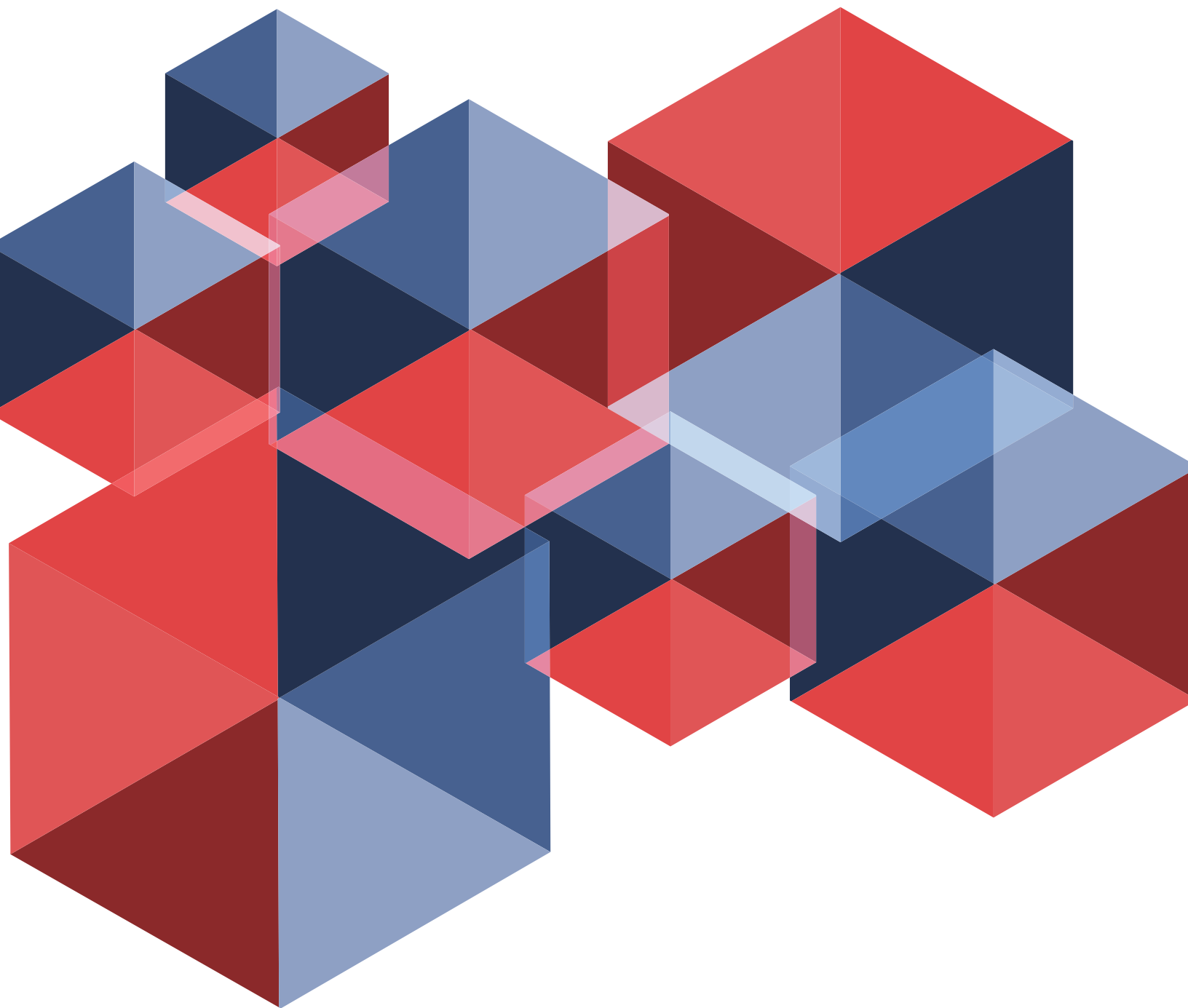


# TECHIES VOTE!

## MIDTERM ELECTION TOOL KIT 2022



/ ANITA  
B.ORG



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## Introduction

At AnitaB.org, we know we cannot achieve intersectional gender and pay equity in tech without institutional change. We are aware that an intersectional lens is critical for equity; it is a way of thinking about multifaceted identities, their relationships to power, and the related compounding effects of unconscious bias. The lens allows us to fully acknowledge and address the societal barriers that impact women and non-binary technologists. The technologists we support are people impacted by targeted, oppressive, and unjust laws. We want to empower technologists on the micro-level through our year-long programming, but we also advocate for better systemic solutions for the workforce and for their humanity.

