



Women Rule! Or do they?

Campaign Strategies to Ensure Greater Representation

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GlobalRises.com

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Annual conference, Denmark 2016*



US Picture

CURRENT STATE OF WOMEN'S REPRESENTATION IN CONGRESS

House of Representatives



19.3%
Women



80.7%
Men

Senate



20.0%
Women

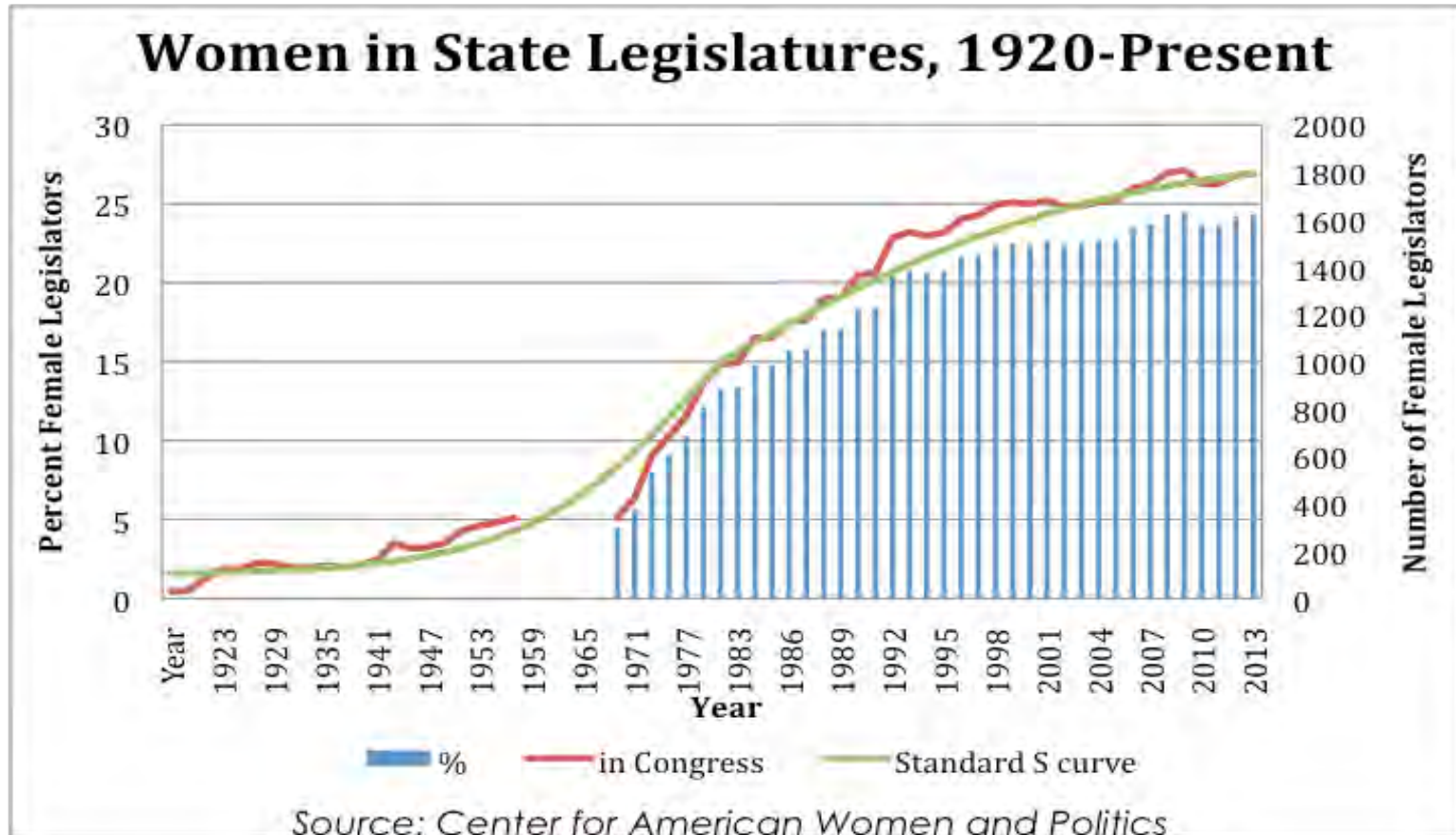


80.0%
Men

Sources

Center for American Women in Politics, "Women in the US Congress 2015" (2015); Center for American Women in Politics, "Women in the U.S. Senate 2015" (2015).

What happened since 1992, the Year of the Woman?



Barriers to Women's Participation in the US

- ❑ Women are a third less likely to have been told they should run.
- ❑ The bias that locks women out of networks is not necessarily explicit
- ❑ Consider the disparity in representation in what are known as the most clear launching pads for the presidency: the Senate and Governorships
- ❑ Women are substantially less likely than men to self assess as qualified to run for office
- ❑ Men who did not think they were qualified to run still had a 50% chance of giving serious thought to running
- ❑ MONEY MONEY MONEY

"Women, you have to treat 'em like shit": a new ad turns Trump's quotes against him

Trump vs. Clinton

Women will decide the 2016 election

Women are the majority of voters!

in 2012, one out of every two voters in the US was a woman

The Gender Gap in 2012 was the largest Gender Gap since the 80s

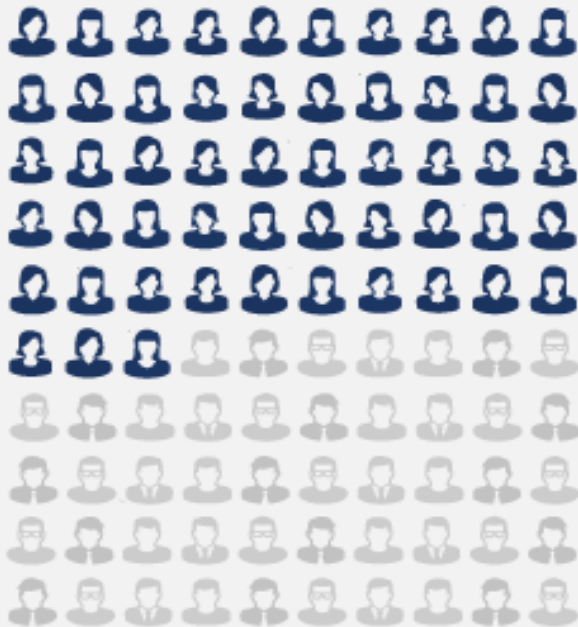
The Gender Gap in 2012 grew 10 points.

