

KIMBERLY LEHMKUHL

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Fight for the Future

Tiffiniy Cheng, Co-Founder and Co-Director

Holmes Wilson, Co-Founder and Co-Director

PO Box 55071 #95005

Boston, MA 02205

Re: Political Product Director

Dear Tiffiniy and Holmes,

It's been a pleasure collaborating with you in the past, and I want to thank you for taking the time to consider the unique skills and perspective that I can bring to FFTF's product team as both a former digital civil rights campaigner and an experienced product owner in the public interest -- rather than commercial -- sphere. I have a deep understanding of FFTF's membership and values, appreciation of the agency and Congressional politics impacting FFTF's theory of change, and a chronic need to make life as uncomfortable as possible for the Ajit Pais, Rob Portmans, and Dianne Feinsteins of the world.

Since I took on a hybrid organizing and content-creation role at ColorOfChange.org six years ago, I've taken every opportunity to immerse myself in technical learning, for two primary reasons: I'm committed to continuously reassessing how my teams can better set and accomplish meaningful, data-informed programmatic goals. And I'm invested in forging a more sustainable and resilient movement infrastructure that can scale gracefully while helping to minimize activist burnout, which seems even more critical in this time where it feels like all hands must be constantly on deck.

I started out by teaching myself SQL to create and automate campaign performance reports that could build longitudinal data on ColorOfChange's programs, as well as to inform the direction of our new grassroots fundraising initiative. I was ultimately asked to own ColorOfChange's organizational relationship with our external development team, and to direct the design, oversee the builds, and sign off on the content of campaign microsites across campaign teams.

I found that I excel at the kind of empathetic, yet structured, cross-team collaboration required for successful technical project management, and turned that experience into an opportunity to serve as product owner for a suite of three digital decision-support tools at Enroll America, starting in 2015. In my day-to-day at Enroll, I coordinated internal design, analytics, and field organizing staff with external development and health care data vendors, and was responsible for delivering product builds and updates on time and on budget.

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Enroll closed its doors this summer after running out of funding; this was due to both the continued attacks by this Administration on the viability of the Affordable Care Act, and by an organizational refusal to rethink its model as needed to continue meaningfully serving the public in the face of shifting political realities. A good product director breathes design thinking and lives to solve problems -- collaboratively, quickly, and iteratively -- and I have never had less patience for the "we've always done it this way" refrain that permeates too many non-profit workplaces. This moment demands cool heads and bold hearts.

The opportunity to help lead product for an organization whose work and integrity I admire, where my tactical recommendations and design eye would serve as valued contributions to a creative and nimble team political tech effort, is enormously compelling. I'm also thrilled to see FFTF leading the way in thinking about product as necessitating a specific hire, which is still exceedingly rare in the activist space!

I'm happy to provide you with any further information that may be of interest and hope to hear from you soon. Thank you again for your time and consideration.

Best,

Kim Lehmkuhl