This year we have witnessed a new record of anti-LGBTQ legislation and laws along with attacks on abortion and reproductive rights. From local to global, policies impact our everyday lives and multifaceted humanity. Activism and voting have direct impacts at all levels of government and give power to us and our communities. Elections are one of the privileges that allow us to change the course of public policy, choose lawmakers from diverse backgrounds who will advocate for our priorities, and engage the public in conversations about the challenges that are impacting our lives at all levels.

AnitaB.org wants to share tools to empower you to engage candidates in the topics that you care about during this election cycle. From attending a town hall to hearing from your school board city, county, state, or congressional elected officials, from writing an op-ed about the midterm election, to encouraging folks in your community to vote, we believe women and non-binary technologists and their allies have voices that deserve to be heard. We hope these tools empower you to do just that.

*Sincerely,*  
Policy & Advocacy Team at AnitaB.org

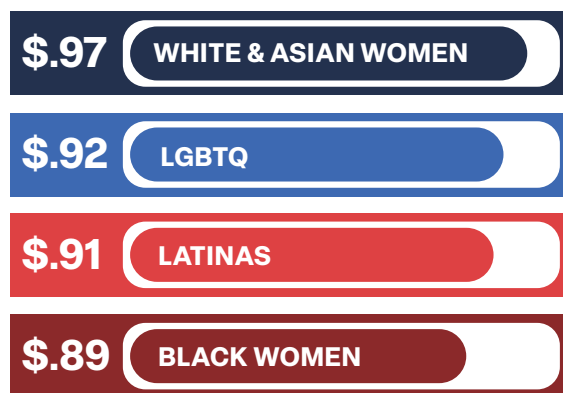
## Fast Facts

**Knowledge is power!** Familiarize yourself with the below facts and statistics that paint a picture of the current status of women and non-binary technologists.

At the peak of female representation in tech in 1991, 37% of computing professionals in the U.S. were women. <sup>1</sup> Today, studies reveal that **only 25% are women.** <sup>2</sup>

Even in technology, which offers some of the highest salaries in the U.S., **women still experience a wage gap across races** compared to White men in the same roles. <sup>3</sup>

### WAGE GAP



*Earnings Compared to White, Non-Hispanic Male Counterparts*

**56% of women technologists leave by mid-career** (2x the rate of men) at a high cost to themselves, companies, and society. <sup>4</sup>

**In the U.S. in 2018, only 2.2%, or 2.88 billion, of all venture capital was allocated to companies founded solely by women.** Companies with all-male founders received 76%, or \$109.36 billion, of the total \$130 billion invested in 2018. <sup>5</sup>

Between 2009 and 2017, Black women-led startups raised only .0006% of the nearly \$425 billion in total tech venture funding raised during that time. <sup>6</sup>

According to the survey respondents from the **2021 TechEES Report** <sup>7</sup>, 90% of women and nonbinary technologists reported experiencing discrimination at the workplace within the tech sector. Additionally, 100% of women and nonbinary technologists reported experiencing some type of harassment at the workplace.

<sup>1</sup> Bureau of Labor Statistics. (2016). 1991-2018. Retrieved from <http://data.bls.gov>

<sup>2</sup> Ibid.

<sup>3</sup> "2019 Wage Inequality in the Workplace Report." Hired.com. Hired, 2019. <https://hired.com/page/wage-inequality-report/conclusion>.

<sup>4</sup> Hewlett, S.A., Buck Luce, C., Servon, L., Sherbin, L., Shiller, P., Sosnovich, E., & Sumberg, K. (2008). The Athena factor: Reversing the brain drain in science, engineering, and technology. New York: Center for Work-life Policy. Retrieved from: <http://www.talentinnovation.org/publication.cfm?publication=1100>

<sup>5</sup> "2019 PitchBook-All Raise All In: Women in the VC Ecosystem." PitchBook.com. PitchBook and All Raise, November 11, 2019. <https://pitchbook.com/news/reports/2019-pitchbook-all-raise-all-in-women-in-the-vc-ecosystem>.