In 2012 55% of women voted for Obama and 52% of men voted for his opponent, Mitt Romney. The woman vote was decisive in Obama's 2012 victory

FIGURE 1

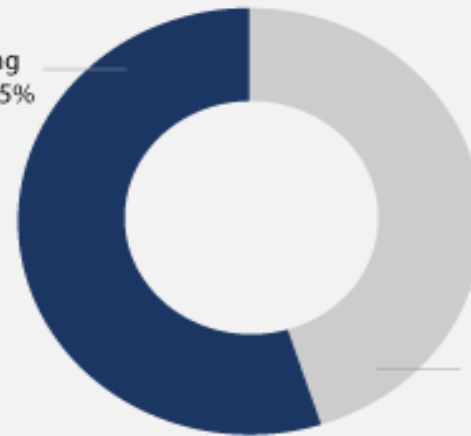
Women were the majority of voters

Women are 53 percent of voters



Women make up 55 percent of Obama voters.

Women voting
for Obama: 55%



Men voting for
Obama: 45%

The Strategy

Trump winning men.

White men overwhelming for him.

Since 53 percent of electorate is women, the key is to win women by as much as we lose men. This is especially true for independent women.

2016 Gender Gap

2016 may
produce the
largest
gender gap
in history

Half of US women
say they have a
“very unfavorable”
view of Trump

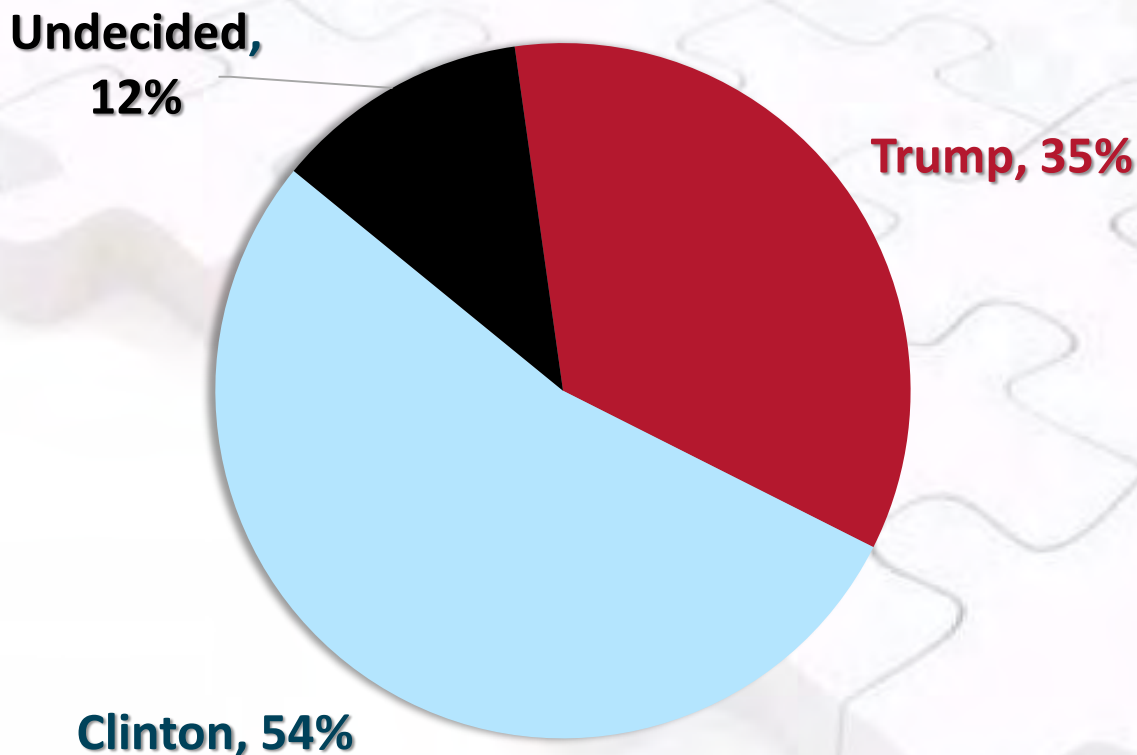
According to a CNN poll, Hillary would beat Trump by 8 percent despite losing men by double digits because she more than makes up for that with a huge margin among women 62 to 34 percent

Winning a
Republican primary
off of the backs of
male voters was
possible

Winning a general
election is not

Among women, the gap between the candidates is much wider on the national level. **Women voters prefer Clinton to Trump by a 19-point margin** – unsurprising, given Trump’s well-publicized history of misogynistic comments and behavior.

If the general election were held today and you had to make a choice, for whom would you vote... Donald Trump, the Republican or Hillary Clinton, the Democrat? **(WOMEN)**



