

The background of the cover is a light gray color with a repeating pattern of thin, dark blue line art. The art depicts various human faces in profile and three-quarter views, some with closed eyes and serene expressions. Interspersed among the faces are stylized flowers and leaves, including what appears to be a hibiscus and other broad-leafed plants. The overall aesthetic is clean, modern, and artistic.

HER TERM

**2021-2022
ELECTION CYCLE
REPORT**

PUBLISHED APRIL 2023





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A NOTE FROM JINA & HAN



Jina Sanone

As we reflect on the 2021-2022 election cycle, the word that comes to mind is “new.” New executive director, new district maps, new political landscape, new status for Georgia as a battleground state, new funding for our elections both up and down the ballot. No wonder it seemed so natural to be innovating in this atmosphere.

While the period leading up to the 2022 election

differed in so many ways from the previous year, we saw some familiar things. What wasn’t new was the dedication and hard work of Georgians on the ground. Those who have been working for years outside the limelight deserve credit for Georgia’s new battleground status.

There is more work to be done, but we hope you will take a moment to appreciate what we have already accomplished, as we turn to a new page in Georgia politics.



Han Pham

We thank Jane Colouseus for her wonderful stewardship of Her Term spanning the last two cycles. We are thrilled for her as she starts a new chapter in Washington, D.C., and know she will continue to make a positive impact on our government.

Jina Sanone, Founder
Han Pham, Executive Director

EXECUTIVE SUMMARY

GEORGIA'S WOMEN ARE MOVING UP

ACCOMPLISHMENTS

RACES

- Elected seven Democratic women, including two flipped seats from Republicans.
- Made history by having at least one woman in every statewide race.
- Backed eight women in Georgia Statehouse races to try to flip Statehouse control to Democrats.
- Expanded support to down-ballot races, including county commissioner and flipped one of those seats.

REPRESENTATION

- Grew percentage of women in the Georgia Statehouse to a historical high of 34.7 percent (source: CAWP).
- Grew the number of total Democratic women legislators in Georgia from 59 to 62.
- Supported the first nonbinary legislative candidate to make it to the general election (Ariel Phillips).

CANDIDATE SUPPORT

- Created statewide coalition of Democratic organizers to streamline candidate support and increase impact.
- Extended support to electeds, providing in-office offerings to increase retention and reduce churn.
- Introduced mental health and wellness programming.

COMMUNITY ENGAGEMENT

- Our Leadership Council raised \$50,000+, thanks to hosting our most successful fundraising event ever.
- Published 22 articles to increase awareness of Her Term's mission as well as our candidates and their causes.

FINANCIALS

- Increased donor base by 50 percent.
- Achieved scorecard goals within a balanced budget.

*Representative Naghise passed away on March 8, 2023.

CONGRATULATIONS TO OUR NEWLY ELECTEDS!



ELECTED

Lisa Campbell
House District 35



ELECTED

Esther Panitch
House District 51



ELECTED

Tish Naghise*
House District 68



ELECTED

Saira Draper
House District 90



ELECTED

Ruwa Romman
House District 97



ELECTED

Michelle Long Spears
DeKalb County Commissioner
District 2



ELECTED

Dana Barrett
Fulton County Commissioner
District 3



OUTSTANDING

Patty Durand
Her Term Candidate

Public Service
Commissioner,
District 2
(details on page 13)

INTRODUCTION

GEORGIA BECOMES A THINK TANK FOR POLITICAL INNOVATION

As a newly minted battleground state, Georgia has more national importance than ever, thanks to innovation brought on by smart organizers, meaningful coalitions, and creative advantages.

Her Term, along with a strong coalition of Democratic organizers, focuses on recruiting, supporting, and retaining strong candidates, with the goal of having women not only in the seat of power but holding power.

What makes Her Term uniquely suited for its work is also our first asset: We are local. The organization comprises local women working for our Georgia.

