

A large crowd of people, mostly women, are gathered in a room for an event. In the background, a woman is speaking at a podium on a stage. A large screen to the right displays the text 'electing WOMEN' and 'POWERED BY WOMEN'. The foreground is filled with people, some standing and some sitting, all facing towards the stage area. The overall atmosphere is one of a significant public gathering.

electing **WOMEN**

OUR MISSION

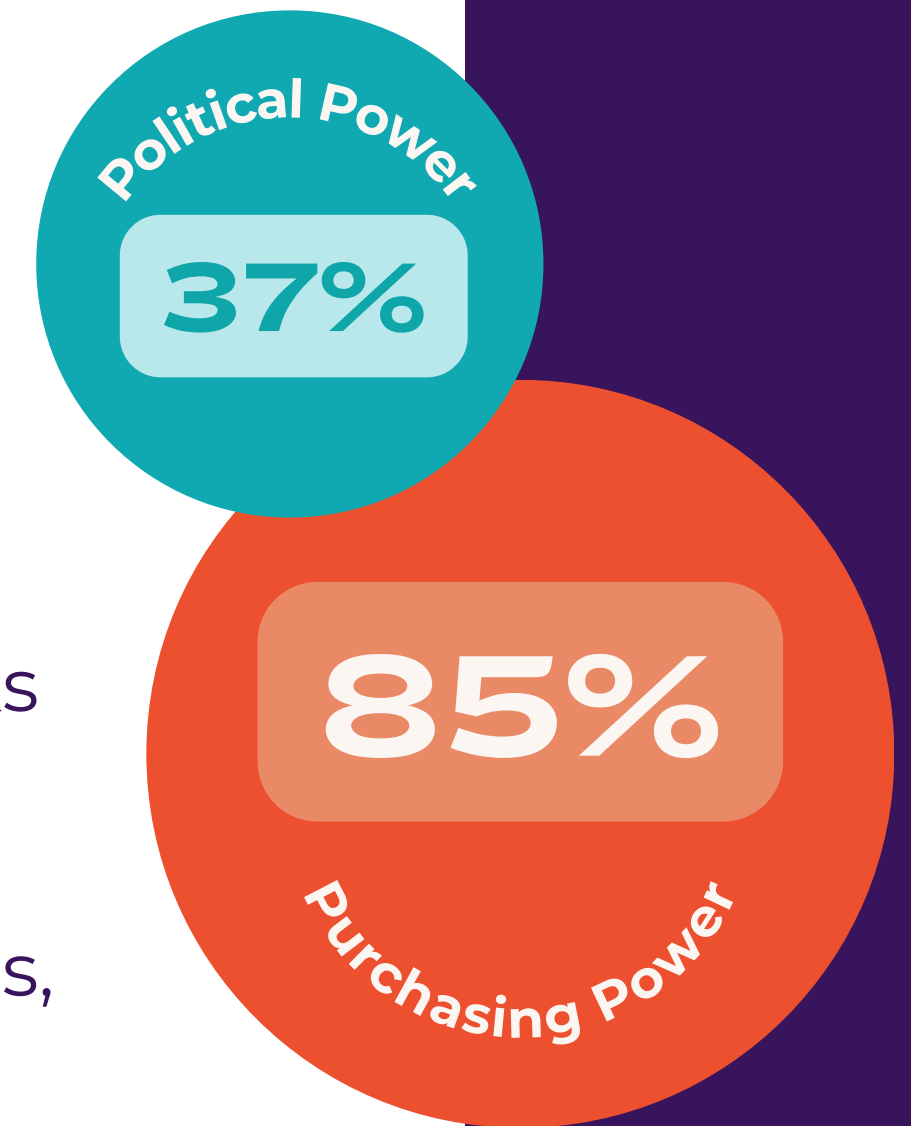
To close the political gender-giving gap by creating vibrant communities of donors – online and in-person—who come together in support of Democratic women running for office. We are building a movement of informed, inspired donors empowered to challenge the status quo.

THE NEED

Women make up: 51 percent of the population, 52 percent of the electorate, but only 28 percent of Congress, 24 percent of governorships, and 33 percent of state legislators. The US ranks 79th in the world in the percentage of women in office.

Women donors: Make only 37 percent of all political donations, despite making 85 percent of consumer purchasing decisions in the US. Women candidates rely more heavily on women donors, and women are not giving in big enough numbers.

Women candidates: They are being outraised 2 to 1 by men in similarly competitive races. Women of color candidates are even more disproportionately underfunded.



Continued

OUR IMPACT


- ❖ Candidates now rely on the Electing Women network to raise funds and establish their campaigns, especially early in the cycle, and the WomenCount platform to process those funds while amplifying the importance of giving to women.
- ❖ Women donor communities are forming and thriving nationwide to support women candidates. These networks can also be mobilized for in-state, down-ballot races.