18

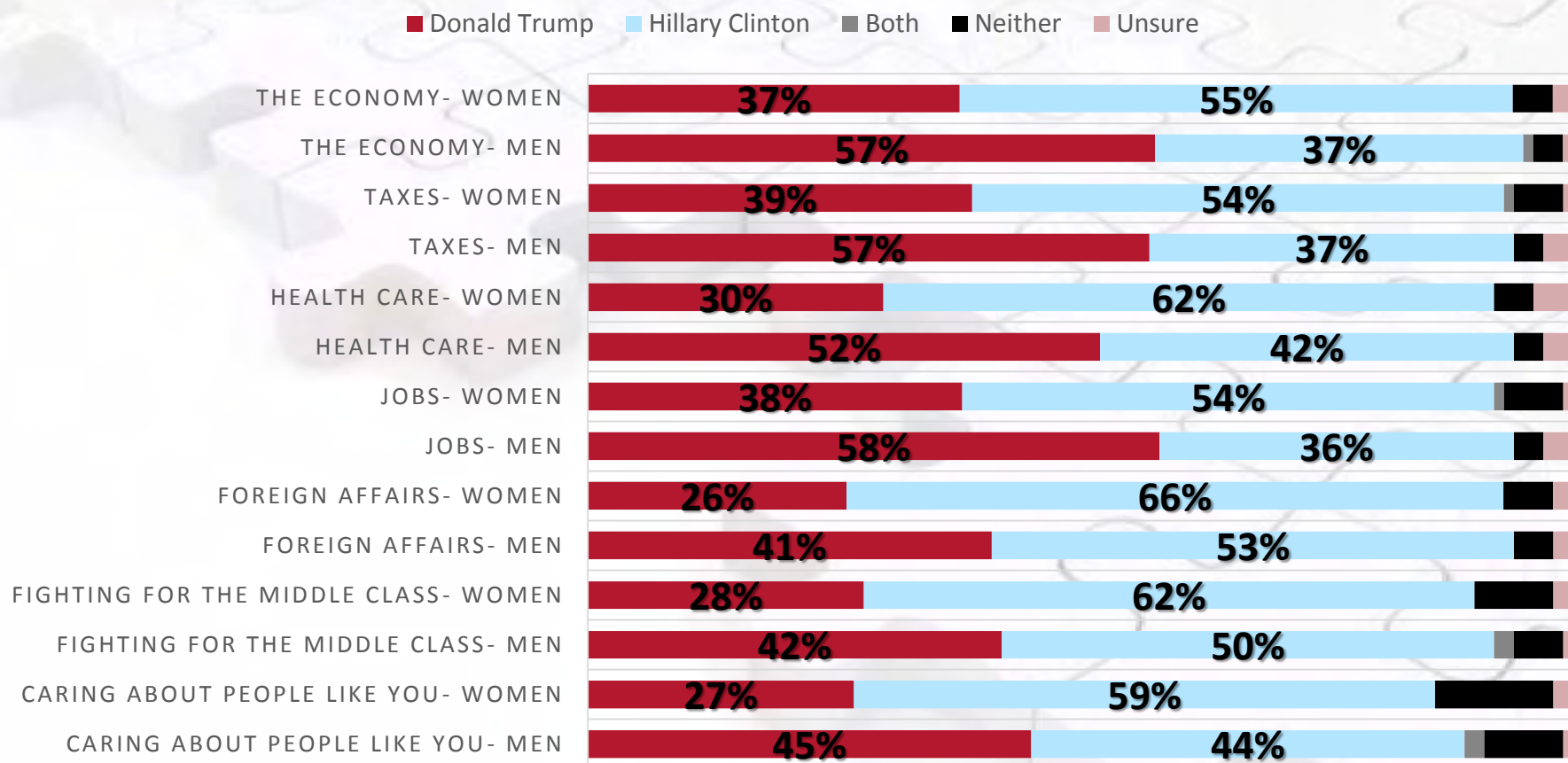
Dislike for Trump among women “historically unique”



- A Republican nominee has not won the women’s vote since George H. W. Bush in 1988
- Americans overall do not like Trump or Clinton
- Trump’s unfavorable rating is minus 23 and Hillary’s is minus 12
- **BUT women dislike trump with a “historically unique” intensity”**
 - **His net favorability among women is minus 33 percent, compared to 2 percent and 14 percent for his two previous Republican opponents**

Among women, Clinton is trusted more than Trump on *every single issue*. Men, however, are shown to trust Trump more than Clinton on **the economy, taxes, healthcare, jobs, and caring about people like themselves**.

Now, thinking about issues facing this country...I am going to read you a list of issues. Please listen as I read the list and tell me, for each one, whether you have more confidence in – Donald Trump, or Hillary Clinton to deal with this issue. (WOMEN vs. MEN)



IS THIS TRUE?

Women Voters Don't Like Hillary

In PA, Hillary has a **19 point lead** among women

In Ohio, Hillary has a **7 point lead** among women

In the Maryland primary, Hillary won **65%** of the female vote

In the Pennsylvania primary Hillary won **60%** of the female vote

In the Connecticut primary Hillary won **57%** of the female vote

POLITICS

Exit Polls: As A Bloc, Women Are
Voting For Hillary Clinton

April 7, 2016 - 5:09 AM ET
Heard on Morning Edition

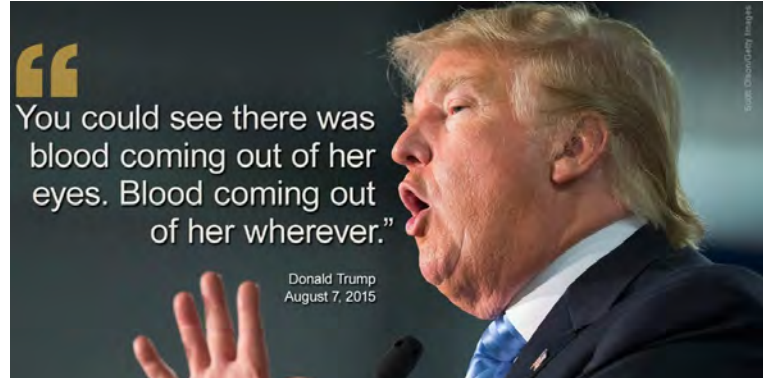
“Look at that face!
Would anyone
vote for that? Can
you imagine that,
the face of our
next president?”

Donald Trump on rival Carly Fiorina,
September 9, 2015



“You could see there was
blood coming out of her
eyes. Blood coming out
of her wherever.”

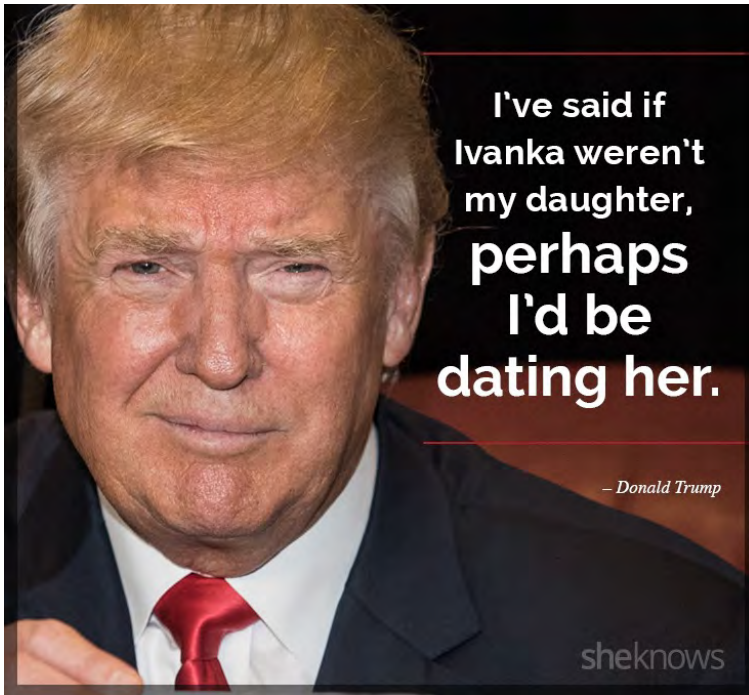
Donald Trump
August 7, 2015



I've said if
Ivanka weren't
my daughter,
perhaps
I'd be
dating her.

