

Women's  
**Center for Ethics in Action**  
in alliance with men

Anne B. Zill observations in her role as WCRF Consultant for Fund-raising Development long-term:

Overall this was an enormously powerful Training program for women politicians and all credit goes to Susan Medalie and her staff. There were no mistakes. The only limitations had to do with issues beyond anyone's control, and with the testing of new elements:

- the majority of candidates in attendance (approximately 30) were challengers of incumbents;
- the weather at the beginning when the Networking Reception was scheduled was very bad;
- Logistics were difficult. Many speakers got lost on the way and had a hard time finding the venues.

1. Pollster Anna Greenberg made several salient points:

- polls have to be 500 people minimum and cost 20-30 thou; focus groups must be 10 people plus and will cost 6-7,000 \$;
- Women have to be both empathetic and tough, and all in balance;
- Women are less tied to corporate greed and corruption;
- Security and terrorism are challenges for women;
- Older women are a swing group, socially conservative & anti-Bush.

2. Pre-Campaign Preparedness presenter Linda Hennessee was the most provocative:

- Incumbent always wins on the national issues of the moment;
- Challengers must redefine the issues, and not deal with the Congressional agenda or the national issues of the moment as they belong to the elected establishment – your opponent;
- Candidates must address opponent directly and negatively – the big vote, the big mistake...as this campaign is about defeating the incumbent;
- Research facts re district voting trends;
- Convince a group of key opinion leaders;
- Research your own vulnerabilities as well as your opponents to be able to cogently address them;
- Visit 1500 opinion leaders (Congressional race) and get them to take you seriously as a candidate whether or not they will personally support you;
- Check the DCI or RCI (Candidacy Index) and work up a trend statement about past votes and why that indicates you can win;
- Talk about character yours and your opponents;
- Identify a good gimmick, a single issue that will work and that will change the campaign dynamic. Examples: the bridge that endangers our children that the opponent has ignored...etc.
- 98% of all incumbents win so inventiveness is essential.