



Purpose:

1881 for Stacey Abrams is a coalition designed to harness the energy, excitement, and commitment that has been demonstrated since the beginning of Stacey Abrams for Governor campaign by the distinguished women of Spelman College, Stacey Abrams' alma mater. Spelman women were the first to volunteer, display yard signs, and make contributions in support of our campaign. This support is an extension of the national wave of Black women activism and political leadership that has bolstered the election of candidates that embody their values.

The 1881 for Stacey Abrams coalition will organize alumna and student supporters to amplify our candidate and campaign by engaging in three pillars: Fundraising, Voter Contact, and Visibility. The goal of this coalition is to ensure that every Spelman sister is engaged in making Stacey Abrams the 83rd Governor of Georgia.

Coalition Requirements:

To become a member of '1881 for Stacey Abrams' you must:

1. **Fundraise:** Help us reach our one-million-dollar fundraising goal for Spelman women giving and raising by joining a fundraising circle here:
<https://secure.actblue.com/donate/1881forAbrams>
 - a. **Sister Circle:** Contribute a minimum of \$18.81 to the Stacey Abrams campaign; if able, set up a recurring monthly contribution of \$18.81 for the duration of the campaign.
 - b. **True Blue Circle:** Contribute a minimum of \$188.10 to the Stacey Abrams campaign; if preferred, set up a recurring monthly contribution to contribute a total of \$188.10 by November 1 or set up a recurring monthly contribution of \$188.10 for the duration of the campaign.
 - c. **Change-maker Circle:** Contribute or raise a minimum of \$1,881 to the Stacey Abrams campaign; if preferred, set up a recurring monthly contribution to contribute a total of \$1,881 by November 1 or set up a recurring monthly contribution of \$1,881 for the duration of the campaign.
- **Monetary Contributions** - Contribute and encourage others to do so; (co)host a fundraiser for the campaign.
- **In-Kind Contributions** – Contribute meeting space, skills and talents, food, water, transportation, cell phones, and poster making supplies to the campaign.

2. **Voter Engagement:** Participate in at least two Days of Action over the course of the campaign. There will be special “1881” events, however, members are encouraged to engage with any and all campaign activities that fit their schedule. Those who are interested in continuing or expanding voter contact may become volunteer captains and organize canvassing and phone banking initiatives for the campaign nationwide.
 - **Voter Contact-** Phone banking, text messaging, canvassing, postcard writing to friends and family.
 - **Events Hosting/Management** - Host an engagement event at home or in the neighborhood, engage social/community affiliated organizations and networks.
 - **Recruitment/Outreach** - Have a signup form for friends (social networking), practice social mapping of their friends and possible supporters.

3. **Visibility:** Members can become a 'Digital Ambassador' by re-posting articles, re-tweeting or sharing statuses on your social media platforms from Stacey Abrams and the campaign. They may also become surrogates for the campaign which includes to attending community events, hosting gatherings, and speaking on behalf of the campaign, as coordinated by the campaign team, to ensure that we have a strong presence across Georgia and beyond.
 - **Social Media Communication-** Create and share digital content, participate in digital campaigns and contests.
 - **Innovative Participation** - Apply you talents and skills to the program to promote the campaign’s outreach goals.

Relationship to 1000 Women Strong

All members of 1881 for Abrams will automatically become members of our all-encompassing women’s coalition, 1000 Women Strong for Stacey Abrams. They will receive all correspondence and alerts pertaining to events for 1000 Women Strong where they can engage family, friends, and colleagues that may not be members of 1881 for Abrams.

Management Structure: This coalition will be led by Spelman alumna and campaign staffer Ashley Robinson- ashley@staceyabrams.com.