IndependentWomen'sVoice®

Strategy Summary For Winning in 2022

Winning Women
Winning Against Wokeness
Winning Elections
Mobilize a Million Women

The Challenges We Face

Winning Women

- 54% of the Electorate are WOMEN.
- Only ⅓ of those women are Conservative.
- The Left, media & even schools frame issues to make women see conservatives, not just as wrong, but as bad people.

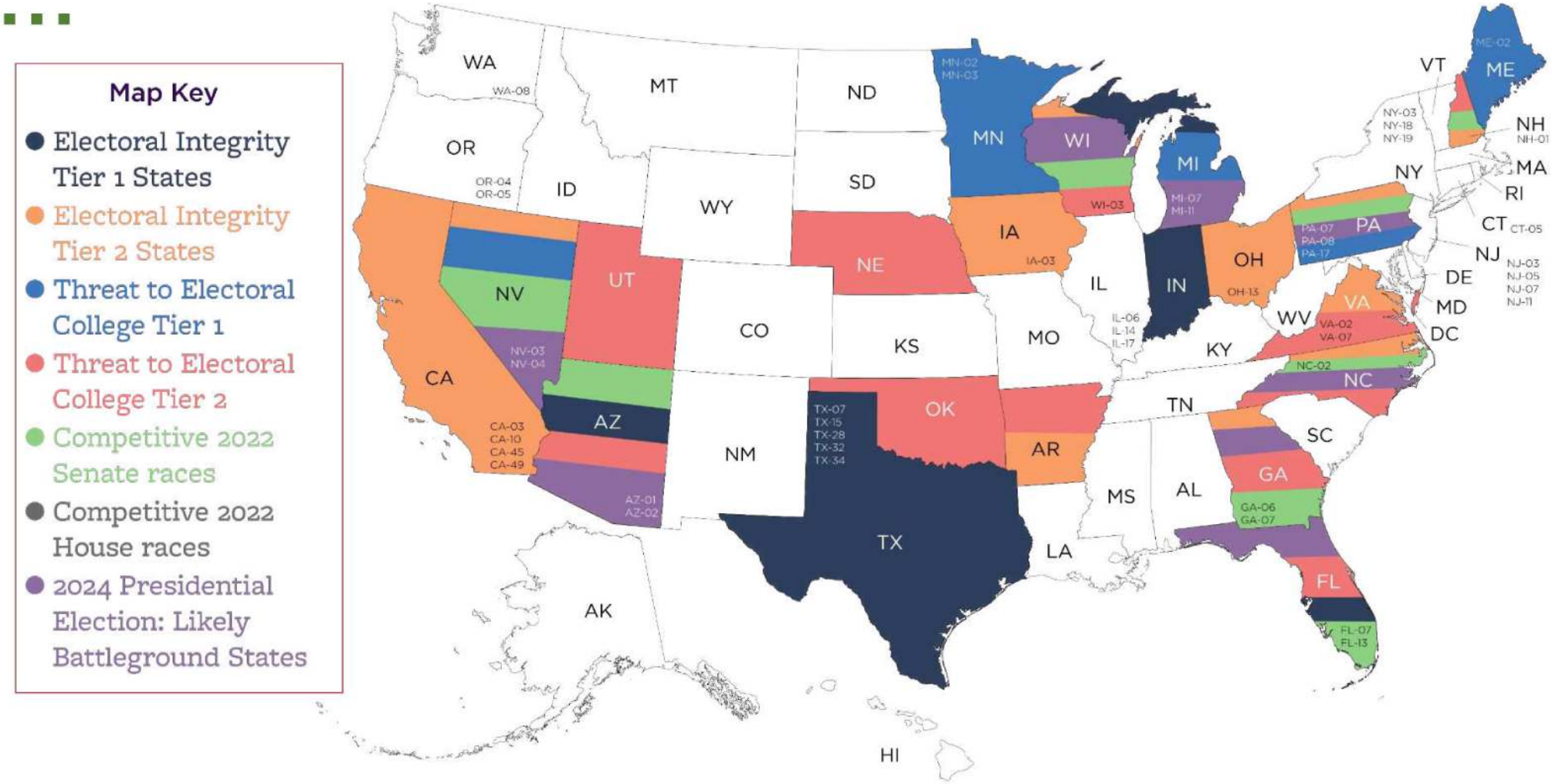
Election Integrity

- Democrats are changing election laws to facilitate abuse of the voting system.
- They seek other structural reforms--abolishing the electoral college, packing the Supreme Court, adding new representatives and senators--to ensure they have permanent power.
- Any pushback is depicted as racist.