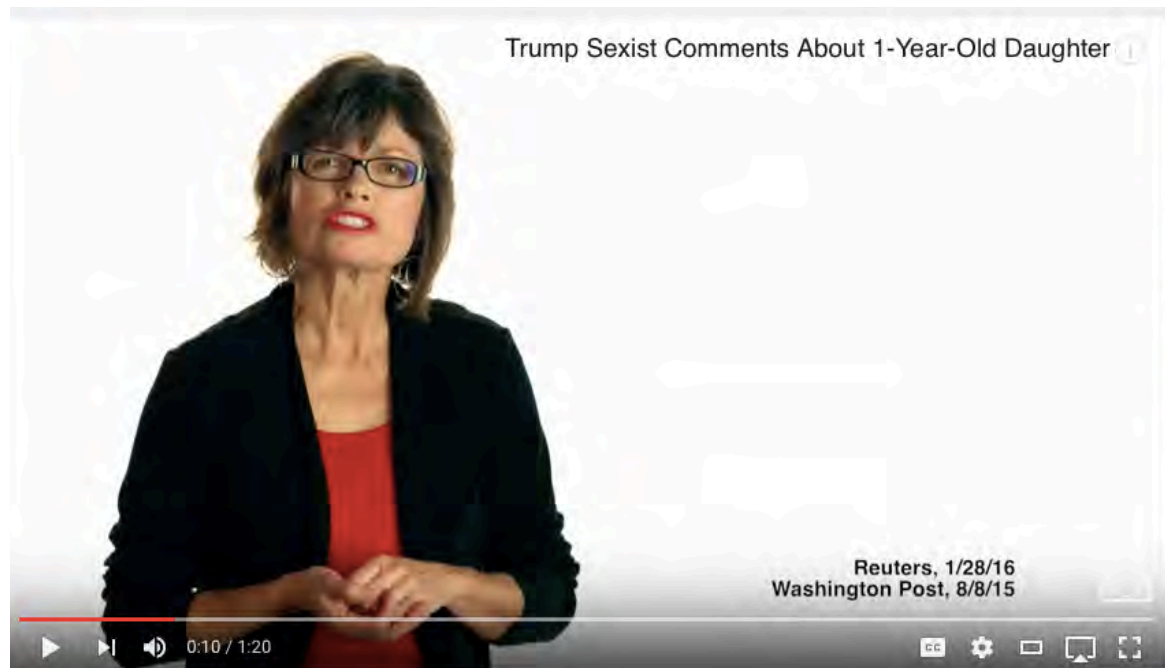
— Donald Trump

sheknows



“IF HILLARY CAN'T
SATISFY HER
HUSBAND WHAT
MAKES HER THINK
SHE CAN SATISFY
AMERICA”





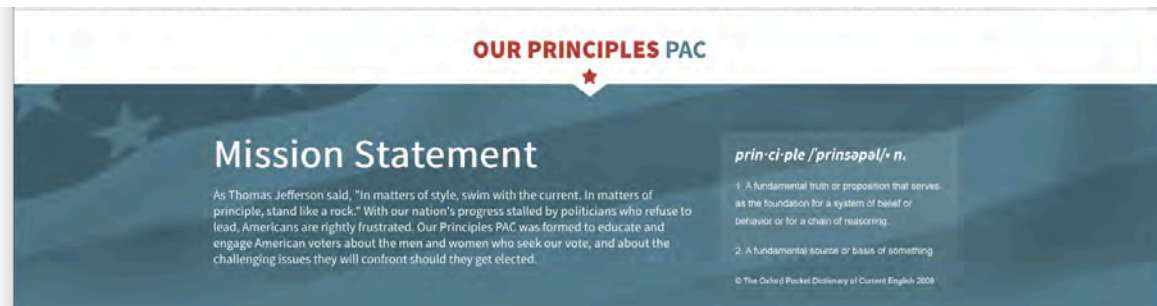
Anti-Trump Ad - Women reading Donald Trump comments about women
[without]

https://www.youtube.com/watch?v=_2gdTrh95jU



Not organized by Democrats

- Produced by Our Principles PAC
- Republican/Anti-Trump Super PAC formed in January 2016 to thwart Donald Trump's 2016 presidential campaign
- Founded by Katie Packer, a veteran Republican strategist who served as deputy campaign manager on Mitt Romney's 2012 presidential campaign
- She founded Burning Glass Consulting, a firm whose goal is to attract female voters, and is a founding partner of WWP Strategies, a political consulting and issue management firm based in Washington, D.C.
- Total Independent Expenditures: \$18,919,635



Campaign Strategies

“Frankly, if Hillary Clinton were a man, I don’t think she’d get 5 percent of the vote. The only thing she’s got going is the woman’s card,” Trump said in a news conference at Trump Tower. “And the beautiful thing is, women don’t like her.”



CLINTON RESPONSE:



To encourage donations, a campaign email highlighted that women in the US earn on average 79 cents for every dollar a man makes and that the US is the only country in the developed world without guaranteed maternity leave.

**THE CLINTON
CAMPAIGN
RAISED 2.4 Million
in 3 DAYS**



Digital Ads for Hillary Focus on Young Women and Equal Pay

Two outside groups supportive of Hillary Clinton's campaign are running their first ads as part of a multimillion dollar advertising effort hoping to energize the millennial female voting base.



\$500,000 digital ad buy

Titled “Give ‘Em Hill,” the campaign will cite Mrs. Clinton’s record and her fight for equal pay for women

- **Contest: website and two 15-second pre-roll ads that will run on YouTube, Facebook, Instagram and elsewhere online,**
- **Goal: connect with younger voters, who have flocked to Senator Bernie Sanders’s campaign**
- **In New Hampshire, 79 percent of women under 30 voted for Mr. Sanders over Mrs. Clinton, according to exit poll data.**

In the 2008 and 2012 elections, **women voters made up 53% of the electorate**, compared to 47% of men.

Source: Fox Business, 2/24/16

The blueprint for targeting

Both as voters and candidates, **women are poised to serve a pivotal role in the outcomes of the 2016 race.**

Why?

Black women, in particular, may play a crucial role in determining the outcome of the Presidential race. **In 2012, more than 70% of eligible black women reported voting, and 90% of those voted for President Obama.**

Source: Fox Business, 2/24/16

More women vote than men do – in every election since 1986, a higher proportion of women than men have voted. American women have cast somewhere between **4 and 7 million more** votes than men in the last couple of presidential elections.

