

November 2018

# Her Term **Annual Report**

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# Message from our **Founder & President**

Let me start by saying I am floored by the enormous response and support Her Term received in our first two years. I am so grateful for each of you who gave us the encouragement, financial support, and advice that sustains this organization. And above all, I am honored by our women candidates -- the reason Her Term exists -- for their bravery in stepping forward to run for office. And so, I thank you for running and for trusting us along the way.

Sprinkled within this report are the results of our candidate survey and testimonials. They attest to our unique value and proposition, even within this incredible and unprecedented wave of support for women in office. And they are guiding our path towards the future. In this report, you can read about our specific accomplishments, and all of the women we've helped elect thus far! Seeing our site updated with "ELECTED" banners across each of these women brings tears to my eyes.

I hope that you enjoy reading this report and seeing the impact of your investment in Her Term. When she wins, everyone does. Thank you!

A handwritten signature in black ink, appearing to read "Jina Sanone". The signature is fluid and cursive, with the first name "Jina" and last name "Sanone" clearly distinguishable.

Jina Sanone  
Founder & President

# Board Advisors & Her Term Team



**Jina Sanone**  
Founder & President



**Renitta Shannon**  
Co-Founder & Sr. Advisor



**Han Pham**  
Comms. Consultant



**Brooke & Miko**  
2FIVE7, Design Team



**Jenny Doris White**  
Treasurer



**Nicole Robinson**  
Fmr. Program Manager

## Her Term Advisors:

**Pinney Allen**, Attorney

**Kali Beyah**, Managing Director  
Delta Air Lines

**Stephanie Davis**, Activist and Consultant

**Kristine DeBry**, Chief of Staff and Senior  
Counsel Public Knowledge

**Rebecca DeHart**, Executive Director  
Democratic Party of Georgia

**Gail Evans**, Former CNN Executive and  
Best-Selling Author

**Jennifer Frenzel**, Analyst, Strategist  
and Activist

**Laura Gassner Otting**, Author, Speaker  
and Civic Catalyst

**Ranjan Goswami**, Vice President,  
Delta Air Lines

**Mary Hughes**, Political Strategist and  
President, Hughes & Company

**Cynthia Richie Terrell**, Director,  
Representation 2020

**Adrienne White**, Chair, Red Clay  
Democrats

# Our Mission & What We Do

Her Term is a Georgia-based initiative created to recruit progressive women to run for public office at the local, state, and national levels. Our name reflects the ownership and responsibility women take when they are elected to lead and serve. It's Her Term - and it's her turn.

Her Term's mission is to help more progressive women take on critical elected roles - and to see every branch of our government transformed by equitable representation.

Women leaders are highly effective and provide needed perspective. Electing more will better utilize the best and brightest minds to develop effective policy, foster collaboration across party lines, and improve decisions about laws that impact all of us, every day. When we elevate women to higher office, we elevate our society as a whole to become more just, balanced and democratic.

Despite this, women aren't asked to run for office, and when they step up they often face pushback and need help navigating the political process. Women don't see enough role models in leadership positions and studies show they tend to view themselves as unqualified for office compared to the way men view themselves. And so that's what we seek to solve--Her Term ensures women are asked, encouraged, and successfully elected.



Research



Identify/Recruit



Support



Elected



# We're Proud of Our Accomplishments

When Her Term started nearly 2 years ago, we set an ambitious goal to flip 7 seats from red to blue by 2018 in Georgia — a state that, at the time, ranked 48th nationally for the number of women that hold elected office. **We are proud to report that we surpassed this goal!**

In 2017, we got an early start by flipping 2 previously Republican-held seats, one in the State House and one in State Senate, in Special Elections.



- 2017 Special Election
- Elected on Nov. 6
- Not Yet Completed
- \* Runoff Dec. 4
- \*\* Too Close to Call

And on November 6, 2018, Her Term candidates led the way with 8 newly elected representatives and senators to the Gold Dome. Where women just last year represented around a ¼ of our state legislative body, we now make up nearly ⅓ of the legislature. And on the national ticket, Her Term supported 2 strong, new, progressive, female representatives to the cause: Representative-elect Lucy McBath and Carolyn Bourdeaux!