<sup>6</sup> digital undivided (2018). ProjectDiane

<sup>7</sup> 2021 Technical Equity Experience Survey (TechEES). AnitaB.org. May 2022. Available at: <https://anitab.org/technical-equity-experience-survey/>.

# Key Messages

At AnitaB.org, we want candidates to know that they should support policies that lead to intersectional gender equity in the technical workforce. Below are key messages to consider when speaking with someone about the importance of a more equitable tech industry.

## The Power of Tech Equity

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- **The people who imagine and build technology should mirror the people and societies for whom they build it.**
- Technology is a fundamental part of the global economy and a key lever creating the future of society. Because of its increasingly pervasive influence on every sphere of society, **access to technology is a human right.**
- **Technology is the future of all work;** those who are not at the table now will only fall further behind.

## Broadening Pathways to Tech & Economic Mobility

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- Women make up nearly half of the U.S. workforce and more than half of all degree earners, yet **representation of women in tech is worse off now than it was 30 years ago.**<sup>8</sup> At the peak of female representation in tech in 1991, 37% of computing professionals in the U.S. were women.<sup>9</sup> Today, studies reveal that only 25% are women.<sup>10</sup>
- The growth of a skilled **technical workforce with a diversity of perspectives** and solutions is **critical to our country's national and economic security.** Filling the unmet workforce need requires **diversity of pathways into technical careers** and an employment sector that is incentivized to recognize the value of all those pathways.
- Computing and Mathematics occupations are among the most lucrative in the country, but here is **great disparity in the field between the lowest and highest wage occupations.** There is a danger of denying recipients of entry-level interventions access to career mobility if their experiences are not intentionally considered.





## Valuing the Work of Women and Non-Binary Technologists

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- Even in technology, which offers some of the highest salaries in the U.S., **women still experience a wage gap across races** compared to White men in the same roles.<sup>11</sup>
- Financial support for women-led businesses is severely lacking in all sectors of the labor market. In the U.S. in 2018, only 2.2%, or 2.88 billion, of all venture capital was allocated to companies founded solely by women, the exact same percentage as 2017.<sup>12</sup>
- If women's work is valued equally, then they will also have **parity in pay** and levels of **investment in their intellectual pursuits** and enterprises.

## Accountability

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- **Data transparency is critical** to unearthing inequities and is necessary to drive action and accountability toward equity. Across all fields and disciplines, it's often true that we measure what matters, and what is measured gets done. To win the innovation wars, stay relevant, and fill their empty cubicles, visionary leaders need to recognize their workplace inequities and make bold moves. To win the innovation wars, stay relevant, and fill their empty cubicles, visionary leaders need to **recognize their workplace inequities** and **make bold moves**.
- To inspire the next generation of women and non-binary technologists we must **reveal the hidden figures** of our past and present by celebrating the intellect and accomplishments of women and non-binary scientists.
- **Businesses and families win** when employers create safe and flexible work environments that allow all employees to thrive long-term.

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8 Catalyst, Quick Take: Women in the Workforce—United States (June 5, 2019). <https://www.catalyst.org/research/women-in-the-workforce-united-states/>

9 Bureau of Labor Statistics. (2016). 1991-2018. Retrieved from <http://data.bls.gov>

10 Ibid.

11 "2019 Wage Inequality in the Workplace Report." Hired.com. Hired, 2019. <https://hired.com/page/wage-inequality-report/conclusion>.

12 "2019 PitchBook-All Raise All In: Women in the VC Ecosystem." PitchBook.com. PitchBook and All Raise, November 11, 2019. <https://pitchbook.com/news/reports/2019-pitchbook-all-raise-all-in-women-in-the-vc-ecosystem>.