Source: Center for American Women and Politics, 2015

In 2012, unmarried women comprised 23% of electorate, and **67% of them voted for President Obama.**

Source: PBS NewsHour 3/31/16

For the first time in history in 2016, the majority of vote eligible women are projected to be unmarried– 58,904,783 vs. 58,346,915 married women. This demographic typically votes Democrat.

Source: VPC study of unmarried women

Working with Female Candidates



CAMPAIGN STRATEGIES:

Ads That Work for Women Candidate

- ❑ It works for a woman candidate to **represent herself in an ad**. Voters react more favorably to a woman candidate confidently speaking for herself and her positions.
- ❑ **Voters respond well to negative ads** when they feel the negative message is subtle and is **delivered by a real person**, as opposed to the candidate.
- ❑ **Flipping conventional wisdom on its head**, voters appreciate **humor** from a woman in a negative ad. Humor also added an element of the unexpected, which helped voters remember the ad.



CAMPAIGN STRATEGIES:

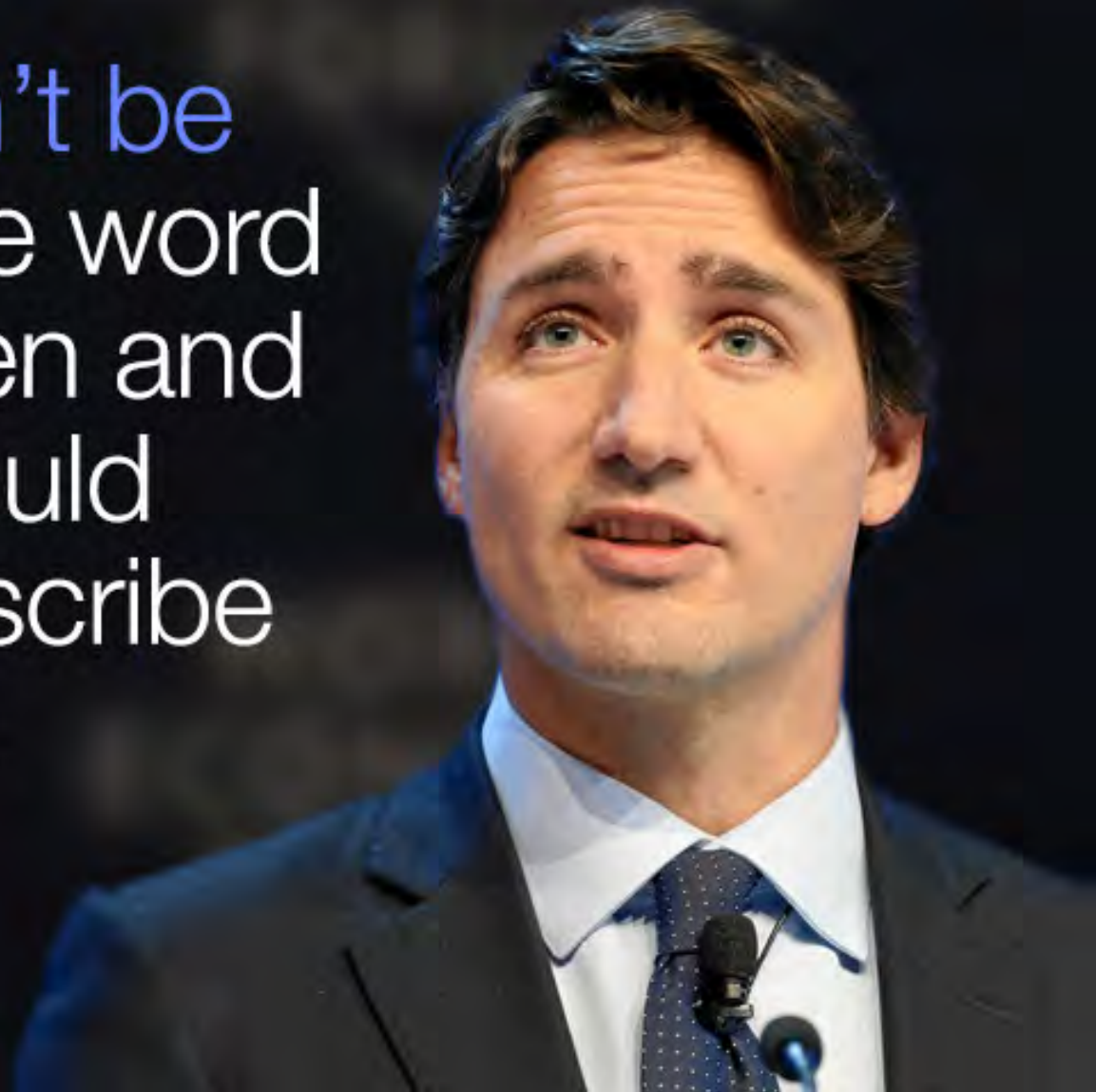
Ads That Work for Women Candidate


- ☐ **Voters want to hear what a candidate will do for them.** Voters respond more favorably to negative ads if the candidate offers them a positive message about her plans, in addition to contrasting with her opponent.
- ☐ **Women voters, especially, want to see and hear from a woman candidate** because they “hoped” and “expected” more from women candidates.
- ☐ **The most convincing ads are those in which a real person** shares his or her story.

Global Picture

We shouldn't be
afraid of the word
feminist. Men and
women should
use it to describe
themselves

Justin Trudeau
Prime Minister of Canada





Totally awesome, but feminism is considered a bad word across most of the world. There are few male leaders willingly defining themselves as feminists. **Unfortunately.**