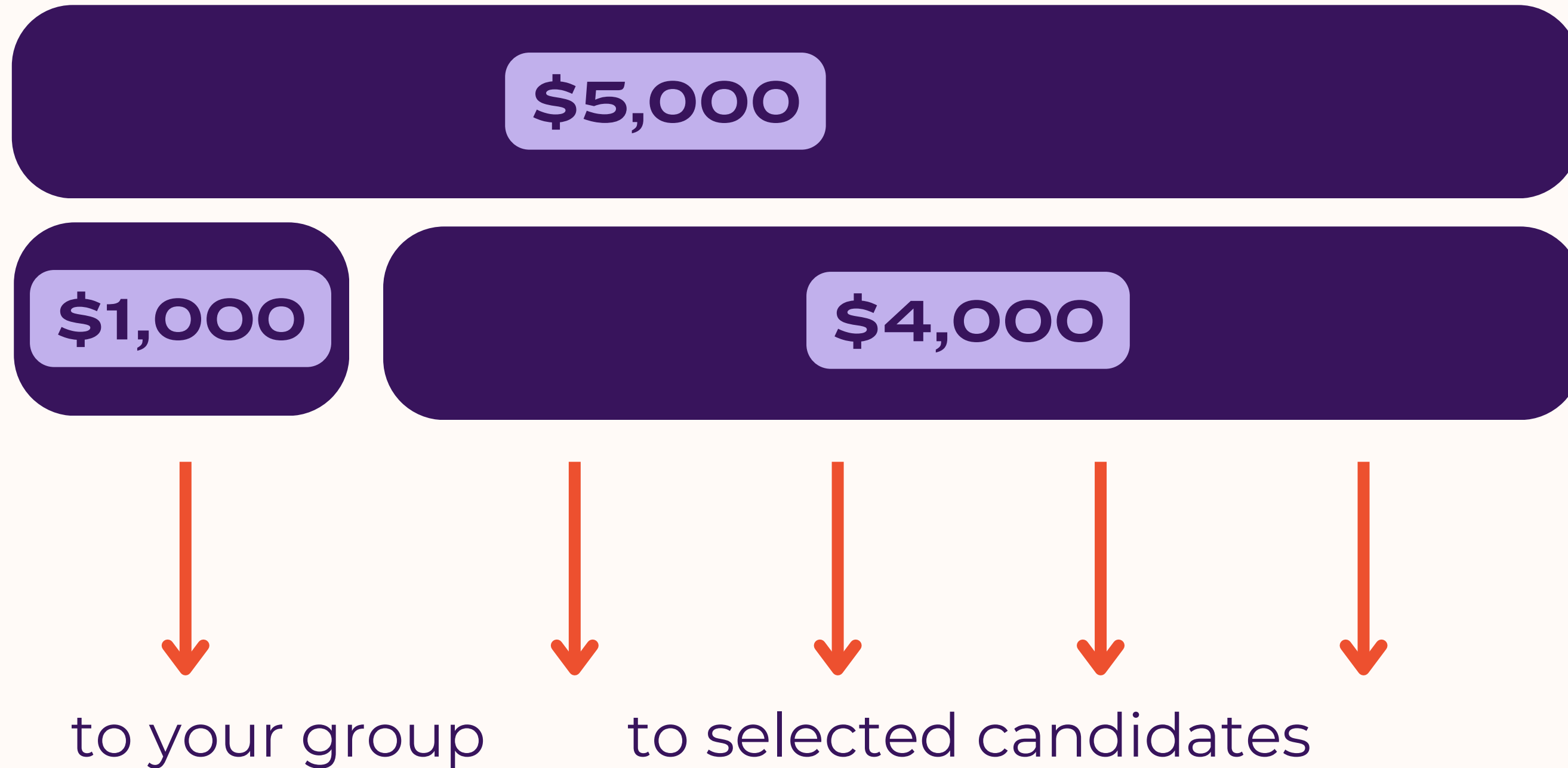


THE IN-PERSON MODEL

Some women's political organizations recruit. Others train. We fund. But we do it differently, and our unique value is building local communities of informed, educated donors. Electing Women works to close the political gender giving gap by creating vibrant local communities of donors who come together in support of Democratic women running for elected office. Our events are small gatherings that allow candidates—incumbents and non-incumbents—to engage in substantive, lively conversation about policy and politics.



THE DONATION MODEL



A red-tinted image of the Statue of Liberty's head and torch, positioned on the left side of the slide.

