

## AN OPEN LETTER FROM WOMENCOUNT

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The last time there was a sharp increase in the number of women elected to office was after reapportionment in 1992, known as "The Year of the Woman." That was 20 years ago, and there has not been a similar surge since. It will take a coordinated, national effort to increase the number of women in office in a significant way. And that's where **The 2012 Project** comes in.

A campaign of the Center for American Women and Politics at Rutgers University, The 2012 Project is a national, non-partisan effort to inspire women over 45 to run for federal and state legislative office.

We know that when women run, women win at the same rate as men – but not enough women run. And women over 45 are the most qualified pool of potential candidates:

They are typically advanced in their professions, have fewer family responsibilities, are more likely to be financially stable, and have deeper roots in their communities. The 2012 Project will recruit these "third act" women from eight industries critical to the nation's future: health, science and technology, finance, energy and environment, international relations, and small business.

**The 2012 Project** officially launches next month, so you are among the first to hear about it. And WomenCount is proud to announce that we will be partnering with The 2012 Project to support this campaign in the months to come. We hope you will join us.

Here's how you can help:

- [Visit the 2012 web site](#) to learn more about the campaign.
- [Click here if you are part of a professional organization](#) that would be interested in having 2012 present at its conference.
- [Attend a briefing](#) on The 2012 Project in your area.
- [Contact 2012 if you are considering running for office](#). Remember: "Why not me?"
- [Donate to The 2012 Project](#).
- Follow The 2012 Project on [Facebook](#) and [Twitter](#).

We have a once-in-a-decade opportunity to take a giant step forward for American women. We must not miss this opportunity. Working together we can make 2012 another "Year of the Woman!"

The WomenCount Team



## JOIN OUR MOVEMENT

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