# Engaging Candidates in Person

Candidates spend a lot of time during their campaigns hosting and attending events where they can speak with potential supporters about their issues and better understand their potential constituents. While it may seem intimidating at first, candidates want to hear from you, and by following some simple steps, you can make your voice heard in a meaningful way.<sup>13</sup>

## Preparing

1. **Find out who represents you at all levels of government and in which districts you live.** Use this [Ballotpedia](#) tool to find out who represents you in Congress, Statewide Executive Offices, and State Legislature. For city, county, and school board elected officials and districts, go through local official government websites and look for district maps.
2. **Check out the Town Hall Project** for an updated database of local political events at which you can engage. Candidates tend to update their social media with local community events that they are planning to attend. County and city elected officials may have updated info about upcoming community events on their social media platforms. Additionally, some candidates have one district office or several small district offices in the district, and they usually have an open-door policy for volunteers and supporters. Considering that we are still in an ongoing pandemic, we suggest calling the office to learn about their COVID-19 office policies.
3. **Do your research** – what are the candidate's stated priorities? How do they tie into issues that connect to technology and women's workplace opportunities? Read their website and social media content. Remember, politics are local!
4. **Develop a list of potential questions** to ask the candidate. See our key messages for reference.
5. **Recruit friends, family, colleagues**, and other individuals from your community to join you. Change is a team sport. Make sure you and your community are informed about the issues at hand and who is on your ballot.

## At the Event

1. **Make sure to arrive on time for the event with your notes.** We recommend contacting the event organizer over the phone or through social media platforms to understand how you can submit your questions during the event.
2. **Listen to the candidate and other town hall attendees;** a candidate's response to another question may inform how you want to ask your own. We also recommend attending a public meeting including your local school board meeting, county commissioners court, or city or council meeting, which is another way to publicly ask questions and make comments on agenda items and non-agenda items. Registering to speak at a public meeting may require prior registration. So, be sure to look up information about public meetings on your local government's website.
3. When asking your question, **share your name and a quick, memorable story** that relates to the district (tip: practice your elevator speech) as well as any notable statistics that relate to your question.
4. **Listen to the candidate/elected official's response.** If appropriate, politely express your approval or disapproval. Ask for clarification if needed.

## After the Event

1. Share any pictures, video and/or messages to social media, and **tag the candidate.**
2. If the candidate expressed an opinion in support of your stated issues, **be sure thank them.**

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<sup>13</sup> "Town Hall Guide." Indivisible.org. Indivisible, September 30, 2019. <https://indivisible.org/resource/town-hall-guide>.

# Social Media

Social media is a powerful tool for starting conversations, sharing information, and elevating the importance of issues impacting women in tech.

## Tips for Engaging Elected Officials on Social Media During the 2022 Midterm Election

- **Follow your representatives, senators, governors, and elected officials online.** If your post includes information directed at a specific candidate, don't forget to tag them.
- **Create your own Twitter list** to stay up to date on posts from politicians and candidates. Create another Twitter list with political news sites, journalists, and other forms of media to keep up with the election news cycle. These Twitter lists should be more curated with your local political scene and news that matters to you rather than the overwhelming #election2022 hashtag search.
- **Learn how to create a Twitter list here.**
- **Use images in your social media posts.** They're more likely to be seen and engaged with. If you don't have any relevant pictures, check out page 10 for some graphics to bring home your message.
- In order to have a broader audience see your tweet, don't @-mention the individual you're tweeting at as your first word. **Start your tweet with any other word or even a period.** Examples:

### DO THIS

.@[Representative], women and non-binary techies need pay equity now!

