Women's March is proud and honored to have played a key, ongoing role in this historic work, mobilizing on a massive scale and steadily building organizational power while directing expertise, tools, and solidarity across the ecosystem of organizations who share our values. We savor and celebrate this hard-won collective victory and our part within it.

Over these four grueling years, Women's March has spurred over 12 million people to action and helped mobilize more than 13,000 rallies, marches, and vigils. We have consistently provided the support, infrastructure, and resources for everyday women, on a massive scale, to deepen their political understanding, harness their power, and fight for a multi-racial feminist democracy where everyone can flourish.

We are especially proud of our work in 2020. In a year of extraordinary pain and peril, Women's March engaged our ever-growing grassroots base in not just resisting but defeating the Trump agenda in the voting booth, while consolidating a lasting feminist movement that is inclusive, multi-racial, and centers the leadership of women of color.

In one crucial sense, then, Women's March in 2020 finished what we started when women and allies first took to the streets in such historic numbers in January 2017. But of course we haven't really finished at all.

We know the roots of Trumpism go deep, and we grieve the terrible toll of these four years, in lives lost, families torn apart, and livelihoods destroyed. Women have borne the brunt of the many crises of this era, including the raging COVID pandemic, the crisis of white supremacy and police violence, the climate crisis, and the accelerating economic and family care crises. We know that women must lead the way toward solutions.

So at every step in our work, Women's March has paired our rapid-response capabilities with political education and movement-building efforts designed to expand and deepen our impact over the long run. We organized two major nationwide protest mobilizations – in January, while Congressional impeachment proceedings were underway, and again in the middle of the election season in October – while also offering a series of acclaimed webinars that helped those new to activism deepen their political education, with special focus on the centrality of racial justice to a feminist future. We engaged more than 20,000 volunteers in vital get-out-the-vote work in battleground states, even as we expanded our local organizing presence in communities across the country through more than 8,400 local actions. We trained 1200 activists in cutting-edge techniques to fight disinformation on social media, and recruited 350 women to create Women2Women local organizing circles.

Women's March has evolved into the feminist organization that women in the U.S. have told us they need: bold, responsive, flexible, growing; an organization that foregrounds the leadership of women of color and prioritizes questions of racial justice, while welcoming everyone who aligns with our values. With a base that is 70% women new to activism and 70% white women, Women's March has become one of the biggest on-ramps into 21st century progressive action. We have provided millions of women who share our values with the opportunities for engagement and the resources for action to be powerful and effective in the streets, in the voting booth, in our communities, and online.

In 2021, we will work to harness our power to organize for all that we need from this new administration and our government in this time. We will work to lift up the dreams and aspirations of the millions of progressive women who have worked so hard to change the country's direction, even as we continue to dig deep to address the systemic problems underlying Trump's rise to power. Women's March is committed to continuing to cultivate a robust, healthy, leaderful feminist movement, as the necessary step toward creating a future where everyone can thrive.

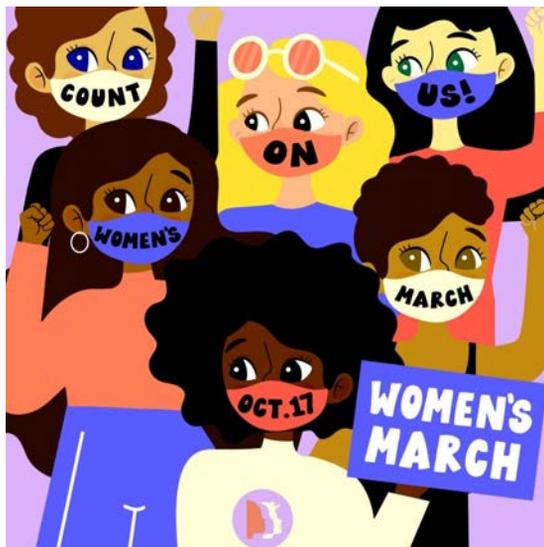
# OUR WORK IN 2020

GRASSROOTS MOBILIZATION

# OUR WORK IN 2020

## GRASSROOTS MOBILIZATION

Two major national marches, in January and October, in Washington D.C. and nearly 750 local communities around the country

