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April 20, 2016

Evidence is mounting: Add women. Change the culture.



We recruit women to run for office because we know they change the agenda, procedures, content and outcome of public policy and public institutions for the better.

But adding women to the mix in other fields produces powerful results, too.

Corporate Boards and Business:

- Companies with the most women board members vastly outperform those with the least ([source](#))
- A diverse workforce expands the customer base, helps attract and retain talented female employees and introduces new ideas ([source](#))
- [Read more](#) about what women bring to the table from EDGE, a leading certification standard for gender diversity

Law enforcement ([source](#)):

- Female officers discharge their weapons with less frequency than male officers



Case in point:



Tiffany Anderson, superintendent of Jennings School District, turned one of Missouri's worst performing districts around through careful spending and innovative solutions. More [here](#).



Krista Donaldson serves as CEO of D-Rev, a non-profit bringing affordable medical devices to people living on less than \$4/day. Read [more](#).

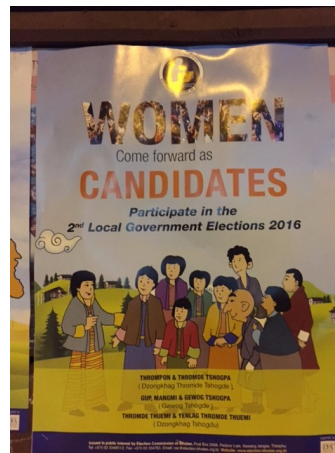
Progress abroad:

- Female officers are more likely to negotiate resolutions that are less lethal
- Despite these findings, women make up only 12% of police forces

Medicine ([source](#)):

- Women doctors tend to perform consultations that are more patient-focused and informative
- Women doctors are more likely to work with marginalized communities
- Women doctors staff clinics providing maternal and child care more frequently

When more women are elected to office, pressure mounts to open doors in other fields. So let's get moving!



A poster in Bhutan calls women to run in local elections. (photo by a ctgCA supporter)

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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 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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