POLITICS

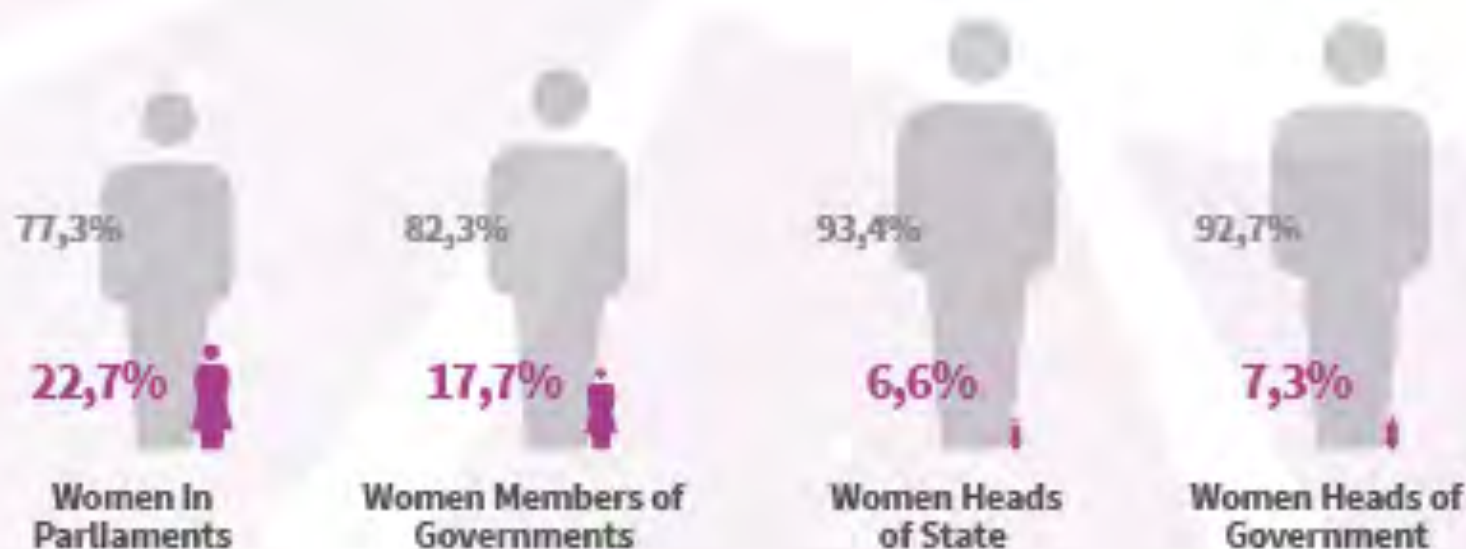
The percentage of **women in parliament** has **nearly doubled** in the last 20 years.



But this only translates into **22% of women in parliament today.**

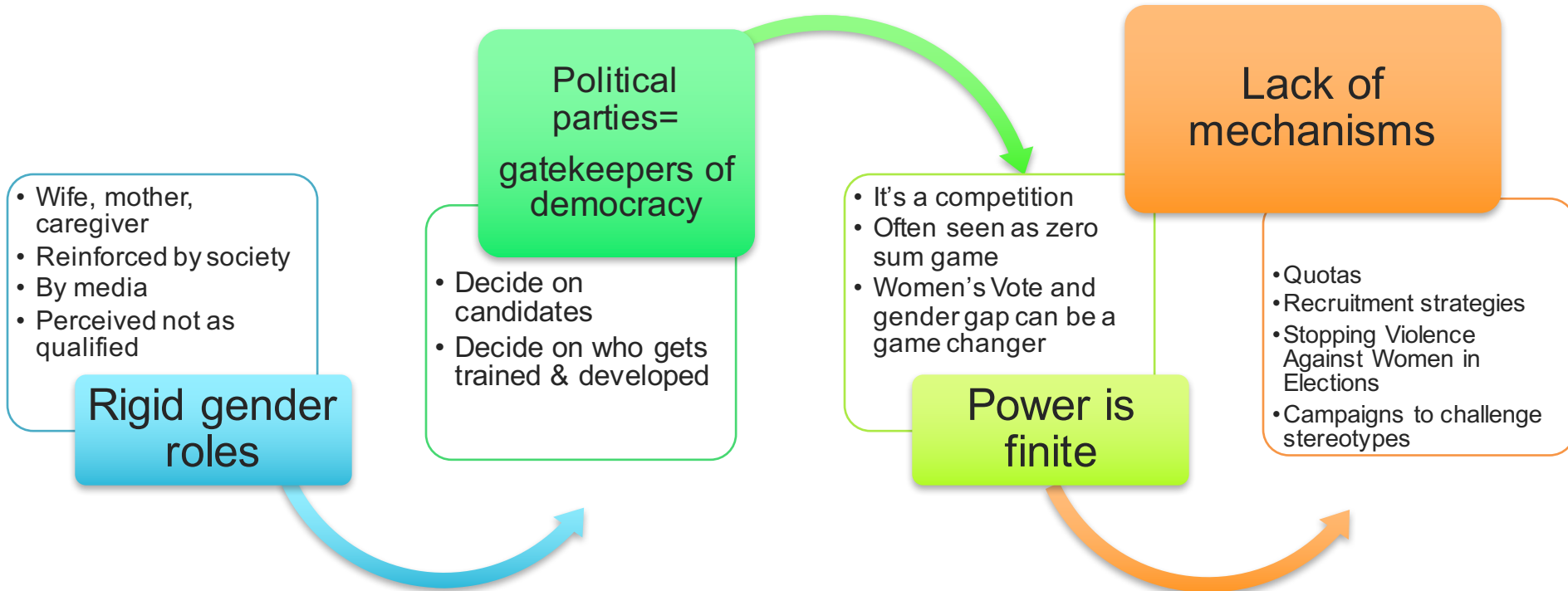


**"We need more women in
Parliaments and as political
leaders because..."**



Source: 'IPU - UN Women 'Women in Politics 2015 Map'

Barriers to women's political participation





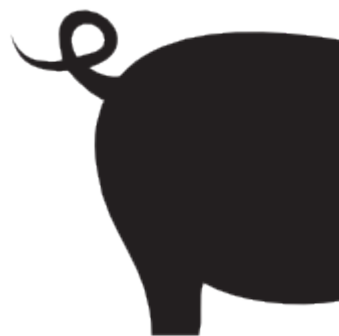
Campaign Strategies: France & Czech Republic

An illustration of a man in a dark suit, white shirt, and green tie. Instead of a head, he has a thick stack of 100 Euro banknotes. The top bill is clearly visible, showing the number '100' and the word 'EURO'. The background is a textured blue and white. A dark grey horizontal band is overlaid across the middle of the image, containing the text.

conversations

...are the new currency.

Sexist Ad of the Year Award...
Called the Piggies -- setting a new standards for what's appropriate in advertising



SEXISTICKÉ PRASÁTEČKO





NOVÁ NADĚJE
PRO ZLÍN

“For many of us it will be the first time. Don’t be shy about giving us a chance... Vote ČSSD!”



And having an impact on pushing back on sexism in politics too



France: Protesting everyday groping, harassment, sexist comments and sexual assault that women are still subjected to in parliament by male politicians.

Mechanisms for Pushback

Journalist Petition
against perpetrators

Free phone line
providing legal advice for
women harassed in the
Senate

A senator called for
a **special
department** to be
set up to deal with
sexual harassment
in the senate.

