

The Reflective Democracy Campaign: Changing the Face of Power

Women and people of color are transforming our democracy, realizing the promise of elected leaders who truly reflect the communities they serve. Since the historic 2016 presidential election, a series of victories by reflective candidates has shaped an unprecedented shift in the demographics of political power. Who broke the news? We did.

Our fearless agenda includes:

Busting the electability myth

We ran the numbers, and now we're spreading the word: White men lose more elections than women of all races or men of color.

Confronting the crisis of white male over-representation

Despite victories by reflective candidates, our elected leaders still don't reflect the communities they serve. We're catalyzing the movement to change the demographics of power.

Building community-based power

Our grant-making supports new models of empowerment that transform local activists into candidates and advocates, promoting reflective democracy at the grass-roots level.

Exposing the catastrophic demographics of the criminal justice system

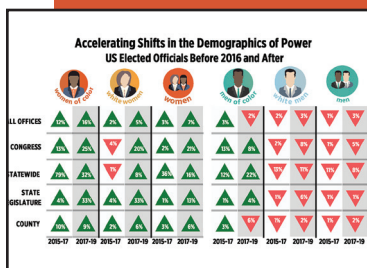
Our ground-breaking data showing prosecutors are 95% white helped jump-start demands for reform. And we're just getting started.

Transforming gatekeepers into agents of change

We're organizing political influencers – donors, consultants, and elected officials – to champion reflective democracy.

GROUNDBREAKING DATA

Our one-of-a-kind reflective database identifies gains by women of all races and men of color that no one else is tracking. We



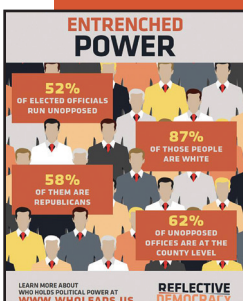
made international headlines with our finding that when they're on the ballot, reflective candidates get voted in as often as white men.

ENGAGING THE MEDIA

Amid the endless speculation about which 2020 presidential candidates are “electable,” we brought the clarity of precise data and insightful analysis, earning headlines in The New York Times, Newsweek, HuffPo, The Hill, NBC News, and Nigeria Pulse. Our releases break through the noise of biases and assumptions with insights that change the national conversation about race, gender, and politics.



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.

Founded by the Women Donors Network in 2014, the Reflective Democracy Campaign was formed with the belief that democracy will only flourish when all of us are reflected in the halls of power. Our groundbreaking data and analysis about the demographic imbalances in American politics are shaping the national conversation, and our funding supports catalytic organizing to build community-based power and shift the political status quo.

2014



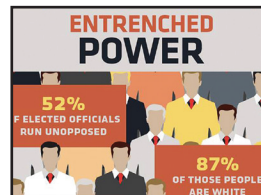
We broke the news that, at 30% of the population, white men hold well over 60% of elected offices in America. Is it really a democracy when a small minority wields most of the power, while women and people of color are relegated to “special interest” status?

2015



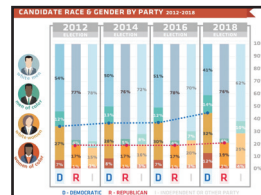
Our report on the criminal justice system – showing elected prosecutors were 95% white and 83% male – helped catalyze a national movement to elect more reflective, progressive prosecutors.

2017



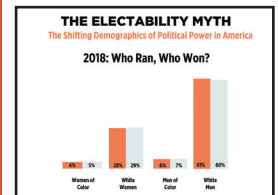
Following the election of Donald Trump, we updated our data and opinion research to find a deeply broken democracy, with a bi-partisan majority of voters rejecting the Old Boys’ Club so bent on grabbing power.

2018



Before the 2018 election, we spotted an electrifying trend. Across the nation, reflective candidates were winning primaries, laying the groundwork for a historic victory for reflective democracy.

2019



Against the backdrop of a historically diverse field of Presidential candidates, we busted the white male “electability” myth, revealing women of all races and men of color win elections as often as white men do.

Join The Campaign

Please visit Wholeads.us to learn more about our work, browse our extensive data archive, and download our graphics. Want to collaborate with us? Please contact hello@wholeads.us.

Find Reflective Democracy Campaign on Facebook,
and follow @WhoLeadsUs on Twitter.