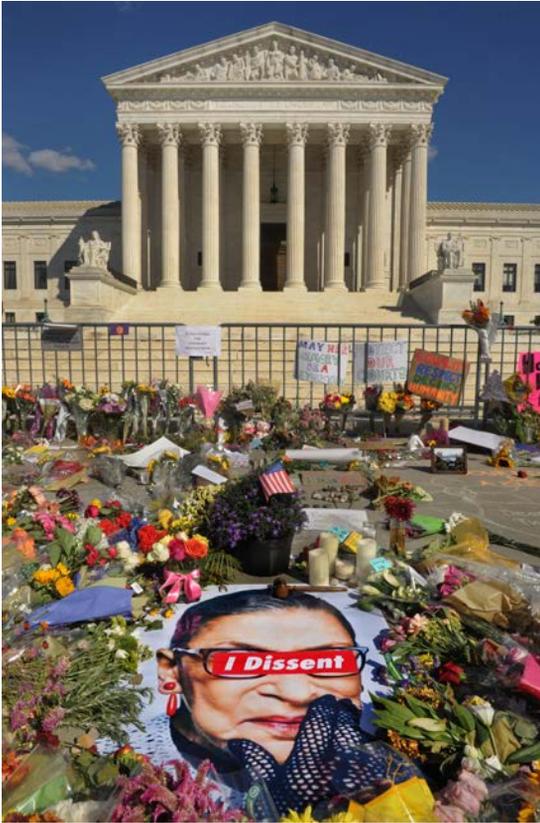


# OUR WORK IN 2020

## GRASSROOTS MOBILIZATION

7700 local vigils in honor of Ruth Bader Ginsburg

MAY HER MEMORY BE A *Revolution*

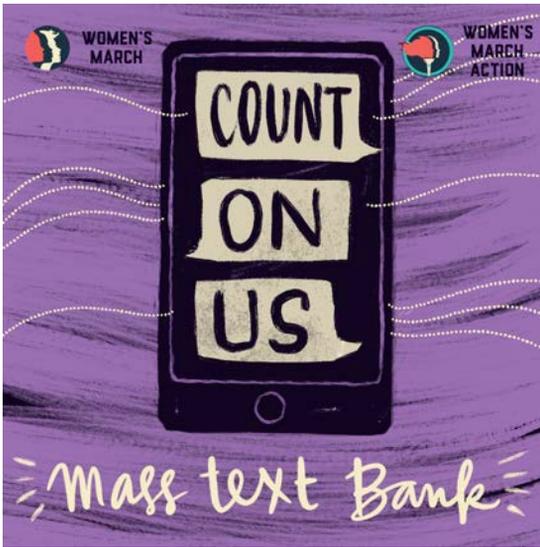


SHE BROUGHT US THIS FAR NOW, IT'S OUR TURN



# VOTER ENGAGEMENT





## VOTER ENGAGEMENT

- More than 20,000 volunteers activated through our voter outreach efforts
- More than 13.1 million voters contacted through our text-banks and phone-banks



TRAIN UP TO FIGHT ELECTION DISINFORMATION ONLINE

DIGITAL DEFENDER

October 29th @ 7PM EST

sign up HERE → <http://bit.ly/octdigdef> #DIGITALDEFENDERS

PREPARE for ELECTION DAY DIGITAL DEFENSE

# POLITICAL EDUCATION



# TRAIN UP TO FIGHT ELECTION DISINFORMATION ONLINE



## October 12 & 13

<http://bit.ly/octdigdef> #DIGITALDEFENDERS

**YOU MUST ATTEND BOTH SESSIONS TO BECOME PART OF THIS COHORT**

## POLITICAL ENGAGEMENT

- 1200 activists trained and activated to fight online disinformation through our Digital Defenders program
- More than 160,000 views of our webinar series
- More than 230 million social media impressions

### HERE'S HOW YOU CAN HELP DEFEAT TRUMP

From now until November 3rd.



Join a text bank to get out the vote.



Join Sisterhood Sundays to phone bank other Women's Marchers.