\$32M

raised for women candidates

700+

candidate events hosted

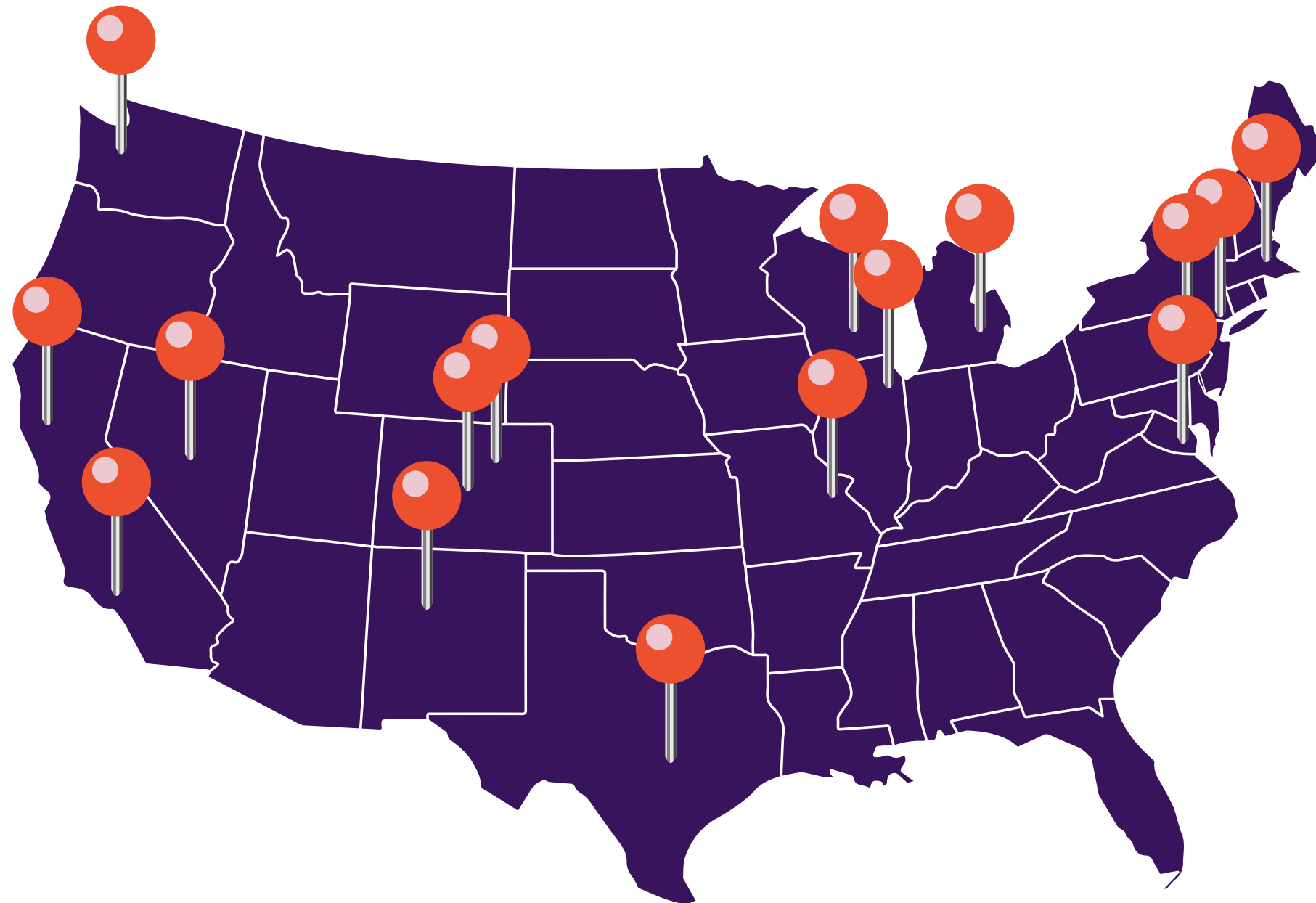
60+

women candidates supported

OUR IMPACT

Since our formation in 2015, Electing Women has raised more than \$32 million for women candidates. Incumbent and non-incumbent candidates rely on support from Electing Women fundraising events when they launch their campaigns.

GROUPS ACROSS THE COUNTRY



Austin
Boston
Denver
Illinois
Los Angeles
Michigan
Nevada
New Mexico
New York
Philadelphia
SF Bay Area
Seattle
St. Louis
Vail
Washington, DC
Wisconsin


EWA BENEFITS

- ❖ Monthly Zooms with candidates and experts
- ❖ Monthly political newsletter & other updates
- ❖ Access to our Donors as Raisers program
- ❖ DC Convening & periodic canvassing trips
- ❖ Ongoing donor advising services
- ❖ Ongoing support for recruitment, engagement
- ❖ Introductions to candidates, campaign teams



CULTIVATING COMMUNITY

Beyond focusing on educated, impactful giving, the Electing Women Alliance works to build strong donor communities in cities across the country. We take pride in the bonds we create through thoughtful conversations at our fundraisers and on monthly calls with candidates and political experts. Through our giving groups, members have the opportunity to hear directly from candidates on the issues that matter to them most. We also work to help donors leverage their influence and direct conversations with policymakers on important Democratic issues.





JOIN US

electing
WOMEN

