



**A Campaign to Increase the
Number of Women in Congress
and State Legislatures**

Don't get mad. Get elected.

RUTGERS
Center for American
Women and Politics



Debbie Walsh is the director of the Center for American Women and Politics (CAWP), a unit of the Eagleton Institute of Politics at Rutgers University. CAWP is nationally recognized as the leading source of scholarly research and current data about American women's political participation. Its mission is to promote greater knowledge and understanding about women's participation in politics and government and to enhance women's influence and leadership in public life. Walsh joined the Center staff in 1981. As director, she manages and oversees CAWP's multi-faceted programs.



Walsh is frequently called upon by the media for information and comment, and she speaks to a variety of audiences across the country on topics related to women's political participation. She earned her bachelor's degree in political science from SUNY Binghamton and her M.A. in political science from Rutgers, where she was an Eagleton Fellow.

**We know the marquee names
and faces of women in politics.**



But these women obscure the norm.



Freshman class of the U.S. House of Representatives, 112th Congress (2011-2012)

Though **51%** of the population is female.....



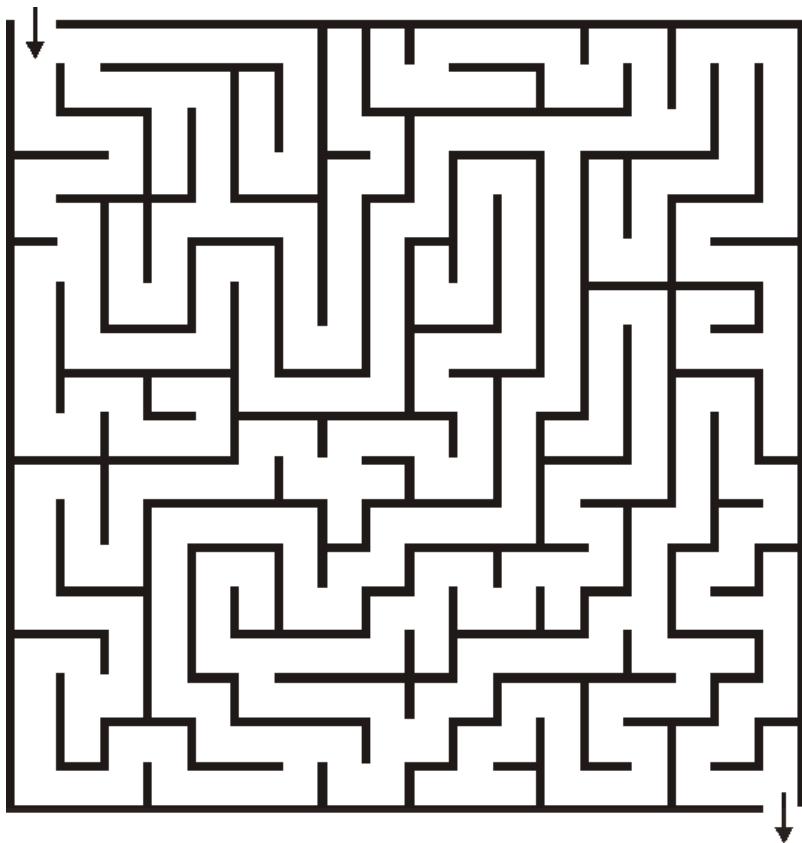
Congress	17%
State Legislature	24%
Governors	12%
Mayors	17%

The 2010 Election: Year of the Woman? Not so much.

- For the first time since 1979, women lost ground in Congress
- Largest percentage decline for women in state legislatures since the 1970s
- Stasis in number of female governors (6) and loss of women in legislative leadership



Why don't women run?



REASONS

Family

Privacy

Negativity

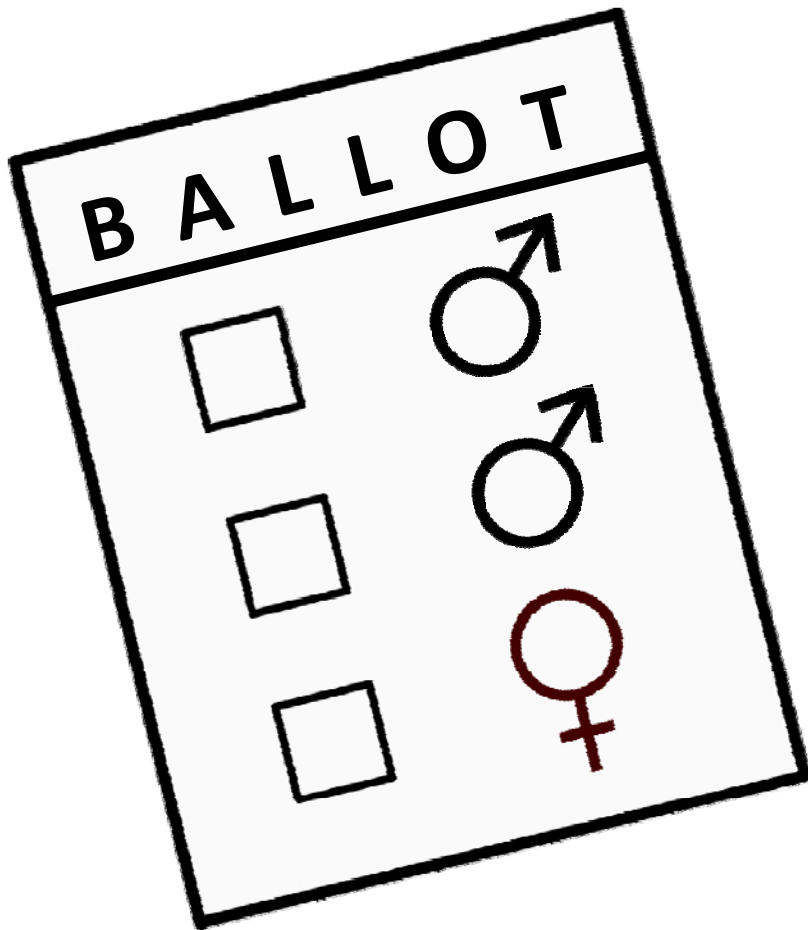
Incumbency

Lack of a
roadmap

*"Nobody
asked me!"*

DIY

Why do women run?