Women's rights
groups are
demanding a
change in the
**statute of
limitations**



Campaign Strategies: Ukraine



ЛІКУЮТЬ



ПРОПОНУЮТЬ ІДЕЇ



БУДУЮТЬ



ВЕДУТЬ ЗА СОБОЮ

ЖІНКИ – ЦЕ 50% УСПІХУ УКРАЇНИ

<https://www.youtube.com/watch?v=kpoxlSUY9TY>

People don't vote for women.

It's an enduring myth

- In the In-depth-interviews, respondents said that their gender was not a hindrance in their campaigns (youth, lack of experience and party affiliation were more likely to provoke negative reactions from voters)



Bias Test on Political Leadership

Tablet interviews: “Each of the following pictures is a lawyer who decided to get involved in politics to fight corruption.” and asked: “On a scale of 0 to 10 how likely would you be to vote for this person?”

Group 1:



Group 2:



Result? There was no significant difference in the ratings for male and female images.

Using Implicit Association Tests (IATS)

- The IAT measures the strength of associations between concepts (e.g., black people, gay people) and evaluations (e.g., good, bad) or stereotypes (e.g., athletic, clumsy). The main idea is that making a response is easier when closely related items share the same response key.

- For **explicit attitudes**:
survey-type

respondents answered questions

- For **implicit attitudes**:

respondents reacted to random combinations of male and female names and terms describing family, professional and political life



What's the point?

1

Measures the extent to which women and men associate women with political life

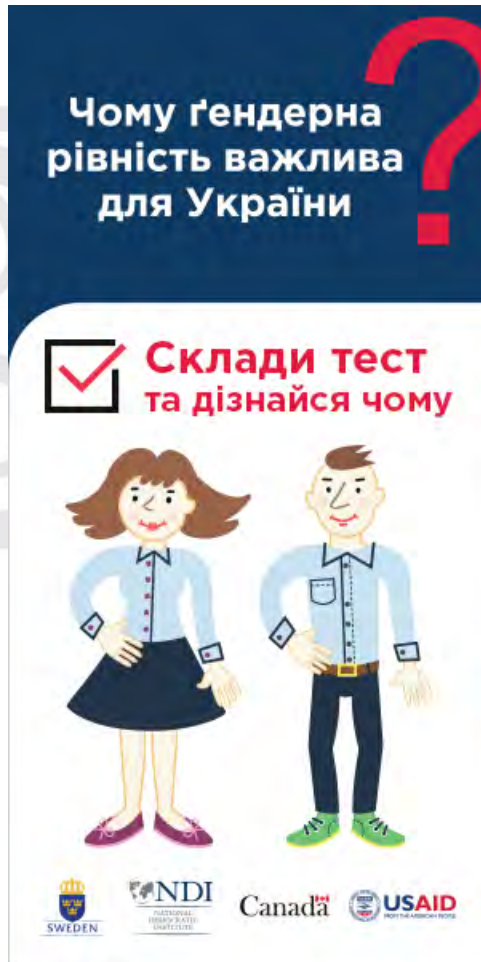
2

Determine whether there are differences between the explicit and implicit associations of women and men with different roles

3

Whether actual voting behavior reflects these attitudes or not

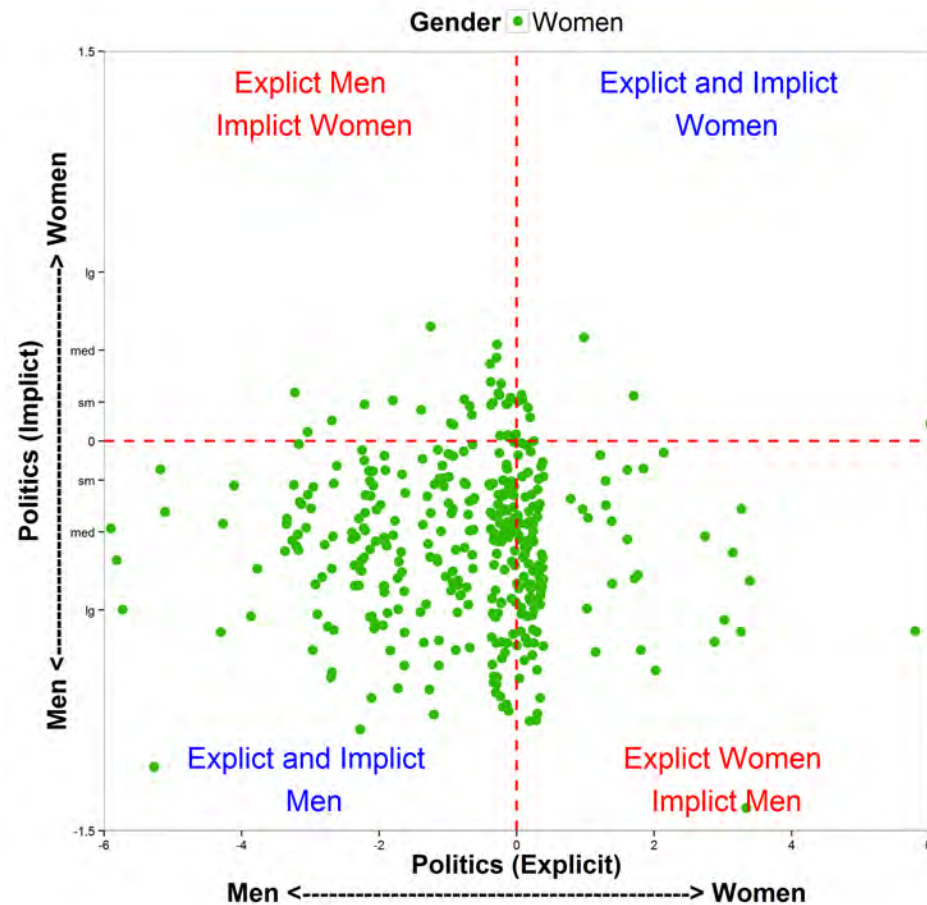
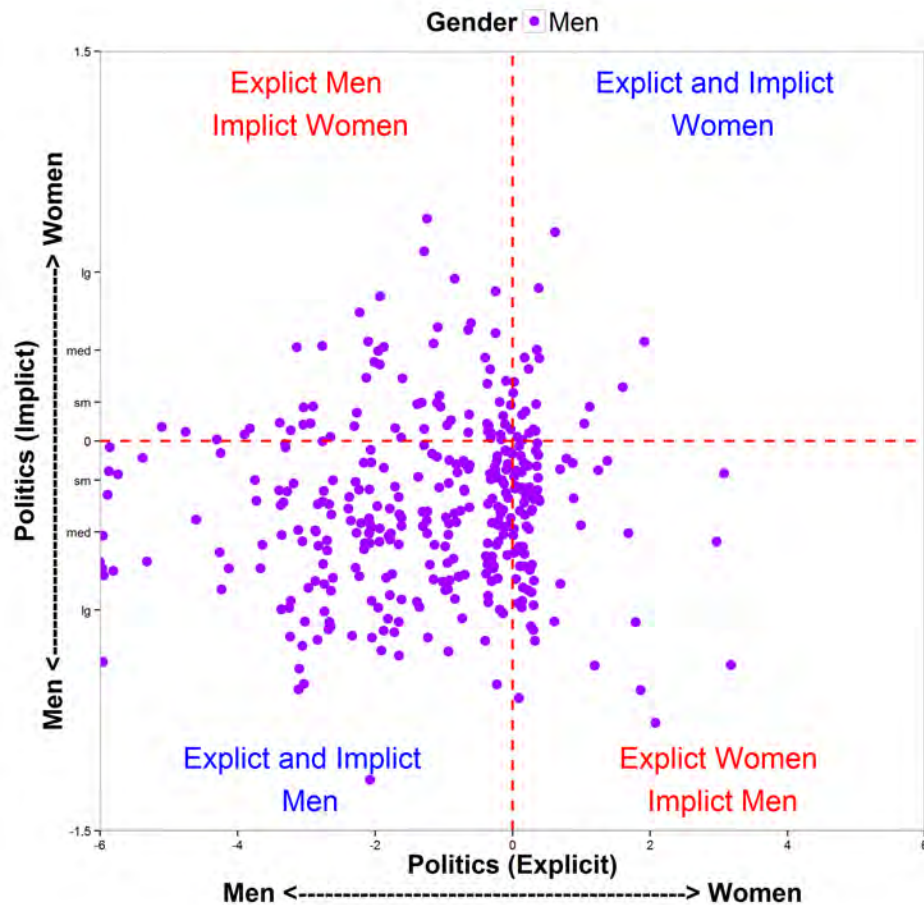
Encouraging public discussion on the damaging impact of sexism and gender stereotypes.



