

EMILY's List & the 2006 Elections

The 2006 midterm elections were outstanding for women as voters, as candidates and as political leaders and professionals. EMILY's List, the largest political action committee in the country, is seeing the fruits of more than 20 years of work helping to elect pro-choice Democratic women to office; helping women candidates build strong, winning campaigns; and helping mobilize women voters. The list of accomplishments made possible by EMILY's List members across the country is long for this cycle:

- **EMILY's List endorsed candidates** won critical House and Senate races that helped return control of Congress to Democrats and increased the number of women in Congress to record-breaking levels. EMILY's List is the only major organization outside of the campaign committees that works to recruit, train, and fund candidates in order to change control of Congress.
 - In the U.S. House, **victories by 50 Democratic women helped put Democrats in control** and elevated **Rep. Nancy Pelosi to her historic role as the first woman Speaker of the House.**
 - The **eight new Democratic women elected to the U.S. House** was the second largest increase in history.
 - In the U.S. Senate, Democratic control was put solidly in the Democrat's grasp with the **hard fought win of Claire McCaskill in Missouri.** In the Minnesota Senate primary, we were the first national organization to get behind **Amy Klobuchar**, securing that Democratic seat. And we worked hard to protect our incumbents – **Senators Maria Cantwell of Washington, Diane Feinstein of California, Hillary Clinton of New York and Debbie Stabenow of Michigan.**
 - The re-election of all women Senate incumbents and the addition of McCaskill and Klobuchar brings **the number of women in the Senate to a new high of 16.**
 - There were three Democratic incumbent governors up for re-election this year and all three were re-elected. **Governor Kathleen Sebelius of Kansas and Governor Janet Napolitano of Arizona are Democratic women leading historically red states**, setting an example for our entire country. **Governor Jennifer Granholm** battled against the vast wealth and incessant attacks of her opponent and surged into a lead built on the strength of her tremendous leadership and dedication to the people of Michigan.
- The **EMILY's List Political Opportunity Program (POP)** helped expand the number of women running for state and local office to record levels, putting women into critical leadership positions in state legislatures across the country and retaking control of critical statewide executive offices. These rising stars are the bench from which Democrats will draw the next generation of leaders in Congress.
 - **EMILY's List endorsed in 23 statewide races and won 20 of those seats**, helping to ensure the largest increase in a single election for Democratic women in statewide office in history.
 - This cycle EMILY's List endorsed in 267 down-ballot races – county legislator, state House, state Senate, for example – **196 women won their races in 31 states.**

- Another component of POP is the work to **help maintain Democratic majorities in legislatures across the country**. EMILY’s List helped fight off tough challenges and maintain Democratic control in the following legislative bodies: Colorado House, Colorado Senate, North Carolina House, Washington House and Washington Senate. **Even more impressive was the role women played in helping flip state legislatures**, seven bodies changed control where EMILY’s List played a role: Iowa House, Iowa Senate, Michigan House, Minnesota House, New Hampshire Senate, Pennsylvania House and Oregon House.
- **EMILY's List WOMEN VOTE!** drove the largest drop-off women voter program in the country, reaching millions of women voters in key battleground districts and using groundbreaking micro-targeting techniques to help Democrats win up and down the ballot.
 - An excellent example of of this program in action is the EMILY's List Michigan WOMEN VOTE! Project, where we pioneered and utilized sophisticated micro-targeting to identify and persuade key women voters. WOMEN VOTE! **made over 4 million contacts to Democratic and Independent women through direct mail and phones**; knocked on doors of drop-off Democratic women in targeted areas throughout the state; ran an aggressive program to identify pro-choice voters, contacting over 100,000 of them.
- The more than **100,000 EMILY's List members and contributors** stepped up and broke all previous records of support for EMILY's List candidates and EMILY's List political programs.

EMILY's List by the Numbers

EMILY's List members contributed nearly **\$11 million to EMILY's List endorsed candidates** and another **\$34 million to support EMILY's List**.

EMILY's List Women Vote! invested more than **\$8.5 million into understanding, engaging, persuading and mobilizing women voters** in more than 21 battleground races across the country.

EMILY's List invested nearly \$2.5 million dollars in the support, training and election of women at the state and local level.

General Background:

Founded: July, 1985 by Ellen R. Malcolm

Membership: Over 100,000

History: In 1985, 25 women gathered, rolodexes in hand, in Ellen Malcolm’s basement to send letters to their friends about a network they were forming to raise money for pro-choice Democratic women candidates. EMILY is an acronym for *Early Money Is Like Yeast* – it “makes the dough rise.” In its first election cycle, EMILY’s List had 1,155 members and raised more than \$350,000 for two U.S. Senate candidates.

Accomplishments: EMILY's List is the largest political action committee in the nation. EMILY's List has helped elect 67 pro-choice Democratic women to the U.S. House, 13 to the U.S. Senate, and eight governors. EMILY's List has also helped elect hundreds of pro-choice Democratic women to state legislatures, state constitutional offices, and key local offices. In the 2005-2006 election cycle, EMILY's List members made over 109,000 contributions to candidates totaling nearly \$11 million, making it the largest single source of contributions to candidates in the country.

Programs: *Helping Women Build Strong Campaigns* - EMILY's List identifies realistic political opportunities and recruits and trains pro-choice Democratic women to run in those races. EMILY's List political staff works with candidates to help them build strong campaigns. When a pro-choice Democratic woman becomes a viable candidate, EMILY's List contributes and/or raises money for her campaign.

EMILY's List WOMEN VOTE! - The EMILY's List WOMEN VOTE! program uses sophisticated market research to identify key groups of women voters and develop persuasive messages to educate them on issues and convince them to vote. WOMEN VOTE! reaches out to women voters through television, radio, direct mail, telephone, and door-to-door contact.

The Political Opportunity Program - The EMILY's List Political Opportunity Program (POP) was established in 2001 to develop the next generation of pro-choice Democratic women political leaders by investing in candidates at the state and local levels. POP targets its resources toward pro-choice Democratic women running for state legislatures, state constitutional offices, and key local offices. POP provides training for candidates, and technical assistance and financial support to campaigns.

Campaign Corps - Campaign Corps is a national grassroots training program that recruits recent college graduates, teaches them campaign skills, and places them on progressive Democratic campaigns across the nation. Participants are trained at a week-long Campaign School and are placed on targeted campaigns for the three months before the election.

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