Cancel Culture/Wokeness

- Media platforms are labeling conservative ideas as hate speech and preventing them from reaching the people.
  Schools, businesses, and local organizations increasingly embrace speech codes and punish those who fail to toe the line.
- People with conservative beliefs are afraid to speak out or get involved -- since they could face social censure, even job loss.

To win in 2022, we need to focus our message and election reform efforts where it matters most…



Learn from 2020:

We need a better way.

The percentage of people who self-define as GOP has been on a steady decline for over 15 years and is now just 25%.

You can't win with just 25%.

The gap with women gets worse and worse.

And our advantage with Independents is shrinking.

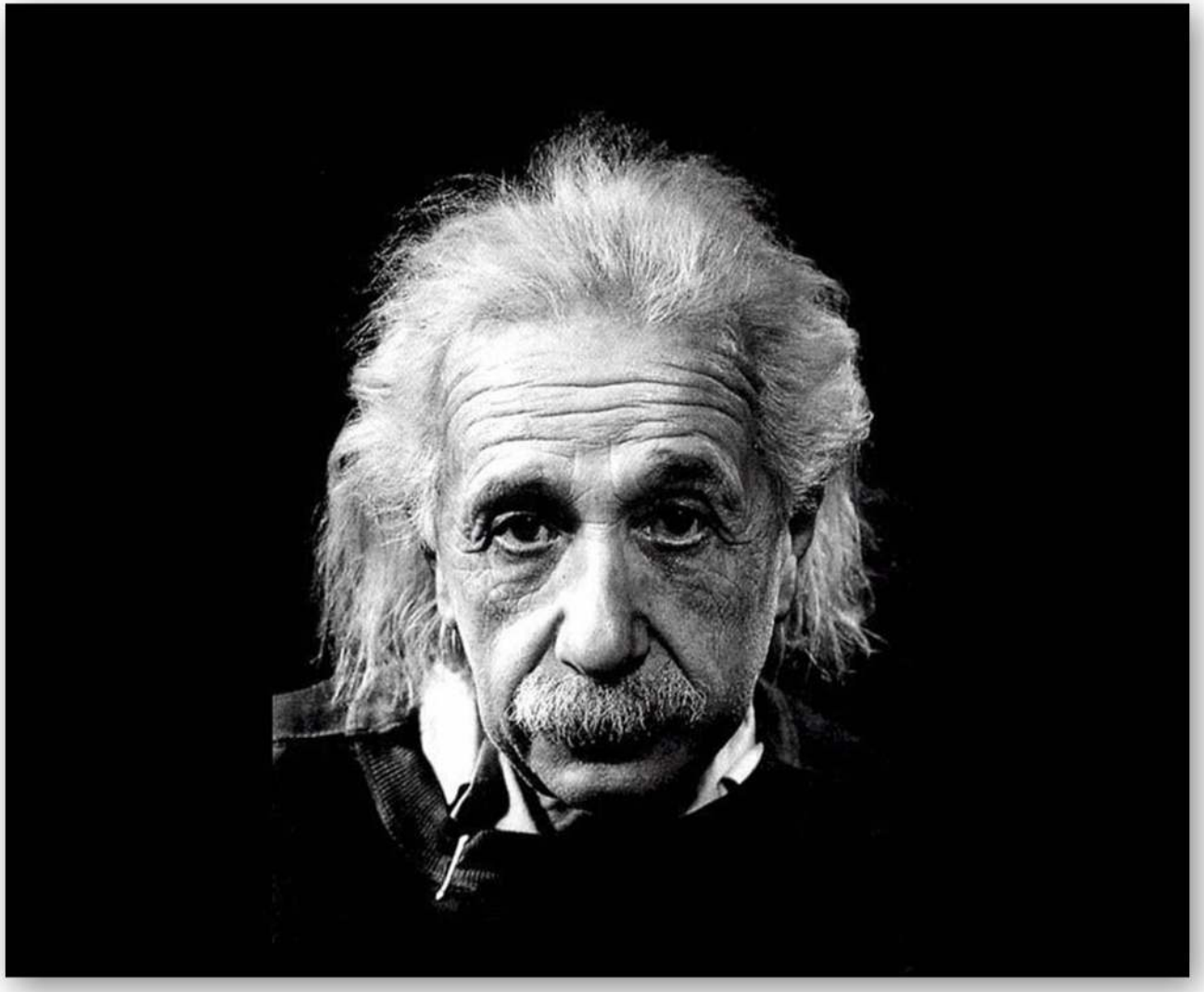
Yet the Right keeps doing the same thing – talking only to the base while ignoring those we need to win.