# What Makes Her Term Unique

Her Term did a thorough review of the landscape to see what was working and where there was a need. Most existing efforts were broad—encouraging women to run for any office. And others provided funding via PAC’s and/or training. We felt those needs were fulfilled. But what we didn’t find was a progressive organization with intention — that narrowed in on the most promising races and focused on recruiting. With this mission in mind, we built a three-prong infrastructure centric to our initiative:

## Data-Driven Approach

We take a data-driven approach to finding winnable seats that can be flipped from red to blue. Analyzing voting trends at a local level, we find the races that provide the best opportunity to elect a progressive woman. And then we dig deeper to determine the best targets for the cycle.

## Narrow & Focused

Working with local and state partners, community leaders and activists, we find qualified, progressive women already leading in their communities and recruit them to run for office through an in-depth exploration process. We then connect them with the best resources and provide the support they need to launch an effective campaign.

## Practical Support

“Her Term is different from other organizations because you give us candidates advice that is immediately useful and practical, I think of it as “been there, done that” advice. Even as an incumbent, I found the one-on-one advice to be invaluable to my race.”

**Rep. Teri Anulewicz**, Georgia House District 42

# Meet the Women In Our Targeted Races

These are the courageous women who made the decision to run for office with the odds seemingly against them—all of these seats were previously held by Republicans. But these women matched, and many surpassed, their counterparts in fundraising, talent, and tenacity. And although not everyone could win their election, we celebrate each and every one of them for all of their hard work during this cycle.



**Joyce Barlow**  
State House  
District 151



**Carolyn Bourdeaux**  
Georgia's 7th  
Congressional District



**Dr. Jasmine Clark**  
State House  
District 108



**Denise Edmund-Gaines**  
State House  
District 109



**Rep. Deborah Gonzalez**  
State House  
District 117



**Sally Harrell**  
State Senate  
District 40



**Betsy Holland**  
State House  
District 54



**Shelly Hutchinson**  
State House  
District 107



**Sen. Jennifer Jordan**  
State Senate  
District 6



**Julie Jordan**  
State House  
District 179



**Zahra Karinshak**  
State Senate  
District 48



**Angelika Kausche**  
State House  
District 50



**Lucy McBath**  
Georgia's 6th  
Congressional District



**Lindy Miller**  
Public Service  
Commissioner



**Fenika Miller**  
State House  
District 147



**Beth Moore**  
State House  
District 95



**Shea Roberts**  
State House  
District 52



**Mary Robichaux**  
State House  
District 48



**Luisa Wakeman**  
State House  
District 43



**Regina Lewis-Ward**  
State House  
District 109



**Cindy Zeldin**  
Insurance  
Commissioner

14

State House Candidates

2

Congressional Candidates

2

Statewide Candidate

3

State Senate Candidates

# The Value of Our Services

In a survey of candidates who received Her Term support, they identified the top three services as:



“

Her Term encouraged me to run for office and facilitated my acceptance into candidate training which has proved invaluable to running a successful campaign. They have helped me make needed connections and followed up with me to check my progress. It is great to have support just an email or phone call away!

**Julie Jordan**, Candidate

“

I am truly grateful to Her Term for the invaluable support as a first-time candidate! I have received honest advice, help with interpretation of data, referrals and recommendations, endorsements guidance and the ever-important encouragement, when things get tough. I am a better candidate, ready to flip a winnable seat, because of Her Term!

**Luisa Wakeman**, Candidate

# Sustaining Future Candidate Support



In the same candidate survey, over 70% volunteered to pay it forward and help future Her Term candidates navigate the election process. Many responded that they would help on a number of fronts. We will be incorporating an alumnae support model for future election cycles. See page 13 for more about What's Next for Her Term.

## Assisting Her Term's fundraising efforts



## Assisting Her Term in future candidate recruiting efforts



## Mentoring future women candidates through Her Term



“

Her Term has been an incredible asset to me in my candidacy. Her Term has helped me build my network and make valuable connections at the local and national levels. From the very beginning Her Term has always been helpful, positive, and accessible, and they continue to support me. I am extremely grateful.

