

2020 BY HER TERM
ELECTION
CYCLE
REPORT

The logo features the word "HER" in a white, outlined, sans-serif font, followed by "TERM" in a solid red, bold, sans-serif font. A registered trademark symbol (®) is positioned at the top right of the "M". Below the brand name, the tagline "WHEN SHE WINS, EVERYONE DOES" is written in a smaller, white, all-caps, sans-serif font.

HER TERM®
WHEN SHE WINS, EVERYONE DOES

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Design by Miko

2020 ELECTION CYCLE REPORT

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INTRODUCTION

A MESSAGE FROM OUR FOUNDERS

What a year 2020 was for all of us. While we faced unimaginable challenges and losses — from those ambiguous to those painfully tangible — there were silver linings, new opportunities, and powerful moments to celebrate as well. We remain in awe of our tenacious candidates, our talented and tireless team, and the incredible and unwavering support that our donors continue to provide, making it all possible. Thank you.

As we come out of the 2019-2020 election cycle, Her Term® is so proud of the accomplishments we've achieved with your support. Our commitment to Her Term's unique focus on targeted recruiting and working with candidates to develop winning strategies has made such impact possible, and we look forward to continuing the momentum into future election cycles.

This annual report delivers a thoughtful analysis of the 2020 elections, highlights our accomplishments, and illuminates the path forward as we look to the next election cycle and continue the march toward positive change. Readers will also find our latest financial report and guidance as to specific actions one can take to continue to support the cause.

The theme of this report is, “The Golden Thread.” Her Term seeks to be the golden thread in our path toward meaningful change in increasing the representation of progressive women in government. This golden thread represents a critical constant throughout every necessary step it takes to get there, from identification of viable seats to inauguration of powerful candidates. Its symbolism also stretches to many other important aspects of our work, as we are persistently reminded that meaningful change happens over time and as many wins add up. Step by step, thread by thread, we are working together to build a better, more beautiful tapestry of government led by progressive women.

Lastly, we encourage you to enjoy the spotlights throughout this report, where we are proud to highlight the experiences of some of our esteemed candidates and supporters.

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



**JINA
SANONE**



**RENITTA
SHANNON**

EXECUTIVE SUMMARY

ACCOMPLISHMENTS:

- ✓ Targeted 29 seats
- ✓ Recruited and supported 31 candidates, exceeding goal of 25
- ✓ Elected ten Democratic women to office in 2020 (pictured)
- ✓ Improved Georgia's ranking of states by the number of women holding office from 48th to 34th*
- ✓ Increased number of democratic Congresswomen from Georgia from zero to three*
- ✓ Grew the total number of Democratic women legislators in Georgia to 59
- ✓ Doubled number of candidate support services and introduced more innovative solutions, contributing to an 18% YOY increase in candidate satisfaction
- ✓ Grew the Her Term donor base by 250+%
- ✓ Expanded communications and engagement strategies, including the launch of the Her Term Advocate Program, to extend Her Term reach



2021-2022 GOAL PREVIEW:

- ✓ Strengthen roster of candidates ready to run
- ✓ Recruit five or more statewide candidates and continue to build up campaign infrastructure
- ✓ Expand candidate support functions through economies of scale



NIKKI MERRITT ✓



KIM JACKSON ✓



SHEA ROBERTS ✓



STACEY EVANS ✓

HOW HER TERM HELPS

- ✓ Customized 1-on-1 consulting, planning resources, and tune-up sessions
- ✓ Referrals to campaign staff, free resources, and trainings
- ✓ Connections to endorsing organizations, volunteers, and top specialists
- ✓ Social media amplification and spotlighting

CALL TO ACTION!

Your donations and promotion of Her Term empower change-making. Learn more about all the ways you can help the cause at herterm.org/take-action

OVERVIEW OF INCOME AND EXPENSES (2019-2020 COMBINED)

| | |
|------------------------|------------------|
| <u>Income</u> | \$144,277 |
| <u>Expenses</u> | \$140,881 |



BUDGET ALLOCATION

- Program: 82%
- Administration: 11%
- Fundraising: 7%

* 2020 accomplishment reflects Her Term efforts and progress over the last two election cycles

THE 2020 ELECTION: OUR TAKE

The 2020 election is behind us. What did we see, what did we learn, and what does it mean moving forward?

THE BIG PICTURE

Races across the nation were closer than many had anticipated. Many Democrats were optimistic that the 2018 blue wave would continue into the 2020 referendum on the 45th President and his Republican Party and that this would manifest in Georgia as well. However, a strong Republican turnout, resurgence of cash, and onslaught of canvassing (while Democrats scaled back in light of the pandemic) made it difficult for Democrats to make inroads, except in Georgia.

