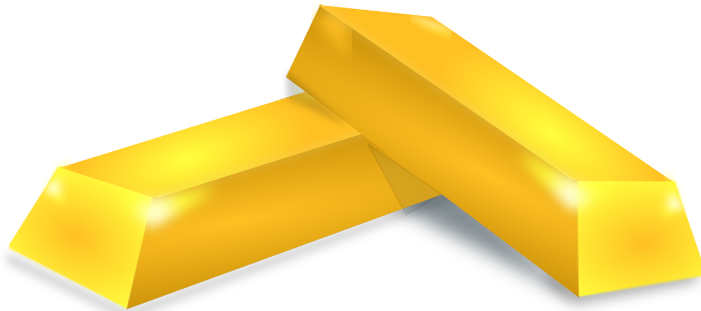


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Women with Gold Rule!

Every week this month, we're answering the question, **"Why don't more women run?"**

Answer #2: **Fundraising.**



According to many studies, women name "fundraising" as a major deterrent to running for office. With next week's special election for a seat in the CA State Senate generating over **\$5 million** in spending, it's no wonder!

The solution: **Persistence pays.**

1. **Ask, ask and ask again.**
2. **Build a network of donors and add to it everyday.**
3. **Try everything...crowd sourcing, events, snail mail, phone-a-thons, etc.**
4. **Make it matter. Tell donors how their contribution advances your cause and theirs.**

It's important to know [where your first \\$100,000 is](#)

May 13, 2015

DONATE

close the gap CA
heads to the California
Democratic Party
Convention!



close the gap CA will be at the California Democratic Party Convention, and we hope to see you there! Please join us for our event below:

#ReadyForHerToo Party with co-hosts Emerge CA, California Democratic Council, and the Women in Power PAC

Saturday, 10 pm - 12 am
Magnolia Pool at the
Anabella Hotel, Anaheim
RSVP [here](#)

In addition, our shared **booth** with Emerge CA will be open all weekend. Stop by, chat with us, take a photo, and get stickers and other treats!

[coming from](#) and once you've got it in the bank, [how to use it to maximum advantage](#). Got it? **GREAT.**

Now go get it!



Stay tuned: fundraising webinar coming in June.



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.

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