Start a Women2Women local organizing circle.

**SIGN UP →**

### MAKING THE CASE:

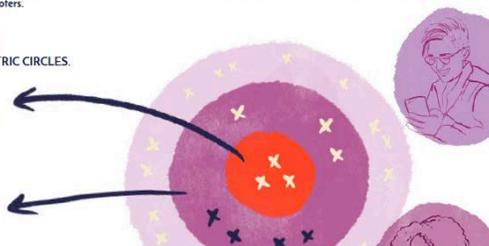
## Effective Voter Outreach

One of our goals in Women2Women Circles is to use our personal relationships, networks, and hometown know-how to reach women voters who are not registered or are undecided or uncertain about why or how to vote. We know relational organizing is one of the most effective ways to reach voters who may need some encouragement, information, or who just have never been asked to engage before. This worksheet walks you through some effective outreach tools and how/where to make the case to these voters.

### WHO TO REACH OUT TO:

Think of your outreach like a series of CONCENTRIC CIRCLES.

- **On the inside are your closest people.** These may be your immediate family, friends, neighbors - people who you trust and who trust you, with whom you have a personal connection.
- **The next layer might be people with whom you have some relationship but know more casually** - acquaintances, other parents in the PTA, colleagues, neighbors.



### WHAT TO SAY:

Some basic rules for your 1:1 conversations:

- Use **your own personal experience** and story of becoming more active as an inspiration & guide
- **Don't tell people they're wrong** - point out other ways of thinking about an issue
- Facts can help back you up, but **should not be the center** of your conversation
- Root your points in larger, unifying **values** i.e. care, voting rights, democracy, and trust
- Use the message guides we've included to help you focus the conversation on **the way the wealthy few try to divide us** - instead of launching into a partisan rant! This isn't about left or right, this is about who is hoarding power and wealth at the very top and how the system hurts everyday working people—and how that impacts us all, no matter who you vote for.