THE GEORGIA STORY

We see the Georgia story as one of the most powerful and significant to emerge across the nation. Georgia showcased its status as a blue state in the Southeast — one with progressive, women leaders at her helm. Georgia proudly delivered its electoral votes to a presidential ticket that embraces science, diversity, and good

governance and one that gives the U.S. its first ever woman Vice President. The state elected two progressive democrats to the U.S. Senate, giving democrats the advantage on Capitol Hill. We even find room to celebrate challenges: of targeted seats where we fell short, many were by very slim margins of 1,000 votes or less; we know we are within reach of these wins in the future.

Further, Georgians delivered wins for Democratic women in record numbers by:

- ✓ Sending three progressive congresswomen to Washington (a Georgia first)
- ✓ Electing ten progressive women and therefore gaining additional seats in State House, State Senate, and U.S. Congress
- ✓ Proving that when she wins, everyone does and that progressive women are already leading change

HER TERM'S IMPACT

The work of Her Term is critical to these accomplishments, and our work since 2017 has been central to much of the change we celebrate today. In a world crowded with PACs and fundraising organizations, **Her Term's unique model of proactive and targeted recruitment paired with customized support for candidates remains key to our success.**

This, in addition to our ability to quickly act on opportunities, adapt to change, and focus where the most significant impact is possible, has allowed us to see tremendous impact in the metro and suburban areas in which we were most active this cycle. Not only did Democrats win by some of their largest margins in these areas, but our work ultimately contributed to Georgia being a standout state in the country by turning blue, flipping the most seats of any state, and being the only state to turn a congressional district.

It must also be recognized that it is our women leaders who helped bring these results home for Georgia. These women worked tirelessly over the last few years to build up the political infrastructure, raise and scale resources, and turn out the vote to elect progressives into power; their efforts undoubtedly resulted in women leaders flipping competitive seats at the congressional, state, and local levels.

KEEPING UP THE MOMENTUM

Our work is more important now than ever. We must continue to build on our successes and learnings so that we can herald in a new decade

of progressive Georgia led by a more inclusive and diverse government. We are already recruiting for the 2022 cycle and see so much potential and hope for change.

Your continued support will be critical in allowing us to capitalize on this powerful momentum.

DID YOU KNOW?

Targeted Recruitment Works.

As opposed to generally promoting the message that women should run for office, like most organizations, Her Term looks for the right women to run for the right offices and actively plays a role in facilitating their wins.

Her Term invests heavily in candidate recruitment. We take a quantitative, narrow, and focused approach to identify winnable seats and to pinpoint where we should prioritize resources for the most impactful efforts. Then we work with local and state partners, community leaders, and activists to recruit qualified, progressive women who are already leading in their communities. Through an in-depth exploration process, we vet and onboard top talent for each race.

Do you want to run for office or know someone who should? Connect with us at info@herterm.org.

HER TERM ACCOMPLISHMENTS

ELECTORAL ACCOMPLISHMENTS

Your support coupled with Her Term's unique approach to targeting flippable seats, recruiting formidable candidates, and enabling their wins has led to powerful electoral accomplishments.

DONOR SPOTLIGHT



“For too long Georgia’s legislature reflected just a subset of our diverse state — and no surprise, so did our laws. We need political leaders that reflect the collective wisdom of ALL of us. I’m proud to support Her Term’s efforts to elect more progressive women — better perspective makes better laws!”

Daniel Skwarek

Her Term Donor

Her Term's strategy is guided by the principle of "thinking nationally and acting locally." This strategy is grounded in the critical knowledge that state legislative offices offer unique and powerful opportunities for impact. Not only do the decisions of these offices often have a greater influence on citizens' daily lives than those at a federal level, but the return on investment of funds at the local level is much higher.

The impact of this strategy cannot be overstated. In this election cycle, the number of competitive seats identified, the quality of candidates put forward, and the historical voter turnout achieved cemented Georgia as a national battleground state that presidential campaigns could not ignore.