Our second asset is the way we focus on the whole candidate. We fill in critical gaps in their existing resources and focus support on what they may need as people — not just what they need as candidates. ■

*Written by Her Term volunteer
Sheridan Thomason*



BACKGROUND

ADJUSTING OUR STRATEGY FOR A TRANSFORMED POLITICAL LANDSCAPE

Our last election cycle report celebrated Georgia “going blue.” The state cast its ballot for a Democratic presidential ticket, elected two Democratic U.S. senators, and improved representation by putting ten Democratic women in state office.

The subsequent Republican-led redistricting exercise severely limited the number of seats possible for Democrats to win. Her Term has historically focused on flippable seats, but this forced us to identify other strategies to sustain our impact.

Meanwhile, Democrats across the country were invigorated by 2020. This resulted in an influx of national resources and organizations entering Georgia, meeting candidate support needs that previously had been tapping the resources.

In 2022, Her Term joined forces with a coalition of like-minded progressive political organizations, including Georgia WIN List, Emily’s List, Emerge, Vote Run Lead, and Rep Georgia, to streamline efforts and better help candidates navigate the various resources offered across organizations.

2020 placed Georgia firmly on the national radar as a competitive state.

In response, Georgia Republican leadership went all out to take control.

Energized Democrats doubled down on Georgia as a key battleground.

And Democratic organizers banded together to increase our force.

SUMMARY

WITH SO MANY OF THE BASIC NEEDS OF CANDIDATES BEING MET BY NATIONAL AND NICHE ORGANIZATIONS, AND WITH OUR SEAT-FLIPPING ABILITIES GERRYMANDERED OUT OF OUR HANDS, **WHERE COULD HER TERM MAKE A MEANINGFUL AND LASTING IMPACT?**

OUR APPROACH

SHIFTING FOCUS TO PROVIDING WRAPAROUND SERVICES

With so many of the basic political needs being met in this cycle, Her Term needed to figure out the next layer of opportunity to tackle.

Through conversations with many candidates and electeds, we learned major challenges remained that still prevented women from running or from remaining in office long term.

In some cases, the needs were straightforward and logistical; in others, candidates lacked support they needed as full human beings and not merely as candidates.

We decided we would maximize impact with a holistic approach.

Our new focus became clear: We would follow the philosophy of Her Term candidate and current Georgia State Senator Sally Harrell, who seeks to “find power in the crevices.”

For her, this meant focusing on where she could achieve bipartisan wins. For us, this meant finding and filling gaps in support to ensure the qualified candidates we put forward would be best equipped not only to win but to stay in office for future terms. ■

OUR STRATEGY FOCUSES ON THREE CONSTITUENTS:

1. ELECTEDS

2. CANDIDATES

3. COMMUNITY

Each area offers unique opportunities to support former, current, and future candidates from multiple angles or as whole people.

Each also allows us to protect our investments in these candidates—not just through election but through future terms.

ELECTEDS

NEW THIS CYCLE: SERVING WOMEN ALREADY HOLDING OFFICE

We have been paying considerable attention to getting candidates elected, but we could see churn once in office—particularly for women—is very high.

Numerous elected officials have told us why they chose not to run for reelection:

Our government wasn't made by or for women. While women make up the majority of the population, the political system was created by and continues to favor men. Women electeds lack the infrastructure, support, and tools needed to serve effectively.

One major challenge rarely discussed is security.

Research shows women candidates face more personal threats than men, yet they don't receive either physical or financial security at local levels. With

their low wages, ensuring the safety of themselves and their families can be a barrier to running for or staying in office. Her Term is in the early stages of understanding this issue and identifying viable support options; you can read about one of the ways we are responding in a special feature beginning on page 9 of this report.

Navigating the system is difficult by design.

Underrepresented candidates lack the interpersonal workplace support needed to learn the ropes, navigate unspoken workplace norms and expectations, and manage frustrations and challenges. Men, who are in the overwhelming majority in office, regularly find others sharing their experiences, while women and minority officials are often among the few—or the first—in their positions. Finding

mentors is often challenging, leading to a lack of information, social isolation, and frustration.

Solutions didn't exist, so Her Term built them.

Discovering this was hindering minority elected officials from fulfilling their goals in office, we sought a solution. If we couldn't flood legislatures with other women and minorities to create a workplace community, we would establish one outside of it.

