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Think Again!

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

Answer #4: **Negativity in Political Races.**

Research has shown that women pay a higher price with voters for being perceived as the **"negative"** candidate.



Based on our recruiting, **"negativity"** in campaigns is one of the top deterrents that women cite for not running. So what's a woman to do?



You **can** be an effective candidate without being a negative one. Being purposeful, well informed, and strong wins votes and races.

Understanding what's **"negative"** versus what's **"competitive"** is the place to start:

1. Lead with inventive solutions and well considered proposals. It's aggressive w/o being negative.

2. Comparing your record, accomplishments and beliefs with your opponent's is not "negative." It's what voters need to know to make an informed

May 27, 2015



RSVP to our Upcoming Fundraising Webinar!



Get the know-how you need to effectively fundraise for a legislative race. This **webinar** will cover the three major areas necessary to putting an effective fundraising plan in place:

- **In district fundraising**
- **Sacramento/PAC fundraising**
- **Non-traditional & new sources**

Moderator: **Michelle Henry**, founder of California Democratic Women

Panelists:

Kristin Bertolina, co-founder of Bertolina & Barnato, a political fundraising firm based in Sacramento

choice.

3. Respectful debate scores with voters. Attack the idea, not the opponent.

Samantha Pedrosa, a campaign consultant and community organizer with in-district campaign experience



Politics is a contact sport, but winning is well worth it.

Please join us online on **Thursday, June 18**, at **11:30 am**
[Register Today!](#)

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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.

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