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March 9, 2017

Our thing? Recruiting.

Tune in for the next 4 weeks as we detail how we catch our recruits.



Unlike the typical journalist litany (who, what, when, where), at CTGCA we ask, "**where**, who, what, when."

We're devoting our 4 weekly March messages to answering your most-often-asked questions about recruiting. This week, we start with the question of "**Where?**"

Identifying Winnable Districts:

Q: **Where** are the winnable districts? Those are the ones we target for recruiting.

A: To figure that out, we look at a district's:

- voter registration -- can you calculate where a candidate's votes will come from? Can you get to



Leadership Academy
California Women Lead presents: *The LEADership Academy*. Four carefully curated modules have been created that focus on the areas of Professional, Personal, Political and Policy. More [here](#).

Timely Reads



In 2017, more women are in parliaments around the globe than ever before. While this sounds like good news, **the global average is still just 23.3% women**. Even worse? The US has fallen in rank to 104th, just above Tajikistan. More [here](#).

Casting a Literary Lens on Women and Power: a NY Times 10-book reading list in honor of Women's History Month. More [here](#).

"How **Los Angeles Sen. Holly Mitchell** went from the Legislature's 'moral compass' to a top budget crafter." More [here](#) from the LA Times.

- 50%+1 or a solid plurality?
- current and past office holders -- did they cast progressive votes? Were they popular, reflective of the district's current voters' views?
- vote trends on statewide and local ballot measures: taxes and social justice issues. How did they fare here?
- demographic trends -- is the population of this district changing? Retirees moving in? Younger voters moving out? New employers attracting new workers?

And we ask:

- Will the current Assemblymember or Senator vacate the seat at the next election?
- Will a statewide or Congressional seat open up that will cause incumbent legislators to run elsewhere?

Our recruiters and researchers answer the above questions, compile the data, look for trends, and talk to those in the know. Then we're ready to decide which seats are smart targets and where we should recruit. It's a lot of work, but our track record suggests it's worth it!

Have a question we don't answer? Send it in!
Email alice@closethegapca.org



The Editorial Board of the NY Times asks, "**Why So Few Women In State Politics?**". More [here](#).



Aileen Hernandez and Gloria Steinem
Remembering Aileen Hernandez:
"Aileen Hernandez, one of the first African-American women to battle sex discrimination from both inside the government and in the top ranks of the women's movement, died on Feb. 13 in Irvine, Calif. She was 90." More [here](#).



Ellen Johnson Sirleaf
In another piece in honor of Women's History Month, the NY Times tells the story of "**How Liberian Women Delivered Africa's First Female President.**" More [here](#).

We Recruit.

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ABOUT CLOSE THE GAP CA

Close the gap CA is a campaign to increase the number of progressive women serving in the California Legislature by recruiting viable, progressive women to run for open seats in targeted, winnable districts. The campaign recruits accomplished women who are pro-choice, pro-public school funding and support paths out of poverty. By partnering with CA progressive organizations, close the gap CA aims to achieve gender parity in the CA legislature in 2028.

*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 in cash. Contributions to close the gap CA are not tax deductible. close the gap CA is a registered 527 organization.

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