In 2022, we convened a cohort of officials and began fostering conversation, exchanging ideas, and building a community. We sought innovative ways to amplify the impact of this badly needed support system, aiming to create a more inclusive political environment that would welcome minority electeds and their work. ■

CANDIDATES

LOOKING DOWN THE ROAD AND DOWN-BALLOT TO INCREASE IMPACT



Our candidate support this cycle focused on two critical strategies: First, recognizing the importance of all offices in Georgia as a whole, we invested heavily in our down-ballot candidates. Second, we placed a heavy focus on preparing candidates for their first days in office.

Getting specific: Concentrated focus on high-impact elections

After the primary, we knew we could create a greater impact by focusing our support on down-ballot races. The overturning of *Roe v. Wade* highlighted the fact that these candidates weren't just working for their districts; they were working for our entire state. As we learned with the passage of the "heartbeat bill," even one seat makes a difference. We partnered with the

Georgia House Democratic Caucus to target flippable seats in the house.

Narrowing our focus to eight seats that could flip the chamber allowed us to provide deeper support and create a tighter cohort of candidates who were facing similar challenges. We held fundraisers for this group, created a highly effective video message, and consolidated resources such as photographers, web designers, and storytellers to elevate their campaigns. And we created a weekly support group.

Back to basics: Preparing candidates for office

Listening to candidates revealed they felt strong support in getting into office but unprepared to actually be in office. Needs ranged from simple ("I've never been to the Capitol; I can't envision the day-to-

day.") to complex ("I knew advocating for my policies will be a challenge, but I didn't know I'd be shunned by my colleagues.").

Her Term started tackling the basics, offering a Capitol tour. Rep. Angelika Kausche (literally) walked candidates through the process of a bill getting passed, gave tips for first-time legislators, and shared what it's like to be in "the room where it happens."

We hosted roundtables where former candidates could share honest and pragmatic insight, including the unanticipated challenges they faced. "The point isn't to scare you," said Kausche, "but I wish I'd had someone to prepare me, so I could have been more effective on day one instead of being distracted by all the unexpected hurdles I suddenly faced." ■

COMMUNITY

BRINGING MORE PEOPLE INTO THE CONVERSATION



The final strategic pillar Her Term committed to was to engage our broader community — specifically, those who previously had not considered themselves politically savvy — in the conversation.

By doing this, we could expand public awareness of the importance of local elections, increase our candidates' voter bases, and fill the pipeline with future candidates.

Developing local strategic partnerships

One way Her Term is broadening its circle of influence is by participating in the Emory IMPACT program. With a generous sponsorship by Anisa Telwar Kaicker, we were accepted to partner with the Goizueta School of Business' first-year students, who have been assigned a Her Term challenge to work on

through the spring semester. Our assignment is for them to tackle the challenge of recruiting candidates and campaign managers. We look forward to the output of their efforts in 2023.

Educating our community around “why it matters”

Her Term also brought community members into the fold this election cycle through educational events and panels. One major challenge has been securing interest in and support for down-ballot candidates, largely due to a lack of public understanding of not only who the candidates are but what the roles do. Sometimes a local role can carry a greater impact than a more visible statewide role. Shining a light on these local roles, as our Fall 2022 commissioner panel did, allows voters to understand their stake in these races.

Engaging our community more authentically

Her Term connected with individuals who were experts in their fields who had never volunteered politically before but felt called to action by the political climate. They learned engaging in politics could be more than just phone banking and door knocking; they could leverage the skills they use in their work and everyday lives to help these candidates. Such skills include providing search engine optimization and website strategy, written storytelling, headshot photography, and therapy services. ■

INNOVATION IN CANDIDATE SUPPORT: ADDRESSING MENTAL HEALTH AND WELL-BEING

Written by Her Term volunteer Sarah Baldauf

Early in 2022, in the thick of recruiting candidates for the November elections, Han Pham came face-to-face with a key vulnerability in the mission to recruit and elect progressive women to office in Georgia. Recently installed as the executive director of Her Term, Pham was becoming concerned by the number of women bowing out of races in the lead-up to filing deadlines.