**Reminder:** Many women in your community might not be talking about politics to anyone - you can be a first!

**Notes**

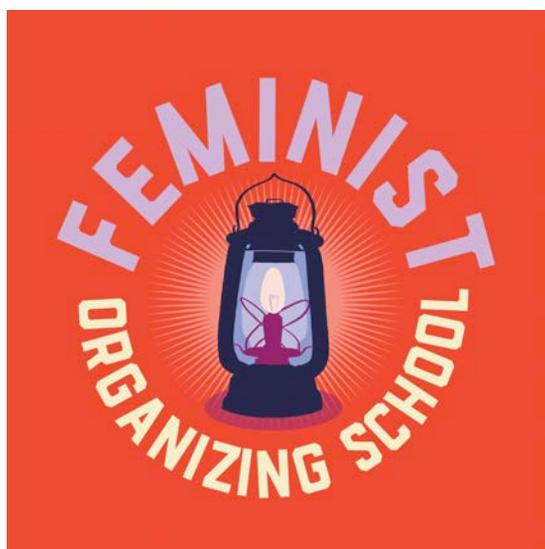


# MOVEMENT BUILDING

## MOVEMENT BUILDING



**350** women recruited to our local Women2Women organizing circles program



**350+** activists trained in our pilot Feminist Organizing School



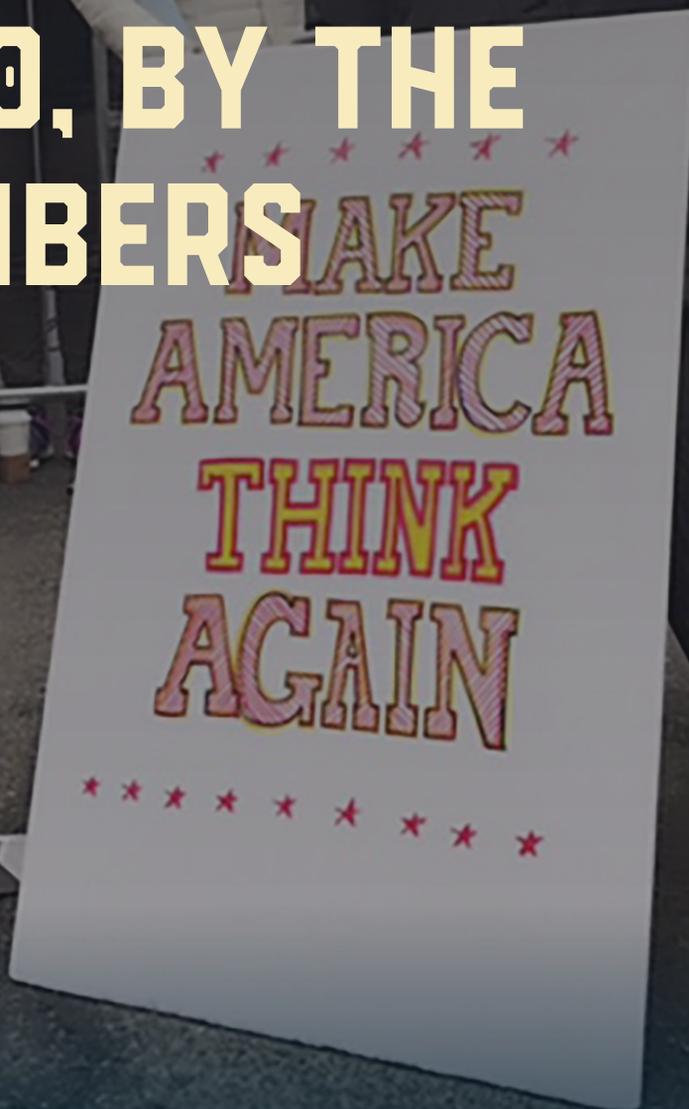
# COLLABORATION

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- During 2020, we supported more than 100 initiatives by partners on issues that impact women
- Ongoing strategic partnerships with Movement for Black Lives, the Rising Majority, Planned Parenthood, Southerners on New Ground (SONG Power), MomsRising, Auburn Seminary, Mijente, Sierra Club, NARAL Pro-Choice, Strategic Victory Fund, Center for Media Justice, and Supermajority
- Active engagement within key coalitions including We Demand More, Protect the Results, and The Frontline



# WOMEN'S MARCH 2020, BY THE NUMBERS



# WOMEN'S MARCH 2020, BY THE NUMBERS

**350**

women recruited to our local Women2Women organizing circles program

**350**

new activists trained in our pilot Feminist Organizing School

**740+**

local Women's Marches mobilized

**230+**

million impressions on social media

**160,000+**

viewers for our webinar series

**7700**

local vigils organized to honor Ruth Bader Ginsburg, serving as springboards to electoral engagement

**20,000**

volunteers engaged in get-out-the-vote phone banks and text banks

**92,000**

unique donors toward our work (average gift: \$17.89)

**13+ million**

texts sent to prospective women voters

**1200**

activists trained and activated to fight online disinformation through our Digital Defenders program

# DIGITAL DEFENDERS

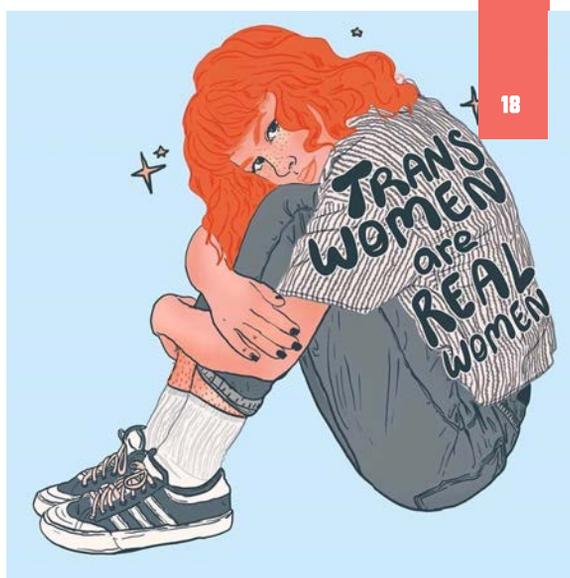
**WOMEN'S  
MARCH**

END OF YEAR REPORT | 2020

65,844,910  
AMERICANS  
AGAINST  
TRUMP

## DIGITAL DEFENDERS

Our pioneering Digital Defenders campaign is the country's largest, activist-centered effort to combat online disinformation. To date, we have trained and activated 1200 activists to address disinformation surrounding the climate crisis, reproductive rights, immigration, COVID-19, policing, and the integrity of the election. These cutting-edge trainings have been created in partnership with Mijente, Auburn Seminary, Sierra Club, NARAL Pro-Choice, Strategic Victory Fund, and the Center for Media Justice.