Gender and Politics

By Gender

(Explicit v. Implicit)



The Results

No Big Surprise:

- Most people do not associate women with political life
- Most people associate women more than men with family life

What matters:

- Desire for equality
- **Doesn't impact voting**
- There were fewer gaps between implicit and explicit attitudes than expected



Campaign Strategies: Turkey

Award winning campaign to raise the representation of women in Parliament in Turkey for KA.der

OYKU / Dialogue International

<https://goo.gl/gTJgEB>





Campaign Strategies: Syria

Highlighting Male Allies

International Foundation for Electoral Systems
Global Expertise. Local Solutions. Sustainable Development

ISSUES REGIONS RESOURCES EXPERTS WORK WITH US

Crisis in Syria: Now is the Time to Seek Male Allies for Leadership Equality



Publication Date: 9 Dec 2015
Publication Type: [Report/Paper](#)
Countries: [Syria](#)
Issues: [Women's Empowerment](#)
Author(s): Jessica Huber, IFES Senior Gender Specialist

The crisis in Syria is a hardship for men, women, boys and girls who struggle to subsist amid a brutal conflict with widespread and indiscriminate violence. Men are disappearing from their communities into the fog of war, and boys are preparing to join them. Women and girls are left behind in most cases and are desperate for opportunities to provide for their families and communities, while playing any part they can to end the conflict.

The International Foundation for Electoral Systems (IFES), with support from the U.S. Agency for International Development's Global Women's Leadership Program, is developing a systematic approach for engaging men to support women in leadership and decision-making in political and electoral processes. On November 10, 2015, IFES





While matters of life and death, peace and security overwhelm the people of Syria, it was clear from these discussions that the inclusion of women as partners in Syria's future must not be delayed and **there are steps that can be immediately taken to close the existing gender gap.**

With 13 very specific recommendations for including women

<http://www.ifes.org/publications/crisis-syria-now-time-see-male-allies-leadership-equality>

Key Finding: Women at the community level need support in every way possible, as the humanitarian crisis inside Syria and the poverty and discrimination for those in Turkey overwhelms their daily life.

Despite these hurdles many women still believe that if the opportunity came about to lead or if they saw other women as leaders in their communities, they too could step into such roles.





Campaign Strategies: Nigeria



Nigeria: Only 5% of women in Parliament



Premise: Violence against women is used as a targeted and destructive tool in various ways throughout the electoral cycle to dissuade women:

- from participating as election administrators
- voters
- candidates

This has critical implications for the integrity of the electoral process because when women are prevented from voting for their preferred candidates, executing their campaigns, or fulfilling their mandate, democratic processes are effectively nullified.



Hotline to encourage women to report violence

Reports create data and categorization of violence to raise as a political issue

Social media campaign to raise awareness

call our
TOLL FREE LINE
to report violence
against women in elections

0800 2000 200

stopvawienigeria@gmail.com

STOP VAWIE
STOP VIOLENCE AGAINST WOMEN IN ELECTIONS

Stop VAWIE Cause

Timeline About Photos Likes Videos

Search for posts on this Page

18,425 people like this

Invite friends to like this Page

ABOUT

The Stop VAWIE campaign is an initiative that aims to create public awareness and develop strategies for mitigating violence against women in elections.

You requested Stop VAWIE's website

PHOTOS

Status Photo / Video

Write something on this Page...

Stop VAWIE
May 12 at 9:20pm ·

Women, Peace & Security: Mitigating Violence against Women in Crises and Political Transitions

Join Congresswoman Sheila Jackson Lee and the International Foundation for Electoral Systems (IFES) for a discussion on "Mitigating Violence against Women in Crises and Political Transitions."

Former United Nations Secretary-General Kofi Annan has referred to violence against women as a problem of "pandemic proportions, where one in three women have been abused in her lifetime." Pan... See More

Events | IFES

The International Foundation for Electoral Systems (IFES) supports citizens' rights to participate in free and fair elections. Our independent expertise strengthens electoral systems and builds local capacity to deliver sustainable solutions.

IFES.ORG

Forums, media events and discussions to bring the issue to public debate

TV ad campaign with famous Nollywood actress



Framed in soft, humorous way, with the theme of men and women together

<https://www.facebook.com/stopvawie/videos>