“It became this whack-a-mole game,” said Pham.

Conversations to understand why revealed the fallout of a toxic environment for women and minorities in Georgia’s male-dominated political realms. Threats to personal and family safety became a barrier for some, as local elected officials are not provided with protections, and already low wages make covering security costs difficult. The lack of institutional support, such as female or minority mentors to offer guidance and help open doors, made change seem like a Herculean task.

As structural barriers and tales of burnout were illuminated, Pham and her team determined a specific type of support for candidates and elected officials was sorely missing. To fill that



Hoganne Harrison-Walton adding “bunny therapy” to one group session at Han’s house.

void, Her Term created resources and services focused on the mental health and well-being of candidates.

Rejecting the traditional gut-it-out approach to politics, Her Term began offering a

free weekly support group facilitated by licensed counselors as well as one-on-one sessions at low or no cost. These offerings aimed to address the unique demands on the candidates, many of whom faced long odds as progressive women and women of color in Georgia’s political good ol’ boys club. The resources were made available to all Democratic women who were running or already serving in office.

“I think it should be required — before you run, during your run, and after,” said Hoganne Harrison-Walton, referring to the candidate support group. She ran for Georgia State House representative in District 133 but was unsuccessful. The attorney and small business owner would rush to join the sessions after her Wednesday court appearances. “As busy as I was, I made time for it,” she said, adding that the sessions nurtured essential bonds among candidates.

(Continued on page 10)

(Continued from page 9)

“It really built a sisterhood. I don’t care how many people work on your campaign; you feel alone. Sharing stories and bouncing ideas off other candidates going through the same war lets you know you’re not alone.”

Innovating to change Georgia’s political landscape

While the backlash of Donald Trump’s election brought a wave of new organizations to recruit, train, and elect progressive women in Georgia, no one was providing resources to address the mental health and well-being of candidates in the cutthroat political environment.

“Mental and emotional health is unique to Her Term, and it’s so smart,” said Dana Barrett, who was elected Fulton County commissioner for District 3 after an unsuccessful run in 2020 for the U.S. House of Representatives in Georgia District 11. “Instead of offering more training, I hope more groups follow this example.”

Barrett found the Her Term resources novel as well as logical. “You’re going into a world where people say whatever they want — online,

in email, on social media. I was attacked a fair amount. You need to be able to talk about things that feel heavy or unfair.” She also recognized that as a woman, she was in a uniquely privileged position with Her Term’s offerings. “I feel bad for the men; everyone needs this.”

Sally Harrell, Georgia state senator for the 40th District, remembers receiving the Her Term email launching the initiative last Spring. “We acknowledge that your job is hard; we’ve recruited therapists — safe and progressive — who are available at low cost or free.” Having just come out of the “most difficult legislative session” of her political career, she immediately appreciated the benefit Her Term was offering. “I thought it could help those in office maintain our passion and effectiveness and also reduce turnover. This could really be useful.”

It has proved so on multiple levels. For the individual, Her Term’s resources provided well-timed mental health support and skills to use in the trenches. They also fostered a much-needed peer group, which has helped catalyze a

developing caucus of progressive women in Georgia. “I never would have known people in districts outside Atlanta and the unique challenges in their campaigns,” said Harrell. “Participating broadened my perspective of what we’re trying to do as a state. I can support that even more now.”

The power of peer-to-peer support

Facilitating connection, sharing, and support among the candidates was very deliberate, said Judy Cantwell, a licensed professional counselor and professional work and life coach who led the group sessions and met one-on-one with some candidates.

(Continued on page 11)

“I thought this could help those in office maintain our passion and effectiveness and also reduce turnover. This could really be useful.”



Sally Harrell
Georgia state senator
40th District

(Continued from page 10)

“It isn’t about what I brought to the group,” Cantwell said, referring to the benefits of group dynamics. “They do it for one another, which makes it much more meaningful.” Solidarity grew as the women traded roles seeking and giving advice, listening, venting, and boosting one another up. While the group often left participants feeling a sense of “catharsis,” she said, she is precise about the design of the sessions: “It was strictly here-and-now topical support,” distinct from therapy. This approach ensured the sessions were responsive to immediate needs, actionable, and pertinent to the campaign.