**Zahra Karinshak, State Senator-Elect**

# Other Her Term Activities

In addition to our focused work on our targets, we worked within the community to elevate women in politics. This was the #yearofwomen and we partnered with several local and national organizations to raise awareness about women's issues and promote support for women. These activities encompassed:

- ✓ Events and speaking engagements
- ✓ Social media
- ✓ Volunteer and fundraising coordination
- ✓ One-on-one support for candidates outside of our target (**shown below**)
- ✓ Identifying 100's of potential women candidates
- ✓ Supporting over 50 candidates for office (offices ranging from local to national)



Teri  
Anulewicz  
HD 42



Liliana  
Bakhtiari  
ATL City  
Council D.5



Becky  
Evans  
HD 83



Phyllis  
Hatcher  
SD 17



Le'Dor  
Miltier  
SS City  
Council D.4



Bee  
Nguyen  
HD 89



Kim  
Schofield  
HD 60



Jen  
Slipakoff  
HD 36



Lauren  
Welsh  
ATL City  
Council D.2



Nikema  
Williams  
SD 39



Aisha  
Yaqoob  
HD 97

# What's Next for Her Term?

As we set our sights on the 2020 election cycle, we'll use insight from our alumnae and donors to improve our effectiveness. With the foundation laid, our next critical steps lay in these areas:

## Recruiting for 2020 Election Cycle

New candidate checklist, Identifying new targets, Outreach to community partners



## Candidate Start-up Guide

Fundraising, Endorsements, Post-election Advice



## Alumnae Support Program

Mentoring, Recruiting, Fundraising



## Other Activities

Canvassing pools, Social media, Volunteer outreach

# A Message from Our Treasurer

Since Her Term's launch in early 2017, your outpouring of generous support has been both inspiring and critical in our efforts to recruit women far and wide across Georgia. You - our founding members - raised your hands early in this fight to ensure women's voices are heard in the halls of power, and we can't thank you enough.

We've come a long way this year because of your vision. Our core network of over 60 founding members contributed over \$120,000 to fund candidate recruitment and support carried out this cycle. That translated to over 30 women writing their name on the ballot and running strong, competitive campaigns. That's powerful, and it wouldn't have happened without your support.

With your help, we have built a strong foundation that not only bore results in the 2018 elections, but most importantly positions Her Term to carry this work into the critical years ahead. We need you with us as we go forward, because our mission doesn't end on Election Day or the one after that. Together, we are building real and lasting change that requires not just vision, but resources to bring our programs to fruition. You truly are the backbone of Her Term, and your support makes success possible. From the bottom of our hearts, thank you for your partnership since the start and in the important work ahead.

A handwritten signature in black ink that reads "Jenny White". The signature is fluid and cursive, with the first letter of each name being significantly larger and more stylized.

Jenny White  
Treasurer

# Thank You to All Our Donors

**+\$10,000:** Perry Cantarutti, Ranjan Goswami, Glen Hauenstein, Jina Sanone, Kristen Shovlin

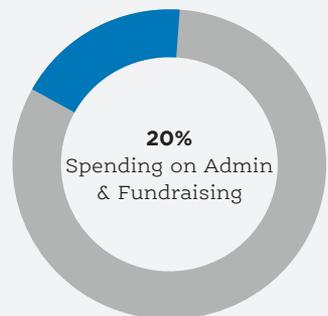
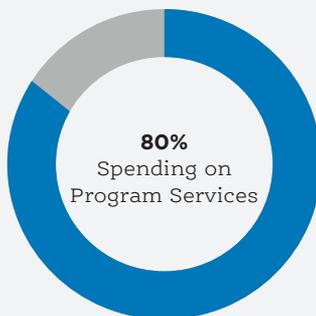
**\$5,000 - \$9,999:** Jennie Ho, Daniel Skwarek

**\$1,000 - \$4,999:** Daniel Castan, Robert Cortelyou, Tina Iglío, Peter Kenney, Sharon Mickelson, Loren Neuenschwander, Amy Phee, Cheryl Scheck, Holden Shannon, Mildred Spalding

**\$500 - \$999:** Kali Beyah, Kristin Colvile, Kristine DeBry, Amelia DeLuca, Heather Hallett, Grant Kessler, Jinny Shin

**\$100 - \$499:** Nancy Bauer, Nathan Clark, Norma Dean, Dan Deckbar, Ashley Droske-Westphal, Amity Farrar, Kurt Ford, Jennifer Frenzel, Janet V. Green, Sonya Halpern, Roger Harris, Farhana Hasan, Kaleigh Henry, Carol Jackson, Lucy Jin, Nancy Koziol, Stephen Lynott, Brad and Cori Meltzer, Christina Mommsen, Melissa Mullinax, Han Pham, Patrick Reid, Christopher Spidle, Katherine Stevens, Amy Stone, Susan Stroud, Michele Taylor, Michael Velten, Andrew Wingrove, Cindy Zeldin

**Her Term is Investing  
Resources in the  
Right Places.**





WHEN SHE WINS, EVERYONE DOES