WE GREW THE TOTAL NUMBER OF DEMOCRATIC WOMEN LEGISLATORS IN GEORGIA TO 59

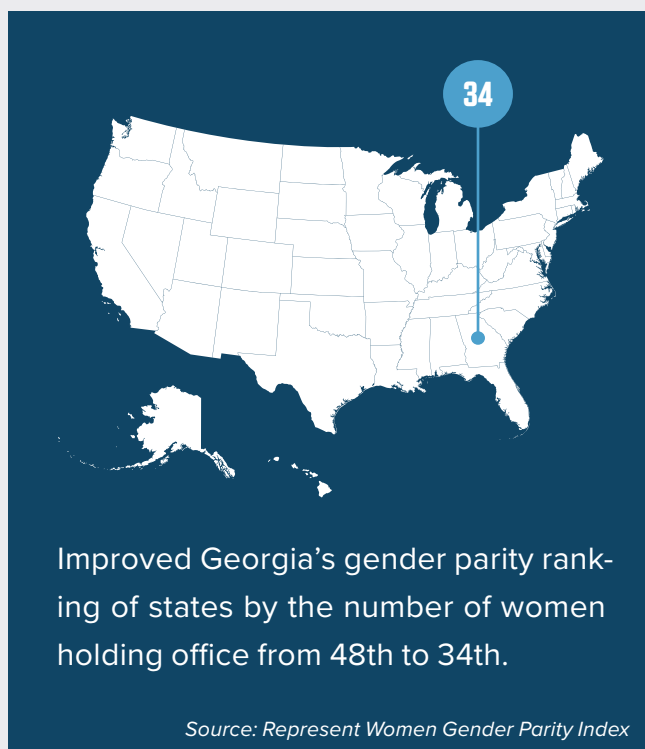
We accomplished this in part by flipping targeted seats (Nikki Merritt, Shea Roberts, Rebecca Mitchell, Regina Lewis-Ward) and securing wins in open democratic seats (Michelle Au, Sonya Halpern, Kim Jackson, Rhonda Taylor, Stacey Evans).

It is important to highlight that **the only seats flipped from red to blue were ones flipped by Her Term candidates**, netting us a total of one seat in the U.S Congress, one seat in State Senate, and three seats in State House. All open Democratic seats across the states were filled by women.

**2020 accomplishment reflects Her Term efforts and progress over the last two election cycles*

INCREASED NUMBER OF PROGRESSIVE CONGRESSWOMEN FROM GEORGIA FROM ZERO TO THREE*

Lucy McBath (GA-6) was recruited by Her Term, elected in 2018, and re-elected in 2020. **Carolyn Bourdeaux** (GA-7) was elected in 2020. **Nikema Williams** (GA-5), a 2017 Her Term candidate, was appointed and elected to succeed Rep. John Lewis. **All three women were supported by Her Term.**



Targeted 29 seats; recruited and supported 31 progressive women candidates; elected 10 women

HER TERM ACCOMPLISHMENTS

CANDIDATE SUPPORT ACCOMPLISHMENTS

The political accomplishments we've helped to realize are only possible because of the tremendous work of our candidates. **Supporting these talented candidates and equipping them to win is one of the — if not the — most important things Her Term does.**

2020 CANDIDATES

We must recognize the capable and courageous women, pictured on pages 14 & 15, who made the decision to run for office with the odds seemingly against them.

Most of these seats were previously held by Republicans, but these women matched, and many surpassed, their counterparts in fundraising, talent, and tenacity. And though not everyone could win their election, we celebrate each and every one of them for all of their hard work during this cycle.

We are proud to have featured a diverse representation of women. In our 2020 slate of candidates, we hear and see the lived experiences of: people of faith, Asian Americans, immigrants, LGBTQIA individuals, survivors of domestic violence, sexual assault, homelessness, bankruptcy, discrimination, racism and the criminal justice system, scientists, educators, health professionals, small business owners, pastors and ministers, mothers, sisters, and daughters.

CANDIDATE SPOTLIGHT



“Her Term was the first group to reach out with support and introduce me to other women who were running. I didn’t realize then how necessary it would be to have a group of people who were also connected in running along the way. Thank you for what you do and for the timing of what you did, because I could not have known how important it is to have this network early on.”

Matielyn Jones, Candidate
Georgia Senate District 45

CANDIDATE SPOTLIGHT



“We won. We flipped the seat and we could not have done it without Her Term’s help. Back in 2017, Jina and Renitta were the first to talk to me about election to the state house, and I will never forget our meeting. I’m happy for the relationship we have formed, and I’ve taken all of Her Term’s advice.”

Rep. Regina Lewis-Ward
Georgia House District 109

CANDIDATE SUPPORT PROVIDED BY HER TERM

This election cycle, we leveraged our donors' investments and applied lessons learned from the previous cycle to deploy a more dynamic approach to equipping our candidates to win.

One of the most powerful impacts of donor investment was enabling us to hire additional staff, including an Executive Director, Jane Kim Colouseus, and expert consultants. This dedicated focus and support team allowed us to provide more robust support to our candidates than ever before.