Targeted skill building

The group sessions also included skill building for candidates to call on during the campaign, something they all found to be important. Each session opened with the chance to share a “win” from the previous week and closed with a mindfulness exercise. Teaching “effective breathing,” said Cantwell, was an essential technique they revisited to get centered. It became an important tool in the face of the double-standards and threats

experienced by women in Georgia politics. “I learned how to breathe and cope,” said Tish Naghise, who was elected to the Georgia House of Representatives for District 68. “I learned about being able to keep your composure, be thoughtful before you speak and not respond immediately, and it will have an effect on how I legislate.” (Naghise served half a term before passing away on March 8, 2023, following a short illness.)

“Effective breathing”

Guided mindfulness exercises using breath work brought valuable calm and clear headedness. Envisioning breathing in colors and expelling their associated emotions was very useful, Harrison-Walton recalled. For example, she explained, when you “breathe out gray” as you release your breath, “you can really visualize stress leaving your body.”

Managing attacks, negativity

The candidates learned specific skills for handling the “demoralizing situations” and confrontational “naysayers” they faced regularly, said Cantwell. Her coaching focused on ways to harness

composure and assertiveness instead of reacting with defensiveness or aggression:

Use an “I” message. This allows you to maintain assertiveness and steer away from confrontation with a positive or neutral response, such as “I’m disappointed I won’t have your vote, but please do vote.”

Avoid using “you” in confrontations. It only inflames the other person and worsens — instead of disarming — negativity.

Don’t debate, defend, or argue with people who just want to pick at you.

Focus on yourself, keep centered, be proactive.

Paving the way for future candidates

When you share, it helps others on their journey,” said Joyce Barlow of the “uplifting” group sessions. Barlow lost her bid to be Georgia state representative for District 151. Running in a region long represented by conservative white men, the small business owner and nurse was regularly met with “preconceived notions,” suspicion, or surprise when

(Continued on page 12)

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working to educate voters on her experience and capabilities.

“I have more challenges to overcome as a Black female,” said Barlow, who found special solace in hearing from the other candidates in more rural areas facing similar dynamics. Running a third time after narrowly losing a statewide campaign in 2020 was difficult but not in vain, she said. “The more people see women run for office locally, the more it will help change that mindset.”

Mokah-Jasmine Johnson, who ran unsuccessfully in 2020 and 2022 for the Georgia House of Representatives in District 120, will refocus her efforts on supporting the next class of future policymakers. “I want to mentor other women who are considering running or getting into policy work,” she said. Coming from an activism and organizing background with local policy wins already under her belt, Johnson has developed tough skin. But as a Black woman from Jamaica who doesn’t fit the status quo, politics was a true test.

“For a woman who doesn’t look like me, it might be easier to raise funds or get more

sympathy from the base,” she said. “The questions and expectations they had of me were different compared with other candidates. Not fully acknowledging my experience or the work I have done — I had to digest that and smile.”

Facing these barriers made the Her Term support group a welcomed space. “There’s a lot of unfairness to politics. Regardless of color, being able to congregate with the other women and hear commonalities was valuable.” What stood out most was Her Term’s holistic, caring approach, she said.

“Women who run still have to work and tend to our families. You’re not just a candidate running a race.”

A new option for political volunteering

“I never had the opportunity

to serve in a different way,” said Cantwell, who has done grassroots work to support Democrats for years. She found volunteering her professional skills extremely fulfilling. “I would get so excited before and after every group. I got the most out of it.”

Pham, who worked to recruit therapists and participated in all the group sessions, delights in one of the novel ways Her Term’s new offerings were beneficial. “The therapists found it just as life affirming as the candidates did. Very few times do you have both parties feel like it’s a gift.”