### REPRODUCTIVE FREEDOM IN THE TIME OF COVID-19

thurs. may 7

8pm Eastern

<https://bit.ly/WMReproWebinar>



### SAFE CLOTH MASK WEARING #MASKUP

#### KEEP YOUR MASK CLEAN

- ✦ Wash hands before and after using your mask
- ✦ Use ties/loops to put your mask on and pull it off
- ✦ Do not touch or readjust your mask
- ✦ Wash mask immediately in hot water after use



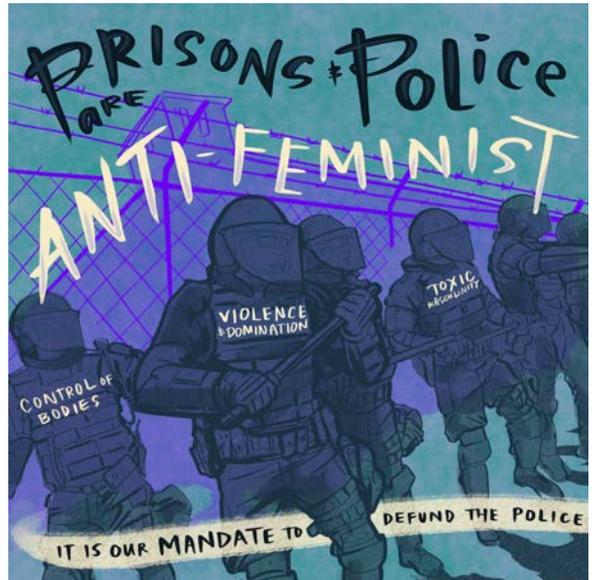
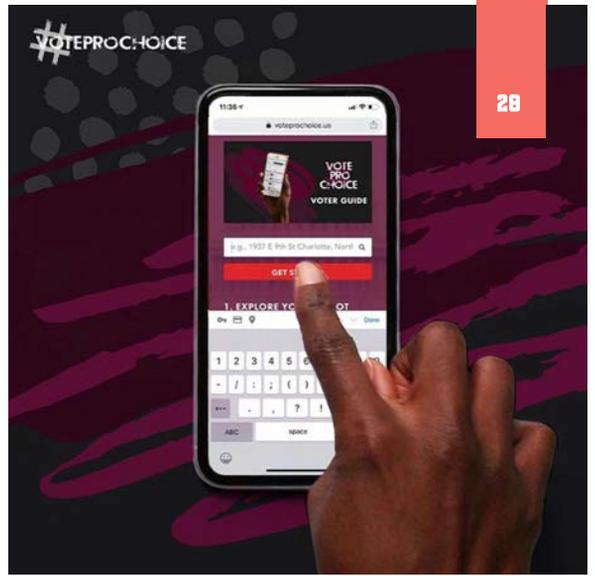
# POPULAR EDUCATION



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Women's March reached more than 160,000 viewers in 2020 through our in-depth webinar series. One series focused on how COVID impacted different communities, including teachers, nurses, Indigenous people, children, and undocumented people. In a time of great uncertainty, Women's March brought experts to the table to be a source of reliable fact-based information and guidance.

Our six-part Feminist Futures series provided crucial popular education to our mostly white and newly activated base around important questions of racial justice, defunding the police, allyship for non-Black people of color, and building a multi-racial feminist democracy where all can thrive. It was created in collaboration with UltraViolet, NARAL, MomsRising, Planned Parenthood Federation of America, Supermajority, and United State of Women.



# [WE'RE JUST GETTING STARTED - PLACEHOLDER]