In 2020, Her Term candidate support included:

- ✓ **Providing high-touch, 1-on-1 candidate support.** Her Term supported candidates directly with individual consulting, endorsement connections, group tune-up sessions, staffing referrals, and customized roadmaps and checklists
- ✓ **Securing free resources.** Her Term connected candidates with organizations that provide free professional attire, data teams, training, endorsements, fundraising programs, and financial resources
- ✓ **Matching volunteers.** Her Term matched approximately 60 volunteers directly to candidates to help them get out the vote
- ✓ **Unlocking savings on critical functions.** Her Term employed a "shared services" model by providing candidates economic access to top specialists in strategic planning, fundraising, PR, communications, digital strategy, and graphic design

- ✓ **Promoting candidates.** Her Term amplified candidate promotional efforts via social media, including 17 Instagram Live sessions that achieved over 37,000 views
- ✓ **Monitoring campaign status.** Her Term provided much-appreciated monitoring for busy candidates — including their financial standing, messaging, and digital presence — and highlighted opportunities during 1-on-1 consulting sessions
- ✓ **Mediating and navigating challenges.** Her Term provided mediation support to candidates during conflicts and advocated for their campaigns in different political circles

CANDIDATE SATISFACTION

Candidate satisfaction is a key metric we use to measure our success and identify continuous opportunities to improve.

Our candidate satisfaction survey is conducted once every two years and is a critical tool in gathering feedback from our candidates. In addition, we conduct regular "pulse" surveys to gauge the real-time candidate needs that arise in a fast-changing environment. Thanks to our agile and nimble operating model, we were able to capitalize on these survey insights and provide immediate supplemental support for candidates throughout the cycle.

In response to our 2017-2018 candidate satisfaction survey, we doubled the number of services provided and included more innovative models of support. Thanks to these efforts and others, **we achieved an 18-point increase in our 2019-2020 survey score for overall candidate satisfaction.**



**CAROLYN
BOURDEAUX**
U.S Congress
GA-07



**NIKKI
MERRITT**
Georgia State Senate
District 09



**KELLY
ROSE**
Georgia State Senate
District 17



**CERETTA
SMITH**
Georgia State Senate
District 23



**SARAH
BEESON**
Georgia State Senate
District 56



**PRISCILLA
SMITH**
Georgia State House
District 34



**LISA
CAMPBELL**
Georgia State House
District 35



**ELIZABETH
WEBSTER**
Georgia State House
District 35



**SHEA
ROBERTS**
Georgia State House
District 52



**STACEY
EVANS**
Georgia State House
District 57



**JENNE
SHEPHERD**
Georgia State House
District 57



**RHONDA
TAYLOR**
Georgia State House
District 91



**REGINA
LEWIS-WARD**
Georgia State House
District 109



**EBONY
CARTER**
Georgia State House
District 110



**MOKAH JASMINE
JOHNSON**
Georgia State House
District 117



**NINCOE
BYRD**
Georgia State House
District 145



ELECTED ✓

SONYA HALPERN

Georgia State Senate District 39



ELECTED ✓

KIM JACKSON

Georgia State Senate District 41



MATIELYN JONES

Georgia State Senate District 45



ELECTED ✓

DR. MICHELLE AU

Georgia State Senate District 48



LUISA WAKEMAN

Georgia State House District 43



CONNIE DICICCO

Georgia State House District 44



SARA TINDALL GHAZAL

Georgia State House District 45



ANTHIA OWENS CARTER

Georgia State House District 47



MARY BLACKMON CAMPBELL

Georgia State House District 97



NAKITA HEMINGWAY

Georgia State House District 104



ELECTED ✓

DR. REBECCA MITCHELL

Georgia State House District 106



EMILY LESLIE

Georgia State House District 106



JOYCE BARLOW

Georgia State House District 151



ANNE ALLEN WESTBROOK

Georgia State House District 163



JULIE JORDAN

Georgia State House District 179

CONGRATULATIONS TO ALL THE CANDIDATES FROM 2020!

HER TERM ACCOMPLISHMENTS

ORGANIZATIONAL ACCOMPLISHMENTS

ADVOCATE SPOTLIGHT



“I choose to serve Her Term, because it allows me the opportunity to support and advocate for women leaders who want to impact change throughout their communities. Her Term candidates come from diverse backgrounds, but the commitment they share is to meet the needs of their constituents. I take pride in advocating so that more women can become elected officials and to ensure that all branches of the government have equitable representation. I am passionate about seeing change in public and social policy with women leaders at the helm.”

Sophia Jones

Advocate for Women and Girls

Her Term has realized important achievements at the organizational level which further enhance our ability to support progressive, women candidates and subsequently realize tangible political outcomes that benefit us all.

ENGAGING VOTERS, PARTNERS, DONORS, AND STAKEHOLDERS

Delivering on the Her Term mission relies heavily on our ability to get our message out and inspire action on the part of voters, partners, donors, fellow activists, and other stakeholders. 2020 saw significant growth for Her Term as it relates to promotion, communications, and engagement, and it no doubt also provided unique opportunities for us to expand even more into digital and virtual spaces.

