



Four of the Best in the Business Will Tell You How



One of the top reasons women do not run for office?

Fundraising.

Before you declare your candidacy, get your plan on paper, your database updated, and your "ask" ready. **These pros will tell you how.**

Moderator:

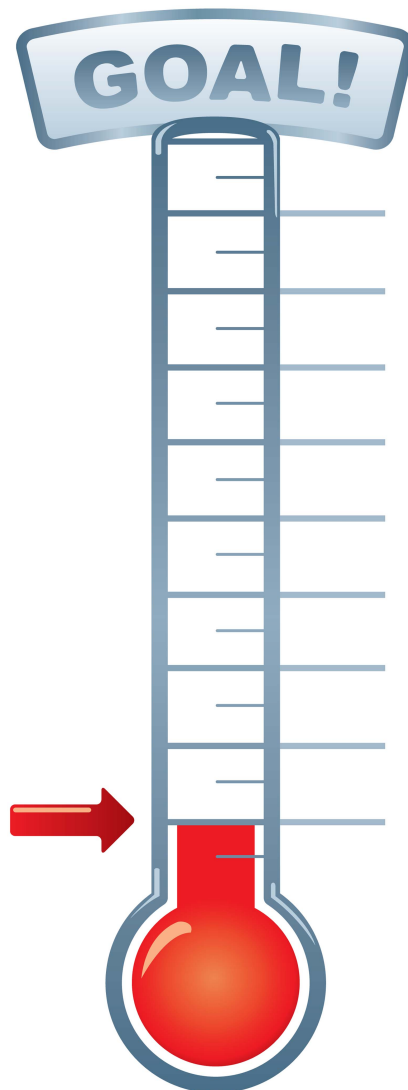
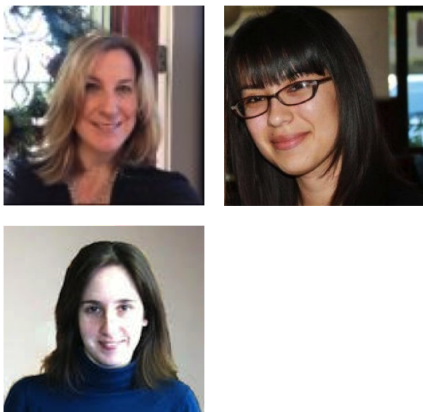
Michelle Henry, Michelle W. Henry Consulting: Founder of California Democratic Women

Panelists:

Kristin Bertolina, Bertolina & Barnato: Sacramento fundraising – PACs, committees, issue-based organizations and state networks

Samantha Pedrosa, campaign consultant and community organizer: In-district fundraising – major donor, one-on-one solicitations, events, mail, and friend-raisers

Laura Packard, PowerThru Consulting: Non-traditional & new sources – social media, digital, crowd sourcing, and other new media sources




Register Now!

You don't want to miss this!

June 9, 2015

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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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