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close the **gap**

RECRUITING TALENTED WOMEN

CA

March 23, 2016



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News:
women in
sports



These contests matter, too.

Research shows that encouraging women to run for office starts on the court, field and in the pool.

As March Madness breaks out, **ctgCA** appreciates how sports shape a woman's drive to win!



Currently about 40% of girls play sports (1 in 2.5). That's up from about 4% in 1972 (the year Title IX was passed). [Source](#)

80% of executive level women played sports growing up and 69% said sports developed skills critical to success. [Source](#)



According to a survey of women in C-Suite and management positions, 74% said sports could advance a women's career and 2/3 said sports positively influence hiring. [Source](#)

Men, what can you do?

"I feel like that is such a disservice to [Billie Jean King] and every female — not only a female athlete but every woman on this planet — that has ever tried to stand up for what they believed in, being proud to be a woman."
- Serena Williams
Read her response to the sexist comments of a tournament director [here](#).

Thank you, Billie Jean!

Women who play sports competitively are 25% more likely to consider a run for office later. For men, that number shrinks to 15%. [Source](#)



Billie Jean King, barrier breaker in women's tennis, speaks out in favor of women's soccer and its potential to advance gender equality. Read more [here](#).



Women who play collegiate sports are more likely to feel engaged at work than those who don't and compared to men (whether they played or not). Engagement generally translates into "productivity, loyalty and success".

[Source](#)

But men's sports continue to dominate in funding and promotion. This March, check out the NCAA women's tournament [here](#) or support your favorite female athletes.

Invest today in recruiting more great political leaders tomorrow.



California Women Lead[®]

ENGAGE • EMPOWER • ELECT

CA Women Lead invites you to 3 upcoming events:

-**Women's Empowerment Conference**, Apr. 21-22 [here](#).

Trainings:
(must apply to be accepted)

-**Training for currently serving leaders**, [here](#)

-**Training for current candidates**, [here](#).



close the gap CA is a statewide campaign to find talented, progressive women to run for open seats in the California legislature in 2014 and 2016. With focus and a targeted strategy, we can 'close the gap' and not just the gender gap. When we elect progressive women, we take steps to close the school funding gap, the access gap to affordable health and reproductive care, and the growing gap between the wealthy and those in poverty.

*Federal tax law requires us to publicly report cumulative contributions of \$200 or more. We may not deposit your contribution without your name, occupation, and employer, and may not accept contributions of \$100 or more made

9/20/2019

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