This cycle we:

- ✓ Initiated and led the Georgia PAC Roundtable, comprised of Georgia-based political action committees, where insights and best practices were shared in support of common objectives to support candidates
- ✓ Collaborated with over 20 national and state organizations dedicated to seeing women and progressives be successful in running for office
- ✓ Hosted more than 50 events virtually and in-person, including private candidate workshops, public candidate forums, speaking engagements, and donor briefings
- ✓ Launched the Her Term Advocate Program in support of our goal to increase our reach and resources. We have seen a noticeable growth in online engagements, an increased interest in funding the organization, and a broadening network outreach

CONTINUOUSLY OPTIMIZING OUR ORGANIZATION

We are committed to running an organization that is modern, savvy, efficient, and welcoming. Some key internal recent accomplishments include:

- ✓ Prioritizing regular process improvements, such as the adoption of ISO Quality Management approach, allowing for centralization of institutional knowledge and resources
- ✓ Ensuring sustainability and resilience in times of uncertainty by continuously searching for new funding sources, implementing a Risk Register to assess and mitigate potential risks at varying levels, and protecting the Her Term brand by registering as a trademark

CANDIDATE SPOTLIGHT



“Her Term has been by my side for three years while I have been running to unseat a state house incumbent. I was completely new to campaigning, and Her Term counseled me on best practices, kept me informed about endorsement opportunities, and provided a community of like-minded and supportive women. We came up just shy of victory in 2018, but Her Term championed my decision to try again in 2020, and our collective persistence paid off. Thank you, Her Term!”

Rep. Shea Roberts
Georgia House District 52

WHAT'S NEXT?

We know we can accomplish great things in the next election cycle.

Four years of successful operations have taught us a great deal about the why, how and what of narrowing in on the most promising races, recruiting the best candidates, and equipping their campaigns to win.

We're proud of our accomplishments so far, but there's no room to let off the gas. In light of electing ten progressive women to public office at the federal and state level, the stakes remain high. We'll face new challenges as we undergo the reapportionment of districts and contend with the determination of many to ensure that Georgia turning blue is a one-time phenomenon.

We are laser-focused on recruiting for state-wide and state legislative seats while applying our learnings to the next cycle so that we have an even stronger cohort of progressive women running and winning.

Further, we have an opportunity to expand the Her Term model both within and outside of Georgia to increase the positive impact for all of us when we see more progressive women running and winning nationwide.

With support from our donors and by staying true to our proven strategy of prioritizing focused, data-based recruiting and candidate support, we know we can accomplish great things in the next election cycle.

HOW YOU CAN HELP

MAKE A FINANCIAL DONATION

- ✓ Visit herterm.org/take-action. Any amount helps us tremendously.

PROMOTE HER TERM

- ✓ Share our social accounts:
 - Twitter: @Her_Term
 - Instagram: @her_term
 - Facebook: @herterm
- ✓ Talk to your friends about our important work or host an information session for your social circle
 - Contact info@herterm.org

Stay current on all the ways you can help our efforts by signing up at the bottom of the page at herterm.org/take-action

2021-2022 GOALS

1. IMPACT 2022 ELECTIONS

- ✓ Continue to build up infrastructure to help candidates run winning campaigns
- ✓ Recruit & support a diverse slate of five or more candidates for statewide executive offices