### NOT THIS

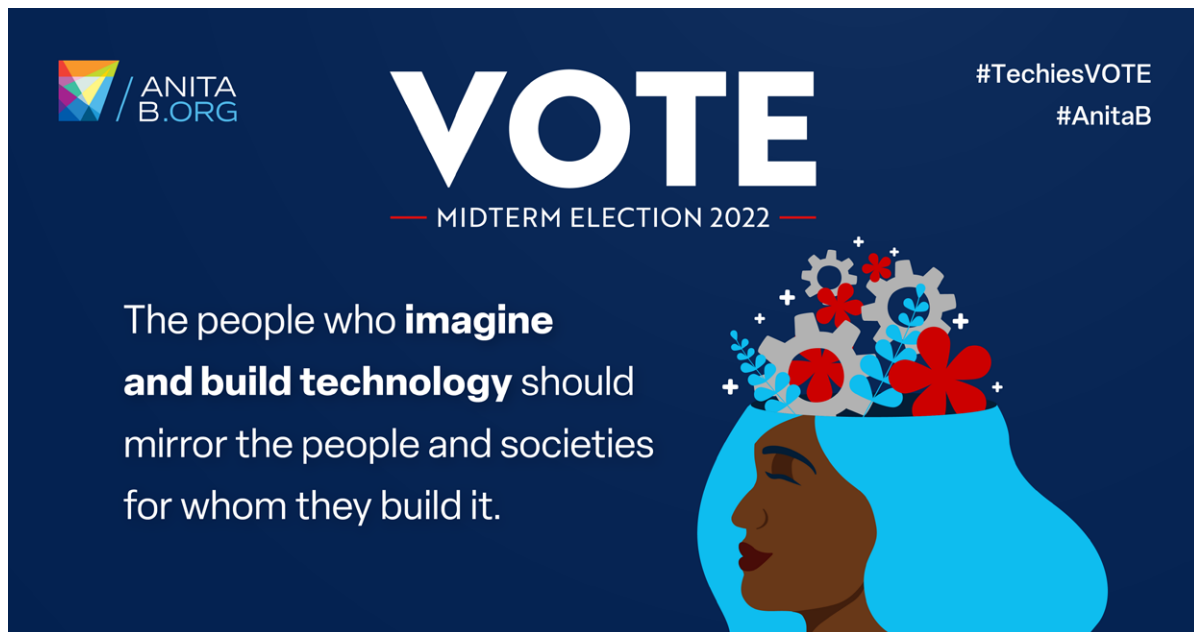
@[Representative], women and non-binary techies need pay equity now!

- **Utilize election hashtags** but know that they're busy and prone to trolls. Here are other social media tags you should consider if you have any characters/words left: #WomeninTech, #WomeninSTEM, #WomenInTechVOTE, #TechiesVOTE, and #WomeninSTEMVote.
- **Read the entire article before you retweet it.** Make sure it's not an advertorial or being shared from a suspect site. For some tips on how to recognize fake news, [read these tips](#).
- Before you share a tweet that boasts a statistic without a citation, **do a quick Google search to see if you can find more information.** If you do find more information, consider replying to your own tweet/retweet (called [threading](#)), with further information and a link to where you found the statistic. Following these steps helps stop the flow of misinformation and helps others learn.



## Social Media Samples

Use the below samples to get word out about issues impacting women in tech, and why people should care this election year. Don't forget, nothing is more powerful than your story in your own voice, so personalize your tweets or write your own to share!



The people who imagine and build technology should mirror the people and societies for whom they build it. Be part of that process with your vote in 2022. #TechiesVOTE [bit.ly/TechEESReport21](https://bit.ly/TechEESReport21)

When the people who imagine and build technology mirror the people and societies for whom they build it, we all benefit. Remember that as you vote in 2022. #TechiesVOTE [bit.ly/TechEESReport21](https://bit.ly/TechEESReport21)

To help us achieve equity in tech, make sure your votes support a world in which the people who imagine and build technology mirror the people and societies for whom they build it. #TechiesVOTE [bit.ly/TechEESReport21](https://bit.ly/TechEESReport21)

## Social Media Samples



We know that the growth of a skilled technical workforce with a diversity of perspectives and solutions is critical to our country's national and economic security. Use your vote in 2022 to reflect that knowledge. #TechiesVOTE [bit.ly/TechEESReport21](https://bit.ly/TechEESReport21)

Since we know that the growth of a skilled technical workforce with a diversity of perspectives and solutions is critical to our country's national and economic security, you should make sure your votes support that growth. #TechiesVOTE [bit.ly/TechEESReport21](https://bit.ly/TechEESReport21)

The growth of a skilled technical workforce featuring a diversity of perspectives and solutions is critical to our country's national and economic security. Learn how your vote can help promote that growth as we work to achieve equity in tech [bit.ly/TechEESReport21](https://bit.ly/TechEESReport21) #TechiesVOTE