Which, by the way, is part of WHY the base is shrinking.

"The definition of insanity is doing the same thing over and over and expecting a different result."

– Albert Einstein

At Independent Women, we message differently.



What must we do NOW to win in 2022?

- **Critical Categories**
  - Winning Women/Deadly Threats
  - Winning Against Wokeness
  - Winning Election Fights
- **Strategic Infrastructure**
  - Mobilize a Million Women – Independent Women's Network

Critical Category #1: Winning Women

First, a reminder:

This is not a good strategy…

When facing these.

But when it comes to issues that matter to women, that's what the right does.

The Key to Winning Women:
Help them See Harm

What women are told are Angel policies that put them on the side of kindness and fairness…

Instead hurt the very people they claim to help

We show them the truth and allow them to change their own minds.

Angel of Death Proposals – where IW remains the ONLY bulwark:

- ERA
- Equality Act
- Paycheck Fairness Act (Equal Pay for Women)
- Violence Against Women Act
- Paid Leave
- Childcare
- Illegal Immigration as a threat to public health (SafeBordersPetition.com)
- Pro-Act as an assault of workplace flexibility

These fights are happening NOW.

Not fighting them, and not fighting them right, makes them Deadly Threats in 2022.

Fighting them now and fighting them right MATTERS to winning in 2022.

Critical Category #2: Winning Against Woke

When the battle is this lopsided…

AP MLB All-Star Game yanked from Georgia over voting law

MLB All-Star Game yanked from Georgia over voting law

USA TODAY Twitter ban on Donald Trump's account was only the beginning of Big Tech's crackdown