2. ENHANCE RECRUITMENT AND CANDIDATE SUPPORT PROCESS

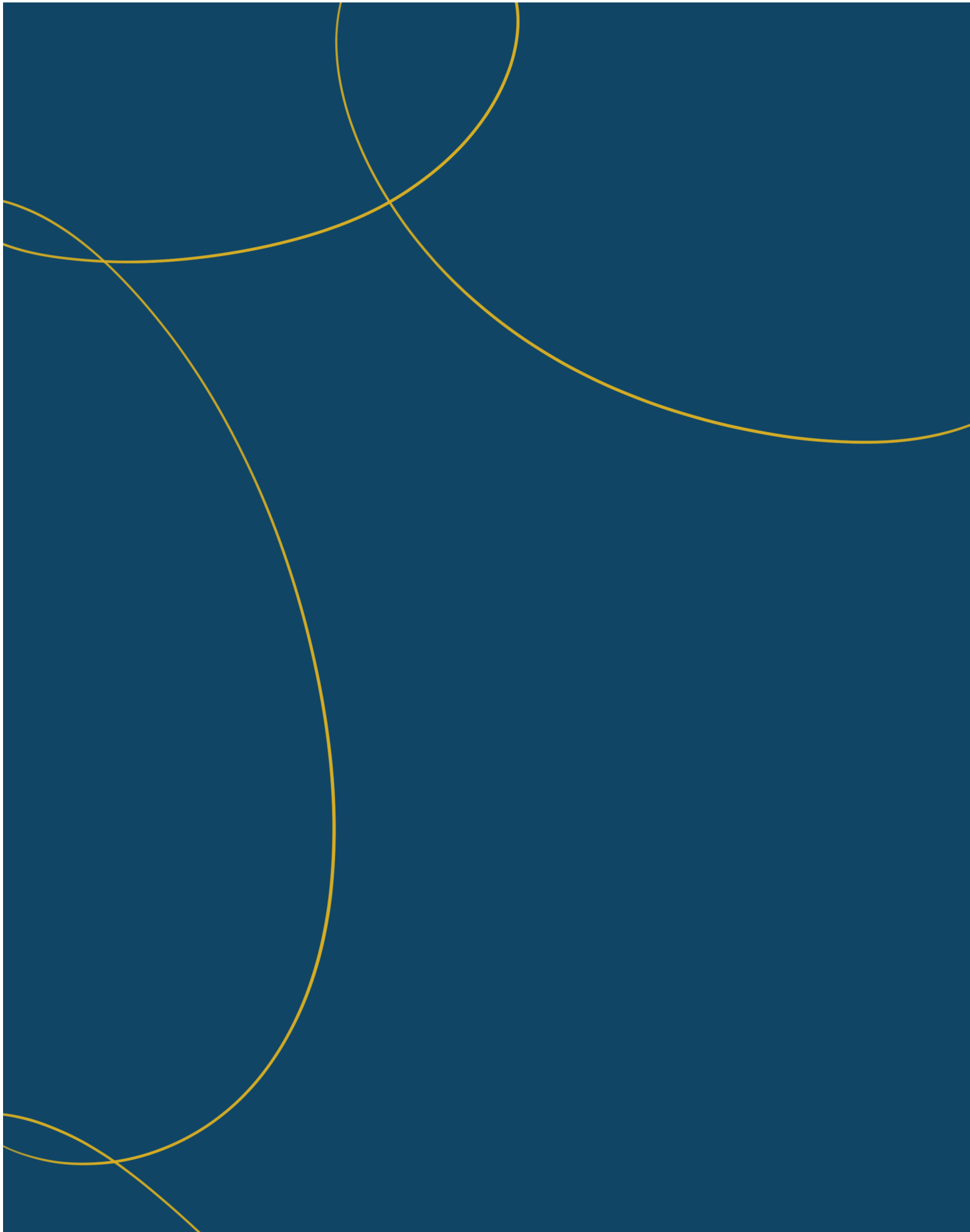
- ✓ Systemize data analyses processes to target winnable districts in light of changes due to 2021 redistricting
- ✓ Initiate candidate scouting program, enhance vetting process, and work with state and local allies to profile, identify and connect with potential candidates
- ✓ Standardize offerings and realize economies of scale in areas ranging from provision of specialized services to scaling of volunteer programs

3. LEVERAGE COMMUNICATIONS TO INCREASE IMPACT

- ✓ Formalize existing and new partnerships (ex: PAC coalitions and campaign infrastructures) and expand the network of supporters
- ✓ Complete website refresh and rebrand
- ✓ Improve brand positioning & messaging through dedicated PR, digital and marketing

4. ENSURE ORGANIZATIONAL DEVELOPMENT

- ✓ Fortify internal processes to enhance effectiveness and accountability
- ✓ Increase fundraising income by more than 50% in 2021-2022
- ✓ Define opportunities to create out-of-state partnerships and introduce the Her Term model beyond current scope



2019-2020

FINANCIAL UPDATE

An investment in Her Term is an investment in Georgia.

Our work is supported by individual donors, of whom **95% are Georgians**. As financial stewards of our donors' investment, we take seriously the responsibility of managing our resources and providing a timely and transparent overview of our financial performance.

While our financial calendar closes at the end of each year, we provide a two-year overview of our financial performance in light of the unique nature of our work, which follows a two-year election cycle.

With your investment, **82% of our resources provided direct support to our candidates**, including targeted recruitment and customized consultation.

Our fundraising efforts in 2020 were dramatically impacted by the global COVID-19 pandemic and civil unrest, resulting in us doubling down on our efforts in order to give donors the space to prioritize communities in dire need. We recognize the financial and social strain the 2020 environment has placed on so many, and we are grateful for the fundraising that we were able to do and for the generous donations that our donors were able to contribute.

Despite the challenges 2020 presented, the **Her Term donor base grew by 250+%**, providing meaningful momentum as we turn to future fundraising efforts.

