

## MOTHERSHIP STRATEGIES 2017 DIVERSITY REPORT

Mothership cares deeply about cultivating an environment where individual perspectives are valued and heard. We're a company that works in both politics and tech, and we're conscious of the fact that both of these fields have come under scrutiny for their lack of diverse workforces. As a progressive organization, Mothership is striving to do better. We champion political candidates and organizations that push to make our country more inclusive, and as we look inward, we want our company culture to match that effort.

**We're making a commitment to prioritize increasing diversity and strengthening inclusivity within Mothership's culture.** In our first annual Diversity Report, we're drawing on the statistics collected as part of our employee onboarding process: race and gender. These attributes are all self-reported, as not to misrepresent anyone currently on staff. We understand diversity goes beyond these areas, and we hope to collect more information in the upcoming year.

Mothership is over 60 people strong after three years -- *and growing*. To contextualize how we hope to move forward in 2018, it's important to us to take stock of where we were in 2017:

- 30% of our employees are racial minorities and 59% are female
- Of our 6 seniors leaders, as defined by the title of Partner, Director and Chief Technology Officer, 17% are racial minorities and 33% are women.
- Of our managers, 7.6% are racial minorities and 38.5% are women
- Within our team, our compensation levels are clearly defined to ensure that employees who perform at the same level are paid the same, regardless of gender or minority status

We implemented the Rooney Rule in December with the intent of increasing diversity in our candidate pipeline. Our interpretation of the Rooney Rule requires that we interview at least one woman, and one underrepresented minority in-person for each available position. We are a company that emphasizes growing from within, so it was important for us to apply the Rule to all hires as we work to increase diversity in all levels of our organization and to bring on candidates who could grow into managers and senior leaders. We rolled this out for the last few weeks of 2017, which was not nearly enough time to see its impact, but want to include it in this report for context about where our efforts are going. We will continue to look at its results on our hiring process and our efforts to increase diversity.

We aspire to make improvements in the following ways by the end of the 2018 cycle:

- Increase our racial minority representation throughout the company by 50%.
- Increase our female and racial minority representation at the management and senior leader levels by at least 50%.
- Generate a more robust multicultural hiring pipeline by cultivating partners throughout our political network, attending career fairs and continuing to enforce the Rooney Rule.
- Partner with recruiters to strengthen our pipeline and help our marketing to diverse communities.
- Educate our management and leadership through diversity and unconscious bias trainings.
- Create a Mothership Code of Conduct to identify in our own voices how we want to build a more inclusive culture. We plan to open this up to anyone at Mothership who wants to contribute.

We know this work cannot be done overnight -- it is not the kind of commitment we can "set and forget." But in every effort that we make, we strive to live up to our progressive values and to foster a culture where everyone can succeed. We're committed to putting in the work to cultivate a lasting culture of acceptance and inclusion at Mothership.

## JOINING OUR TEAM

At Mothership, we're experts in email fundraising, online advocacy and digital advertising. Digital is a rapidly evolving field and we've learned to embrace innovation and collaboration in all aspects of our work. We work as a highly-skilled organization to craft the digital strategies that are setting the tone for this electoral cycle. Our clients range from highly-competitive electoral races to some of the most dynamic PACs and organizations working in progressive politics.

**We offer entry-level positions on our email fundraising, online advocacy and digital advertising teams that require no prior digital experience.** We're also looking for talent at all levels to join our growing team. We love to bring new folks on, teach them the tools they need to succeed, and nurture their individual growth. If you're passionate about progressive politics, there's a place for you to thrive at Mothership.

Our base salary for entry level full time employees is \$45,000 annually. We also offer both part-time and full-time fellowships at \$15/hour. In addition to skills training, we offer industry-leading benefits, including but not limited to:



- Premier medical/dental/vision health insurance options with low employee costs.
- Metro and transportation stipends up to \$260/month (the tax-free federal maximum).
- Student loan repayment through Gradifi.
- 18 days of Paid Time Off (PTO) per year.
- 12 weeks paid parental leave.
- 401k and 4% employer match immediately vested from Day 1!
- Up to \$50/month towards a gym membership, ClassPass, studio classes, etc.
- A budget annually for continued learning and networking opportunities
- A fully-stocked kitchen filled with snacks, drinks and more!

*Check out our careers page on our website -- <https://mothershipstrategies.com/careers/> -- to learn more about us and joining our team and to see our available positions. If interested, apply through our website or send a resume/cover letter to [diversity@mothershipstrategies.com](mailto:diversity@mothershipstrategies.com).*