

Frequently Asked Questions

What?

ReadyNation is a national non-profit business leader organization with more than 2,000 national members, including 150 across Washington State, from high-tech, financial services, professional services, media/communications, and other industries. For the last 20 years, our business executives have focused on building a skilled workforce by promoting solutions that prepare children to succeed in education, work, and life.

Why?

The best way to build the workforce of tomorrow and grow the economy today is to give kids the right start in life, through investments in quality early childhood care and education. Investments in kids make us safer and pay for themselves many times over.

How?

ReadyNation engages in four major areas of activity:

- Education of **policymakers and opinion leaders**;
- Analysis of **research and policy** and production of reports;
- Earned (not paid) **public education** media campaigns;
- Strategic recruitment and activation of **business leaders**.

Funding?

ReadyNation is supported by tax-deductible contributions from foundations, individuals, and corporations.

How much does it cost to be a member?

Membership is free.

How much time does it require?

No regular or mandatory meetings. Your participation is always at your discretion. We understand you're busy with business engagements and structure ways to participate in advocacy with your busy schedule in mind. We simply ask you to reply to occasional ad hoc outreach for your advice or participation in a specific action. Any actions you take are fully staffed.

How will you utilize my company's name?

Your company will be listed alongside your name if you choose to add your name to a letter or as you are introduced during a meeting or event in order to provide context to the audience, but your participation is solely as an individual. We are careful to consistently frame ReadyNation as a group of business leaders; not a group of businesses.

How do I participate?

Staff will reach out to you as opportunities arise to impact policy and may ask you to:

- Sign a letter to state or federal policymakers
- Add your name to an op-ed or letter to the editor
- Join a meeting with state or federal officials
- Speak at a press conference or another public meeting to raise awareness

For questions and more information, please contact Kristin Wiggins at kwiggins@readynation.org or 206.375.6081.