OVERVIEW OF INCOME AND EXPENSES (2019-2020 COMBINED)

| | |
|-----------------|------------------|
| Income | \$144,277 |
| Expenses | \$140,881 |



BUDGET ALLOCATION

- Program: 82%
- Administration: 11%
- Fundraising: 7%



ACKNOWLEDGMENTS

THANK YOU!

Powerful change would not be possible without our incredible team and network of supporters.

We continue to weave a more beautiful tapestry of our government in which women are represented and lead. And as Her Term seeks to be the golden thread of change, you, our supporters, are our golden thread of capability. Every step of the way, your generous support ensures women's voices are heard in the halls of power.

One seat at a time, one candidate at a time, one voter at a time, one win at a time, one thread at a time, we are creating meaningful change in Georgia's representation together.

DONOR SPOTLIGHT



"Her Term's record and impact are normalizing the fact that women succeed in elections and elected office. I am so inspired by their work and the women leaders they identified and supported."

Ranjan Goswami

Her Term Donor

SUPPORTER SPOTLIGHT



"My jewelry business started last summer when I began making necklaces and bracelets for my friends. By using platforms like Instagram, I was surprised how quickly I was able to connect with so many different people. My uncle encouraged me to make VOTE bracelets that were inspired by Michelle Obama's necklace she wore during the Democratic Convention. We wanted to donate a portion of the sales to a charity and I chose Her Term because of the importance of women empowerment. My friends and I are lucky to have so many inspirational women who are running for office, particularly here in Georgia. I sold over 140 VOTE bracelets and made a donation to Her Term that hopefully helped get more women elected to office."

Olivia Nelson

with Her Term Donor, Keith Pepper

OUR SUPPORTERS

Thank you to our donors, friends, advocates and partners for being a part of our collaboration to elect women.

Abbey Wojno
Abby Friedman
Adam Harrell
Adam Klein
Aichuan Kwong
Alex Krulic
Alexandra Noeltner
Alice Kim
Alison Stokes
Allison Ducote
Allison Hare
Allison Kopp
Alpa Patel
Amal Yusuf
Amelia A DeLuca
Amy Ard
Amy Stone
Amy Woodson
Andrew Manidis
Angela Fusaro
Angela Gammill
Angelika Kausche
Anisa Telwar Kaicker
Ann McDonald
Anna Beck
Anna Kurien
Annie Duguid
Annie Godfrey
Arianna Asfar
Arnold Feinstein
Ashley Droke Westphal
Barbara Cohen
Bari Love
Becky Blalock
Betsy Armentrout
Betsy Holland
Betty Londergan
Blair Rothstein

Bonnie O'Neill
Britton Edwards
Bruce & Judy Bell
Cami Blew
Carol Jackson
Carol Kennedy-Sims
Carol Saul
Carolynn Fay
Cathy Sinsheimer
Cecily McLeod
Charisse Evans
Cheryl Scheck
Christa Olenczak
Christina Miller
Christina Mommsen
Cindy Zeldin
Colleen Kiernan
Daniel C. Deckbar
Daniel Skwarek
David Godfrey
Dawn Smith
Deanna Sutandi
Deborah Fox
Deborah Gonzalez
Design by Miko
Diana Tsiang
Douglas Busk
Duriya Farooqui
Dwight James
Edyth Adedeji
Edwin Saucedo
Eileen Lee
Eley Photography LLC
Elizabeth Armentrout
Elizabeth Hackett
Elizabeth Hickey
Elizabeth Johnson
Elizabeth Ward

Ellen Dotts
Ellen Jones
Ellen Orthwein
Ellen Sacchi
Eric Sampson
Erica Hogue
Erin and Brad Graner
Ethan Kline
Eunice Sibrian
Gail Buckner
Gail Evans
Gayle Nelson
Grace Ross
Grant Kessler
Han Pham
Heather Hallett
Iris Feinberg
Isaac & Amy Hussein
James Voris
Jan Jaben-Eilon
Janet Costello
Janet Green
Jasmine Clark
Jason Blake
Jason Deck
The Jeannette Musical
Jeff Arinder
Jeff Davidman
Jeffrey Modell
Jennie J Ho
Jennie Saliers
Jennifer Dorian
Jennifer Dorris
Jennifer Ku
Jennifer Miller
Jessica Palumbo
Jessica Rachel Frankel
John Renaud
Judith Gluck
Kacey Gergely
Kaleigh N Henry
Kali W Beyah
Karen Levy
Karen Luscher
Karen Oettl
Karin Dusenbury
Kate Swett
Katherine M Stevens
Keith Pepper