## Social Media Samples



We know that pay parity, retention, advancement of women technologists into positions of influence, and empowerment of #WomenInTech are all key to successful businesses and a sustainable economy. Make sure your vote reflects that in 2022: [bit.ly/TechEESReport21](https://bit.ly/TechEESReport21) #TechiesVOTE

To achieve success in business as well as a sustainable economy, we need pay parity, retention, advancement, and empowerment for all #WomenInTech. Your vote in 2022 will affect years of these issues. Learn more: [bit.ly/TechEESReport21](https://bit.ly/TechEESReport21) #TechiesVOTE

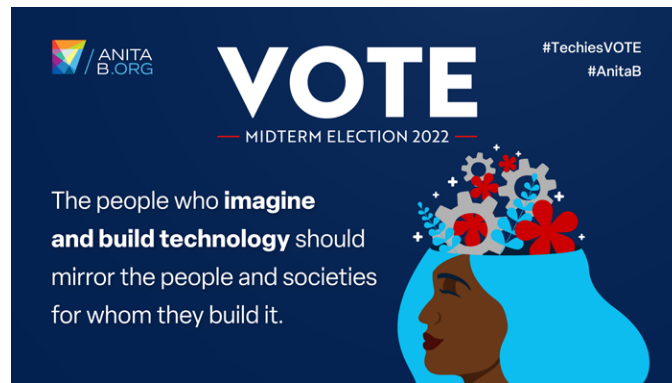
As we continue to work toward equity in tech we know that pay parity, retention, advancement, and empowerment for #WomenInTech will help move the needle. Your votes will help us all as we work toward these goals. How? Learn more here: [bit.ly/TechEESReport21](https://bit.ly/TechEESReport21) #TechiesVOTE

# Social Media Graphics

Twitter, Facebook, and LinkedIn



Click on the below images to download them, and then share them as part of your social media post.



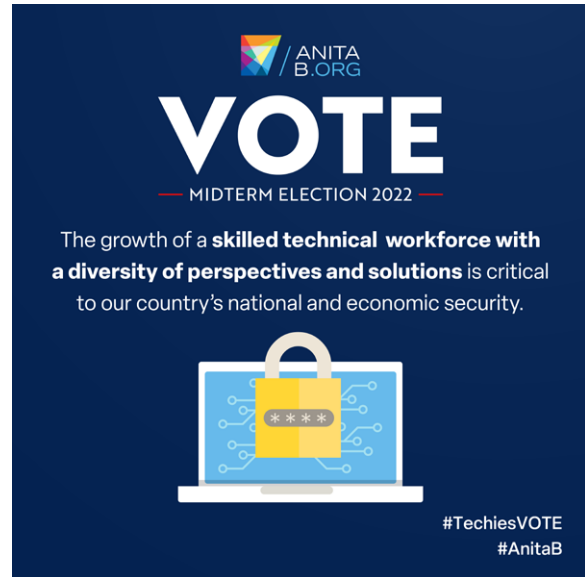
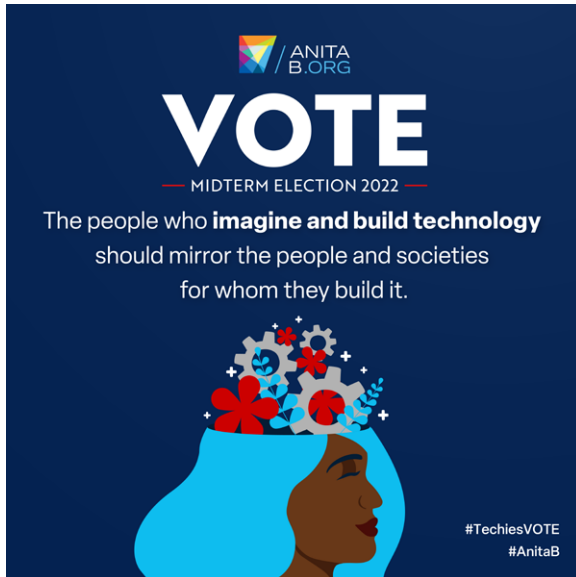
Social media posts with images are more likely to get attention!

