

Reflective Democracy: The Time is Now

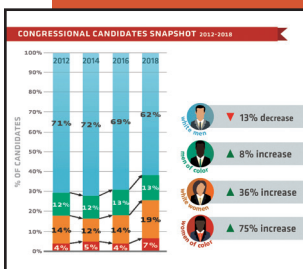
With the collective power of WDN, the Reflective Democracy Campaign is helping lead a historic shift in the demographics of political power.

Since 2016, women and people of color have been at the forefront of efforts to transform our democracy.

Today, the Reflective Democracy Campaign's four-part roadmap to disrupting the demographics of power is making national headlines and reframing the conversation about women and people of color as candidates and politicians.

- In advance of the 2018 midterms, our report revealed **exciting demographic trends** in elections across the nation.
- **Our media outreach and online resources** are driving front-page coverage of the Campaign's groundbreaking research and advocacy.
- The **Gatekeeper Accountability Project** we launched in 2018 is inspiring political insiders to rethink who controls the candidate pipeline and how to advance reflective leadership.
- We're investing in our **cutting-edge model of grassroots civic leadership development**, expanding the capacity of our grantee partners beyond mobilizing voters and into empowering new grassroots leaders to catalyze community-based power.

GROUNDBREAKING DATA



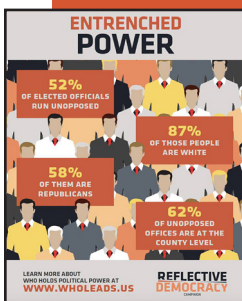
America's only comprehensive database of candidates and politicians tracked by gender and race is the go-to reference for journalists, activists, and academics tackling the future of American democracy.

ENGAGING THE MEDIA



With demographics of political power under scrutiny as never before, the Campaign's work is being featured on the front page of *USA Today* and in *The New York Times*, the *Washington Post*, and *Cosmopolitan*, and in online media like *Bustle* and *TheGrio*.

DISRUPTING THE GATEKEEPERS



Party leaders, major donors, and political consultants shape the candidate pipeline long before voters go to the polls, applying biases and assumptions that go mostly unchallenged. Our Gatekeeper Accountability Project uncovers and analyzes gatekeeper practices and is forging a plan for change.

GRANTMAKING: BUILDING COMMUNITY POWER



Our grantee partners are building power for their communities by empowering women and people of color to seek elected and appointed office. Unlike typical candidate training programs, our grantees fuse civic leadership training with an ethos of community accountability and an agenda of social justice.

Reflective Democracy 2019

Impact & Innovation

The historic 2018 election was just the beginning. Now the Campaign is poised to leverage that momentum to expand the movement for reflective democracy. With your support, we'll execute our ambitious 2019 plan: broader and more robust data analysis; expansion of our community-based political leadership model; an update of our messaging and public opinion research for the Trump era; and the capacity and talent to make it all happen.



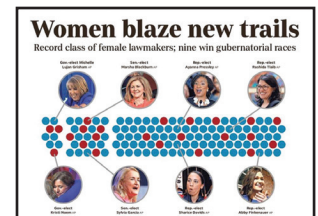
New Questions, New Investigations

Do reflective candidates boost voter turnout? Did Ayanna Pressley, Deb Haaland, and Alexandria Ocasio-Cortez mobilize voters of color whom other campaigns ignored? The answers could supercharge the movement for reflective democracy.

With the political insiders still mired in outdated assumptions about the mass appeal of white male politicians, the Reflective Democracy Campaign's research can bust the old myths once and for all.

Enlighten and Enrich the Public Dialogue

From Campaign Director Brenda Carter's analysis of the 2018 election in the *Washington Post* to a recent *New York Times* piece citing our study of prosecutors, the media continues to turn to the Campaign for insights. With the demographics of power front and center in the political conversation, we are stepping up efforts to engage the media through regular briefing memos and focused, targeted outreach.



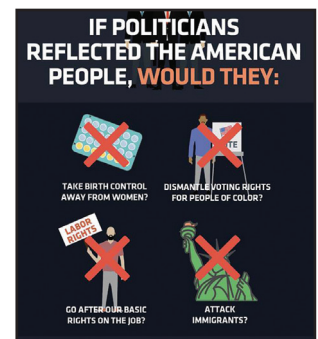
Expand Our Model of Building Community-Based Power

Since 2015, we've been piloting new models of building community-based power, including Michigan United's Movement Politics Institute. In 2018, graduates of that program helped spearhead a 50% increase in women's representation in the Michigan State Legislature. We are celebrating this measurable impact and we're poised for more. In 2019, we're supporting emerging models of community-based civic leadership development in five states, and plan to add three more states by year's end.

Transform Gatekeepers into Agents of Change

After an initial six-month discovery phase, the Gatekeeper Accountability project kicked off 2019 by convening 30 political funders, organizers, and strategists – primarily women and people of color – for a candid discussion about political gatekeepers.

In the coming months, we are taking that conversation on the road, organizing political influencers to open doors, break down barriers, and become champions for reflective democracy. We'll also do a close-up analysis of key gatekeeper institutions and how the candidates they support do – or don't – reflect the American people.



Help us Grow

In 2019, we plan to double our capacity where we've had the most success: our data analytics, media outreach, and grantmaking to advance reflective democracy. With support from WDN members, our \$2 million plan will ensure that reflective democracy takes a giant step forward this year.

To help fund the Reflective Democracy Campaign, please visit womendonors.give.