It’s a testament, she said, to the value of participating in the work of electing progressive women in Georgia. “There are ways to help that will have a huge impact. It’s not just about winning the race.” ■

“I never had the opportunity to serve in a different way. I would get so excited before and after every group. I got the most out of it,” says Cantwell, reflecting on volunteering weekly at the candidate support group.



Judy Cantwell

Licensed counselor and board-certified coach

RESULTS

STATEWIDE CANDIDATES MADE HISTORY

STATEWIDE RACES

We set a goal in the last cycle to put forward at least five women for statewide election. This cycle, Georgia made history, having a woman running in the primary for all ten seats (and even two in the case of School Superintendent). Her Term supported these candidates through the primary. These woman all ran great races.



Renitta Shannon
Lt. Governor



Jen Jordan
Attorney General



Bee Nguyen
Secretary of State



Nicole Horn
Labor Commissioner



Nakita Hemingway
Agriculture Commissioner



Janice Laws Robinson
Insurance Commissioner



Currey Hitchens
School Superintendent



Alisha Searcy



Patty Durand
District 2
Public Service Commissioner



Chandra Farley
District 3

A NOTE ON THE PUBLIC COMMISSIONER RACE

No races for public service commissioner (PSC) were on the November 2022 ballot, due to a lawsuit challenging the PSC's statewide election method. We will continue to watch this election and support Durand for the District 2 seat.

FURTHER READING

Check out A Chance to Make History with Women on the Ballot, written by Sheri Panovka, on our blog at herterm.org/blog.



Suffragette Banner: Votes For Women, 1910-1920
from Birmingham Museums Trust via Unsplash

RESULTS

STATE HOUSE AND COUNTY COMMISSIONER SEATS FLIPPED FOR DEMOCRATS

HOUSE OF REPRESENTATIVES RACES

Investing in down-ballot races to maximize impact for all Georgians, we aimed to flip control of the Georgia House of Representatives from Republican to Democrat. We focused on these eight candidates who had the best chances of winning their races.



ELECTED

Lisa Campbell
House District 35



Willie Mae Oyogoa
House District 44



Peggy Gillen
House District 49



Kelly Coffman
House District 53



Mokah-Jasmine Johnson
House District 120



Hoganne Harrison-Walton
House District 133



Ariel Phillips
House District 147



Joyce Barlow
House District 151

ONE flipped the seat in the House of Representatives (Campbell)

EIGHT earned 39 percent or more of the vote in their highly competitive districts (Coffman came close with 47.4 percent in a district created for her opponent)

FIVE outperformed projections (Harrison-Walton by six points)

SEVEN outperformed the top of the ticket (impressive, given downballot drop-off)

COUNTY COMMISSIONER RACES

In 2022, we expanded our support to county commissioner races, flipping seats in the Fulton County Commission to cement control for Democrats. Two women fought for Republican-held seats, and Dana Barrett flipped hers.



ELECTED

Dana Barrett
Fulton County
Commissioner, District 3



Maggie Goldman
Fulton County
Commissioner, District 1

2022 ELECTION RESULTS

IMPACT FOR THE ENTIRE DEMOCRATIC TICKET

WOMEN CANDIDATES ACROSS THE ENTIRE DEMOCRATIC TICKET

Her Term services go beyond our traditionally targeted races to help all women on the Democratic ticket. These are the additional first-time candidates we supported with our holistic services during this cycle.



GEORGIA'S NUMBERS ARE IMPROVING

↑ The percentage of women in the Georgia state legislature grew to 34.7 percent, the highest it's ever been. (Source: CAWP)

↑ The number of total Democratic women legislators increased from 59 to 62.

*Representative Naghise passed away on March 8, 2023

SCORECARD

WE NAILED IT!

GOALS

Thanks to our passionate and dedicated donors and volunteers, Her Term was able to achieve a great deal during this election cycle.