# Social Media Graphics

## Instagram



Click on the below images to download them, and then share them as part of your social media post.



Social media posts with images are more likely to get attention!

# Letters to the Editor

**Writing letters to the editors of your preferred media outlets** is an impactful way to get the message you want to share out to a larger community. Lawmakers also read the opinion pages of newspapers to learn about issues concerning members of their community. When writing a letter-to-the-editor, keep in mind that brevity is crucial. The most compelling articles will blend why you care about the issue, include your background and expertise, with powerful statistics to drive home your point. Below is a template to help you get started, but don't forget to personalize it for the best product possible. Search the website of the media outlet for direction on what method to use to submit a letter to the editor or an opinion piece.

[DATE]

Letter to the Editor

[NEWS ORG CONTACT INFO]

To the Editor:

In the U.S., women now make up more than half of all four-year degree earners and nearly half of the overall workforce.<sup>14</sup> Yet, only 25% of technologists are women today, a decline from the 37% peak of female representation in tech in 1991 in the U.S.<sup>15</sup>

[State why you care/why you have expertise on the issue.]

You are likely aware that women are underrepresented in some industries, while overrepresented in others. The lack of diversity in the technical workforce is something that should be of particular concern. Technology is a fundamental part of the global economy and a key lever creating the future of society. Because of its increasingly pervasive influence on every sphere of society, access to technology has become a human right. If women of all social backgrounds are not actively participating in the design and use of technology, then their ability to influence and be empowered to participate in the future is diminished.

Tech is a lucrative industry now, but it is also the future of all work; those who face barriers to entry now face the possibility of only falling further behind.

This election year, candidates at the local, state, and federal levels should ensure that issues impacting women in the workplace and technology are part of the conversation. Candidates should be able to explain how they'll support issues like access to STEM education, creating workforce opportunities, and policies that enable women to pursue and succeed in technical careers.

[Share a specific issue you see impacting your community, as it relates to greater diversity in tech.]

Technology is meant to serve a diversity of people and societies; it's about time those who create that technology mirror that.

Sincerely,

[Your name]

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<sup>14</sup> Catalyst, Quick Take: Women in the Workforce—United States (June 5, 2019). <https://www.catalyst.org/research/women-in-the-workforce-united-states>

<sup>15</sup> Bureau of Labor Statistics. (2016). 1991-2018. Retrieved from <http://data.bls.gov>

# Getting Out the Vote

**Of course, the most important way of engaging in the 2022 elections is by voting and encouraging others to do the same!** Offering to drive neighbors, turning a voter drive into a friendly competition, or asking your loved ones if they have a plan to get to the polls are small ways that can help those in your community make sure they exercise their democratic right. If you want to go the extra mile, you can visit your favorite candidate's website and look at opportunities they have for you to volunteer with their campaign.

**Non-partisan organizations** like [Rock the Vote](#) seek to inform voters and provide the resources and network needed to get you to the polls on Election Day. [Check out their resources for hosting a voter registration drive](#) in your community!

Make sure you know when your state's voter registration deadline is and **use social media to encourage your friends and family to get registered and vote.** If you don't know your state's voter registration deadlines, go to your state's Secretary of State's website, or visit Vote 411 to find all essential voting information.