Kerri Shannon
 Kevin Cronin
 Kevin Donovan
 Kiersten Murnane
 Kim Davenport
 Krista Brewer
 Kristen M. Shovlin
 Kristen Taylor
 Kristin Colvile
 Kristina Klein
 Kristine DeBry
 Laura Simmons
 Laura Zajac-Cox
 Lauren Gunderson
 Lee Stocking
 Lien Diaz
 Linda Jones
 Lindsay Hively
 Lindy Miller
 Lisa Calhoun
 Lisa Campbell
 Lisa Favuzza
 Lori Kagan Schwarz
 Louise Sams
 Lucy Jin
 Marc Merlin
 Margo Green
 Mariela Sanchez
 Mary Ford
 Mary Frances Williams
 Mary Leonardo Patry
 Mary Robichaux
 Matielyn Jones
 Matthew Knopf
 Meg Smothers Robinson
 Melanie Turner
 Melinda Wharton
 Melissa Horne
 Melissa Rutten
 Melody Oliphant
 Michael St Louis
 Michelle Valteau
 Mickauna Love-Tinker
 Miranda Shapiro
 Monica Kang
 Myrtle Lewin
 Natalie Ross
 Natasha Murphy
 Nathan Clark

Neil Edwards
 Nicola Smith
 Nicole Robinson
 Nikki Crohn
 Noelle London
 Nola Vanhoy
 Olivia Nelson
 Patricia Johns
 Perry Cantarutti
 Peter Kenney
 Peter Kim
 Phred Huber
 Phyllis Abramson
 Phyllis Solgere
 Rachel Blacher
 Rai Oshima
 Ranjan Goswami
 Rebecca Bily
 Rebecca Mitchell
 Regina Lewis-Ward
 Regina Shih
 Richard Sampson
 Rob LeBel
 Roberto Ioriatti
 Robyn Hatch
 Roger Clive Harris
 Ronke Abediyi
 Rosemarie Henson Sampson
 Russell Gottschalk
 Ryan Entzminger
 Sally Larrick
 Samantha Katz
 Sandra Genovese
 Sandy Gordon
 Sharon Mickelson
 Sharon Saliba
 Shawn Ouweleen
 Shea Roberts

Shelly Anand
 Sheri Panovka
 Sonya Khan
 Sonya Ko
 Sophia Jones
 Spin Style Studio
 Stacy Cole
 Stacy Sutton
 Stephanie Buzzell
 Stephanie Davis
 Stephanie Olson
 Stephen Waechter
 Steve Luben
 Steve Mcdaniel
 Steven & Janice Lee
 Susan Coppedge
 Susan Kupferberg
 Susan Stroud
 Syed Muneeb Hyder
 Tanya Washington
 Tara Holiday
 Teri Anulewicz
 The Lola Club
 Tina Iglio
 Valerie Habif
 Vandana Reddy
 Vanessa Rounds
 Veronica Sheehan
 Vish Narendra
 Vivid IP Law LLC
 Wendi Aspes



SPECIAL RECOGNITION

We give special recognition to **Olivia Nelson**, a local 9th grader with a passion for soccer and a better future for us all. Olivia has donated a portion of her VOTE bracelet sales ([@loopsbyliv](#)) to Her Term. We are humbled and touched by Olivia's support.



OUR TEAM

Her Term is a collaboration to elect women, and our team members are the glue that makes our work successful. We are thankful for each and every one of our teammate's time, commitment, and dedication to our mission.



**JANE KIM
COLOSEUS**

Executive
Director



**JINA
SANONE**

Founder
and President



**RENITTA
SHANNON**

Co-Founder and
Senior Advisor



**LYDIA
JOHNSON**

Research
Fellow



**LOREN
WALTER**

Social Media
Intern

OUR MISSION

Our mission is to target winnable seats, recruit women leaders to run for those seats, and equip their campaigns to win.

OUR VISION

We envision a political landscape full of progressive women who are encouraged, elevated, and equipped to run winning campaigns.

OUR VALUES

Bold. Intentional. Winning. Unrelenting.

PROFESSIONAL PARTNERS

Ronke Abediyi
Doug Busk
Allison Ducote
Robyn Hatch
Noelle London
Lindy Miller
Han Pham
Edwin Saucedo
Cheryl Scheck
Jenny White
Cindy Zeldin

HER TERM ADVOCATES

Lisa Favuzza
Syed Muneeb Hyder
Sophia Jones
Alice Kim
Sonya Ko
Natalie Ross
Grace Ross
Amal Yusuf

The background is a solid dark blue color. It features several thin, bright yellow lines that are curved and intersecting. One line starts near the top center and curves downwards towards the right. Another line starts near the bottom left and curves upwards towards the right. A third line starts near the bottom left and curves upwards towards the right, crossing the second line. These lines create a sense of movement and depth.

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