IMPACT 2022 ELECTIONS	ENHANCE RECRUITMENT PROCESS	INCREASE COMMUNICATIONS IMPACT	DEVELOP OUR ORGANIZATION
<ul style="list-style-type: none"> ✓ Added innovative services like counseling, website optimization, and training in authentic storytelling to help women obtain and maintain office. ✓ Helped recruit and support women to create first all-female slate of candidates for statewide office. 	<ul style="list-style-type: none"> ✓ Created a women's recruitment coalition that led to a record number of women qualifying in a cycle. ✓ Engaged Emory's Goizueta School of Business to study candidate and staff recruitment with results due 2023. 	<ul style="list-style-type: none"> ✓ Exponentially increased content on blog (in-depth articles, candidate profiles, digests from roundtables) to provide education and ultimately get out the vote. ✓ Leveraged a robust events calendar to support candidates and the community. 	<ul style="list-style-type: none"> ✓ Grew donor base by more than 50 percent. ✓ Formed the Her Term Leadership Council, which introduced more than 100 new people to Her Term and raised more than \$50,000 this cycle.

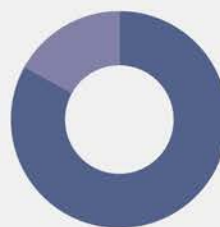


FINANCIALS

OVERVIEW OF INCOME AND EXPENSES (2021-2022 COMBINED)

Income	\$136,849
Expenses	\$111,891

BUDGET ALLOCATION



- Program: 83%
- Administration & Fundraising: 17%

LOOKING FORWARD

THE SPIRIT WITH WHICH WE ENTER NEXT CYCLE

With all eyes on the 2024 general election and its lead-up, Her Term is excited to keep innovating. We have proved the potential of creativity and plan to harness the momentum we built this past election cycle to make an even greater impact. Below are some of our goals for the 2023-2024 election cycle.



REVOLUTIONIZE RECRUITING

Her Term was selected to be one of Emory Goizueta Business School's IMPACT projects in 2023.

Business students will spend a semester researching the candidate and staff recruitment process in Georgia.

Their goal is to provide recommendations for how we can leverage lessons from the private sector to recruit new talent in politics.

KICK-START CANDIDATE CAMPAIGNS.

In 2022, we created a website template to help new candidates get campaigns off the ground sooner. We'll expand on this concept next cycle with other out-of-the-box tools to walk first-time candidates through the critical steps of setting up their campaigns and launching them quickly, easily, and effectively.

IMPROVE WOMEN'S CAUCUS HEALTH AND WELL-BEING.

Expanding on the health and well-being initiatives we established this past cycle, we will continue to build a program that provides high-quality, professionally structured mental health support that lasts beyond the campaign cycle and into the legislative session.

GROW OUR COMMUNITY.

Electing women to political office requires human resources: voters, volunteers, staff, donors, and more. We can best help our candidates connect to these groups by leveraging our platform to engage more people in politics. We are targeting those who are newly interested in political issues and who want to get engaged but don't yet know how.

WHAT YOU CAN DO HOST AN EVENT

We grew our donor base by more than 50 percent this cycle! Please help us continue to grow the effort. Hosting a Her Term event at your home is an effective way to bring more politically curious women into the fold. Invite your friends for an evening at your home, and we'll do the rest.

Write to us at host@herterm.org.



Photo credit: Elizabeth Karp Photography



"Hearing from the candidates made me realize my vote really does matter, and it could really help these women who are doing the real work at the local level. After attending Her Term's event in September, I registered and voted for the first time in my life in November's general election."



Nicole Cacal
CEO of Forbes Ignite

THANK YOU TO OUR INCREDIBLE DONORS

Thank you to our donors, especially those who were able to give \$250+ this cycle:

Abraham, Laura
Adams, Wesley
Adebiyi, Ronke
Adler, Darcie
Alpert, Mia Riverton
Ambabo, Jamie
Anand, Shelly
Anderson, Paula
Anulewicz, Teri
Ard, Amy
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Lieberman, Dana
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Menefee, Joy
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Miller, Lindy
Mollise, Maria
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O'Connor, Catherine
Oshima, Rai
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Pequigney, Ann
Persen, Cordelia
Pietkiewicz, Cindy

Pouladdej, Payman
Ratcliff, Tom
Ratcliff, William
Rauch, April
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Renaud, John
Rentz, Meridith
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Roberts, Shea
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Scott, John
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