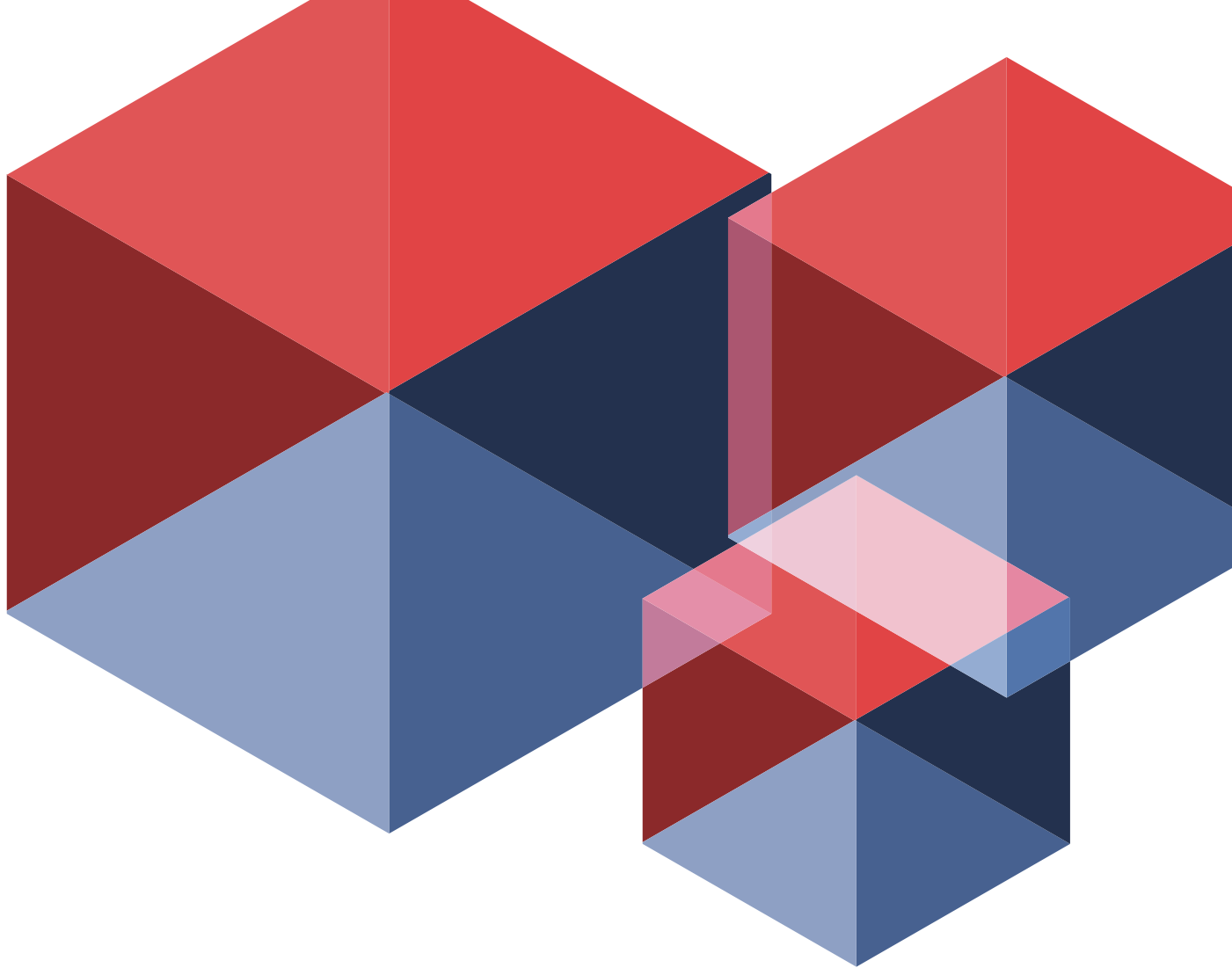
**Be sure to also share "Know Your Rights"** information with your community to make sure no one gets discouraged or targeted from practicing their voting rights. Here are some resources to learn from and to share:

- [Know Your Rights](#)
- [Voting 101](#)
- [Your Guide to Federal Voting Rights Laws](#)

## Additional Ways to Get Involved this Election Season

- **You can register votes.** Some states have different regulations about being a "Deputy Voter Registrar" (a community volunteer position) and other states registering to vote is more accessible because it is done online. [The League of Women of Voters](#) have several local and state chapters throughout the country, which host countless voter registration drives.
- **Advocate for voting rights legislation** by connecting with your local or state League of Women Voters chapters or any local nonprofit that focuses on voting rights.
- **Volunteer or donate to voting rights organizations** like the following:
  - [League of Women Voters](#)
  - [Black Voters Matter](#)
  - [Native American Voting Rights](#)
  - [Asian Americans Advancing Justice](#)
  - [Voto Latino](#)





At [AnitaB.org](https://AnitaB.org), we envision a future where the people who imagine and build technology mirror the people and societies for whom they build it. We connect, inspire, and guide women in computing, and organizations that view technology innovation as a strategic imperative.

