



NOW PACs

As NOW advocates for women's rights, electing feminists is a crucial part of our strategy. In 1997, NOW's Political Action Committees (PACs) launched the *Victory 2000 - The Feminization of Politics* campaign with the aim of electing 2,000 feminist candidates at all levels of political office by the year 2000. This campaign builds on our decades of electoral work which has increased the presence and clout of candidates who support women's rights.

UNIQUE WORK

NOW PACs' electoral work offers distinct benefits to both the candidates and the causes we support – as well as to the people who contribute to them.

- NOW PACs can rely upon the members of the largest grassroots feminist organization in the country. Activists in NOW's 550 local chapters work with candidates for election at every level of government. In 1996 alone, NOW PACs endorsed more than 700 women's rights candidates throughout the U.S.
- NOW PACs are using innovative strategies to help candidates break through the political glass ceiling. NOW PACs target states and districts where feminist candidates flood the ticket at all levels, and activists mobilize support for all of them in one coordinated campaign. We also recruit and endorse strong feminists early in their political careers, recognizing that a candidate may have to run more than once to win.
- NOW is an independent, feminist political force. NOW PACs endorse candidates who take uncompromising stands on our issues – women and men of any political affiliation.

SUCCESS

NOW PACs' strategies of aggressive grassroots organizing, flood-the-ticket campaigns and early support are changing the face of government.

- NOW PACs' 1992 *Elect Women for a Change* projects helped double the number of women serving in Congress and sent an unprecedented number of feminists and people of racial and ethnic diversity to state capitals and Congress.
- In 1994, a year of across-the-board losses for many progressive candidates, NOW PACs helped elect more than 500 feminists to state and local office, helped an entire feminist slate win in one U.S. House district in Michigan and defended against a right-wing takeover of the school board in San Diego.
- NOW PACs helped produce breakthrough victories in the 1996 elections. Nine new feminist women were elected to Congress, including the first woman senator in Louisiana, and New Hampshire voters elected their state's first woman governor.
- In 1996, NOW/PAC's award-winning Internet voters' guide helped feminists nationwide decide which candidates to support.

"When I ran for the U.S. Senate back in 1992, NOW was the only organization to support [me] from the beginning. When others were looking at poll numbers, NOW/PAC was looking at the content of my candidacy . . . and with the power of its grassroots statewide network, became the field organization that made my victory possible."

- Senator Carol Moseley-Braun, D-Ill., the first African-American woman elected to the U.S. Senate

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RIGOROUS CRITERIA

In addition to recommendations from state and local NOW chapters, NOW PACs base their endorsements on a broad feminist agenda. No other PAC expects its candidates to take strong stands on such a wide range of issues. These issues include, but are not limited to:

- reproductive freedom without restriction
- civil rights for all people – with emphasis on lesbian and gay rights and racial justice
- moving women out of poverty through empowering, non-punitive welfare policies
- a constitutional amendment that guarantees women's equality, reproductive rights and non-discrimination based on sexual orientation
- affirmative action ensuring equal opportunity for women and people of color
- ending violence against women

After the elections, NOW follows up with the officials NOW PACs helped elect to make sure they are meeting these commitments.

"When I dared to think about running for Congress, while everybody was laughing at the idea, NOW was there with volunteers and money and expertise. Thank you very much."

- **Congresswoman Cynthia McKinney, D-Ga., the first African-American woman elected in a majority white district in the South**

HELP US ELECT FEMINISTS

Help us compete with the well-funded opposition. If you are currently a NOW member, please donate to NOW/PAC. If you have not yet joined us in our fight for women's equality, but want to help stop the right wing political takeover in its tracks, please donate to NOW Equality PAC (NEP). Our political action committees allow feminists to show our strength in numbers in elections at all levels. Now, as never before, this collective action is vital to preserving our rights.



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ABOUT NOW PACs

National NOW's political action committees put individual contributions together to work for the best women's rights candidates. Which PAC you choose to donate to depends on whether or not you're a NOW member and whether you want to support national or state and local campaigns.

- NOW Political Action Committee (NOW/PAC) supports feminist candidates for federal office (U.S. House and Senate).
- NOW Equality PAC (NEP) supports feminist candidates for state and local office -- governor, state legislature and city council, for example. This PAC's work is crucial to protecting women's rights and filling up the political pipeline with feminist supporters.
- Since many NOW chapters sponsor their own local or state PACs, contact your local chapter for detailed information about candidates for state and local office.

"I am so grateful for the help I have received over the years from NOW PACs . . . from that very first race . . . to just a couple months ago when the NOW/PAC actively endorsed my candidacy before I had even asked!"

- **State Rep. Tammy Baldwin, D-Wis., congressional candidate and the first open lesbian elected to the Wisconsin legislature**

✂ YES! I WANT TO HELP ELECT FEMINISTS!

Enclosed is a check for:

\$25 \$50 \$100 \$1000 other _____

I'm sending a donation to:

NOW/PAC (NOW members only) NEP

Or donate online at <https://www.now.org/pac/donate.html>

Name _____

Address _____

Occupation _____

Employer _____

Federal law requires NOW/PAC to use our best effort to collect and report the name, mailing address, occupation and employer of contributors who exceed \$200 in a calendar year.

(July 1998)