REASONS

Solve a
Problem

Change
agent

Desire to
be Involved

Was asked
to run!

Women make a difference.



Agenda

Procedure

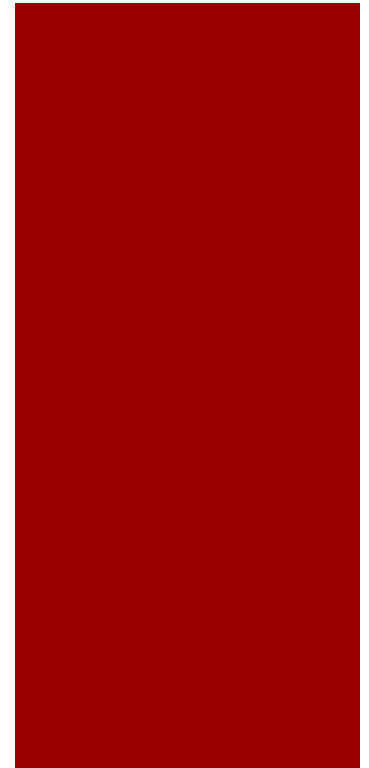
Content

Alliances

Outcome

The Solution: The 2012 Project

The 2012 Project is a national, non-partisan campaign to increase the number of women elected to Congress and state legislatures by taking advantage of the once-in-a-decade opportunities of 2012.






Women poised to be successful candidates



**HELP
WANTED**

- Women leaders in the public and private sector with a track record or interest in community and civic involvement, with specific outreach to women leaders of color
 - Women from fields currently underrepresented in government
- 

Why not you?

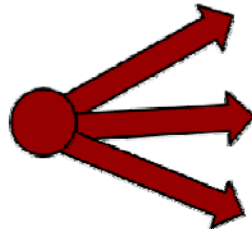
And why not now?

You can make a difference on important issues of the day.

- Nuclear disarmament
- Violence against women
- Healthcare for women



Getting Started: Next Steps



Leadership Institutes

Campaign Training

Fundraising Networks

- Sign up to run
- Fill out the candidate questionnaire
- Get connected



The 2012 Project Faculty

Patricia Reid Lindner lives in Aurora, Illinois and served in the legislature for 16 years from 1992 to 2008. She was a member of the House Republican Leadership team and served as the Assistant Minority Leader. She served on several key state committees, including Judiciary II – Criminal Law, Child Support Enforcement, and Adoption Reform. She also served on Elementary and Secondary Education Appropriations, Banking, Labor, Gaming, and Environmental Health. Lindner was appointed to serve on the Legislative Ethics Commission and the Juvenile Justice Transition Team.

Before entering the legislature, Representative Lindner was a family law attorney. She previously served as a court appointed attorney for the Kane County Juvenile Court and was an Assistant Public Defender.

Representative Lindner has a lengthy history of involvement in the governmental and political processes, dating back to her work in five congressional campaigns for her mother, former U.S. Congresswoman Charlotte T. Reid. She is a life-long Republican and active in her community.

Representative Lindner received a Bachelor of Science degree in speech from Northwestern University. She went on to earn a Master of Science degree in political science from the University of Colorado and a Juris Doctor degree from Northern Illinois University.



The 2012 Project Faculty

Evelyn Mantilla is the Communications Manager for the City of Hartford's Department of Health and Human Services. She is responsible for all aspects of external and internal communications for the department, as well as outreach and prevention programs.

Ms. Mantilla served in the Connecticut General Assembly as a State Representative for 10 years (1997 – 2007). She was the first openly bisexual woman in the Connecticut General Assembly and was also the first Hispanic woman to serve as Deputy Majority Leader of the House.

As an activist and legislator, Ms. Mantilla has spent her professional career working on civil rights and equality issues – particularly focusing on her work with disenfranchised communities. During her tenure as a legislator, she represented an urban district with an overwhelming majority of Latinos / Puerto Ricans – a district with one of the highest populations living in poverty in the state.

In addition to her legislative work, Ms. Mantilla has worked as a lobbyist for women's rights, a small business owner consulting to both nonprofits and political campaigns, a campaign manager and adviser and most recently a public health professional. She has served on numerous boards, commissions and public committees, and has used her unique combination of talents, bilingualism and activist experience to be an advocate for social justice issues.

Ms. Mantilla was born and raised in Caguas, Puerto Rico and came to Connecticut in 1978. She now lives in West Hartford with her wife and two children.



Patricia Lindner,
Member of the IL Legislature, 1992-
2008



Evelyn Mantilla,
Communications Manager,
Department of Health and Human
Services, City of Hartford, Member
of the CT General Assembly, 1997-
2007

Every time a
woman runs,
women win.

Geraldine Ferraro



www.The2012project.us