



Founded in 1982 as the Minnesota Women's Campaign Fund, **womenwinning** is a nonpartisan organization whose mission is to elect pro-choice women at all levels of elective office. Primarily a fundraising organization, **womenwinning** directed nearly \$2 million to over 1,000 candidates in its first twenty five years.

To deliver funding to candidates the **womenwinning** Board of Directors operates the **womenwinning** Pipeline Committee and the **womenwinning** PAC. Each committee is guided by funding and screening guidelines as reviewed and approved by the full Board at the start of each election cycle or on an "as needed" basis.

The **womenwinning** PAC screens pro-choice women from all parties running for Minnesota Constitutional (i.e. statewide) and Federal office. Candidates at this level are screened for several criteria as detailed on page two of this document with an emphasis on viability and electability, and the committee has the option to recommend **Endorsement** – the selection of one and only one candidate in a race - rather than **Support** of a candidate or candidates in a given race.

The **womenwinning** Pipeline committee screens pro-choice women from all parties running for Minnesota Legislative – both House and Senate – and local/municipal office seats. Candidates at this level are screened as detailed on page three of this document, but as these offices represent the pipeline for executive office, emphasis is on **Support** of the candidate; **Endorsement** is not an option for these offices. In some cases more than one candidate may be supported in a race.

In addition to direct funding through contributions, historically **womenwinning** has incurred independent expenditures in support of candidates at the Federal, Constitutional, and MN Legislative levels. As required by campaign finance law, contributions of this kind are initiated entirely independently and without the knowledge of the candidate or any representative of the candidate. If Independent Expenditures are incurred on behalf of your candidacy, you will be notified by **womenwinning** **after** the expenditures have been incurred to ensure the independence of our actions. Past independent expenditure activities have included mailings, Get Out the Vote Calling, and solicitations.

Another form of support may come through an offer to host a fundraising event for a candidate. Given the number of races in any election year, it is important to know that **womenwinning** will make decisions regarding which races to support with an event on a strategic basis to best further the goals and mission of **womenwinning**. Since the number of events in any cycle is limited to ensure the ongoing success of our fundraising work, these decisions are often not made until a full field of candidates is known.

All recommendations about support in all forms – direct contributions, independent expenditures, and fundraising events – are made by the appropriate screening committee and approved by the full Board of Directors.

If you receive support we ask that you list **womenwinning** as a supporter of your campaign on your printed and electronic material and that you include us on your mailing lists so that we can be aware of your progress and share it with our supporters. As a supported candidate, we will include your campaign in our print and electronic material unless otherwise instructed on your funding request.

For further information, please contact our office at 651.251.0727, or email [info@womenwinning.org](mailto:info@womenwinning.org).

## women**winning** PAC Guidelines

The PAC Committee makes funding decisions for Minnesota Constitutional and U.S. Federal offices representing Minnesota.

1. Endorsement and funding decisions will be based on the following criteria:
  - a. Campaign viability:
    - i. The candidate's ability to conduct a rigorous, professional and winning campaign.
    - ii. The candidate's ability to raise the funds necessary to run a successful campaign.
    - iii. The candidate's ability to earn endorsements from opinion leaders and organizations.
  - b. Issues leadership:
    - i. Support of reproductive choice for women.
    - ii. Knowledge, experience and leadership in a broad spectrum of political, economic and social issues, particularly on issues of importance to women.
2. We will be guided in the allocation of our resources by the following priorities:
  - a. A pro-choice woman candidate challenging an incumbent whose voting record demonstrates a lack of support for issues important to women, as defined by the women**winning**: Minnesota Women's Campaign Fund.
  - b. A pro-choice woman candidate running for an office that has never been held by a woman or in a geographic area that is underrepresented by women.
  - c. A pro-choice woman candidate running for an open seat.
  - d. A pro-choice woman incumbent running against a strong challenger whose record demonstrates a lack of support for issues important to women.
3. Funding and endorsement decisions will be made on a race-by-race basis at both the primary and general election stages of a campaign. Funding in one stage of a campaign does not guarantee funding in a subsequent stage. Endorsement does not guarantee funding, particularly in the case of a pro-choice incumbent who is highly favored to win her election. The PAC Committee may also suggest and direct other women**winning** support to an endorsed candidate.
4. Unless a specific exception is made, the Board will endorse and fund one candidate per race. To be considered for endorsement and funding, candidates must submit a comprehensive written request to the women**winning** PAC Committee and attend a panel interview. In the case of a candidate for President of the United States, the Board may make an endorsement and funding decision without receiving a formal request from the candidate.
5. The Board does not make contributions to retire campaign debts.

## women**winning** Pipeline Committee Guidelines

The Pipeline Committee is committed to supporting qualified, bipartisan candidates for local and legislative office in Minnesota in order to create a pipeline of pro-choice women from all parties at all levels of public office.

1. Candidate funding requests are made on a case-by-case basis, taking into account factors such as:
  - a. the candidate's leadership on women's issues and equal rights;
  - b. support for Roe v. Wade and issues of reproductive choice;
  - c. likelihood of winning her race including the willingness and ability to conduct a good campaign;
  - d. the candidate's need;
  - e. the candidate's potential as a future candidate;
  - f. nature of the opposition;
  - g. interest and knowledge in a broad spectrum of political, economic and social issues, and
  - h. a commitment to democratic principals and ethical process.
2. Absent special circumstances, we will fund up to 25% of a candidate's total budget in the Twin Cities metro area and up to 33% in greater Minnesota, up to state mandated contribution limits.
3. If an incumbent is not seriously challenged, the Board may provide approval without providing funds or provide only minimal support.
4. Multiple Candidate Races: All multiple candidate races are considered by the Pipeline Committee on a case by case basis.
  - a. In a close race with an incumbent who has demonstrated a positive voting record on women's issues, the Board may fund the incumbent and not the qualified challenger, or provide funding for the challenger.
  - b. If two viable newcomers are running against each other, the Board may make funding decisions at its discretion. The Board may decide the ratios of the split based in part on maintaining party balance. When two candidates running for the same office meet all Board funding criteria equally, the Board will either support both or neither.
5. Priority for additional support, such as independent expenditures, may be targeted to specific races as follows:
  - a. supporting a pro-choice woman candidate so that she may obtain a position of power in dealing with women's issues;
  - b. supporting a woman candidate running against an incumbent with a negative voting record on women's issues;
  - c. supporting a woman candidate for an office that has never been held by a woman;
  - d. supporting woman candidates in geographic areas where women have not been elected before.
6. The Board does not make contributions to retire campaign debts.
7. In cases of Tribal Office, for which there are no statutory limits on campaign contributions, staff will research the population of the tribe and scope of the office, and recommend funding based on comparable offices. (For example, in the 2007 Fond Du Lac Tribal Chair race, the MWCF contribution was \$500, comparable to the contribution limit for the mayor of Minneapolis or St Paul)
8. Judicial Races also have no state mandated contribution limits. Requests for funding judicial races are currently not accepted pending legal advice.