THE HILL A permanent Trump ban has grave implications for global free expression

BY TINA RAMIREZ AND LENA ABBOUD, OPINION CONTRIBUTORS — 04/26/21 05:01 PM EDT

npr HEAR EVERY VOICE KERA

NATIONAL

'Based On A Lie' — Georgia Voting Law Faces Wave Of Corporate Backlash

DAILY BEAST Twitter Blocks Users From Sharing NY Post Article on Hunter Biden

PARLER

CNN BUSINESS Markets Tech Media Success Perspectives Videos LIVE TV

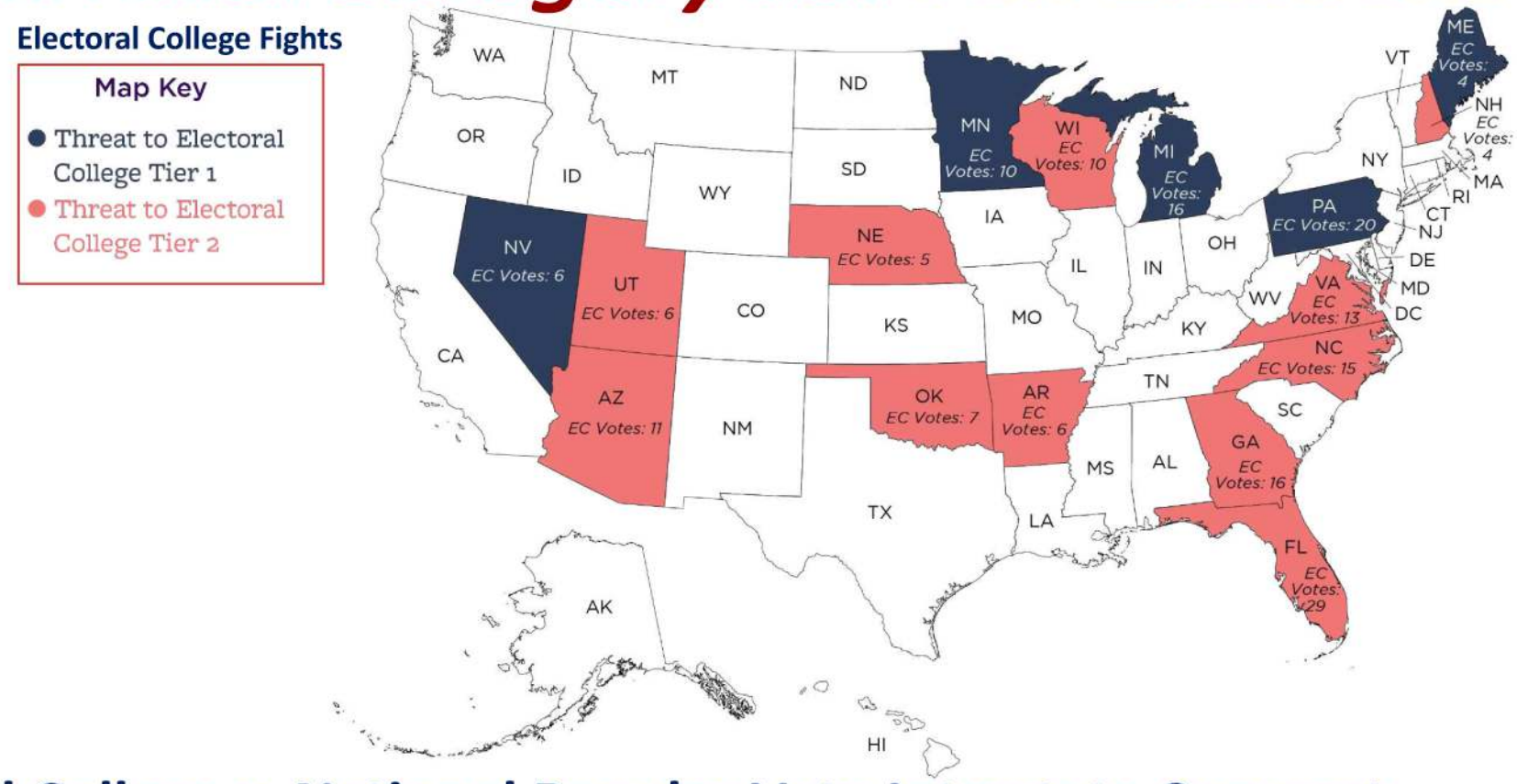
Parler has now been booted by Amazon, Apple and Google

We need to make doing this too costly – indeed, make it a liability.

Four Different Cancel Culture Projects (because boycotts won't work)

- **FreeSpeechPledge.com**
  - Lets constituents learn which candidates support 1st Amendment rights and oppose cancel culture – and which don't
  - Makes an intangible amorphous issue concrete and a huge campaign driver
- **Woke Deterrence** ***(in formation)***
  - Use REBRANDING to link the brands of woke corporations to the harms they are causing – make it brand-damaging to go woke.
  - Provide AMMUNITION to entities that want to resist DEI, ESG
- **SameRulesForAll.com**
  - Crowd-sourced platform to exhibit violators of the entity's rules that have NOT been cancelled
  - Aggregates IN ONE PLACE, allows and keeps a visible tally of all the times the entity was told these violated their rules.
  - Creates pressure to enforce own rules
- **UnfairlyCanceled.com**
  - HUMANIZE and AGGREGATE the victims of cancellation, tell their stories
  - Create easy ways to register disgust with canceler's management/board

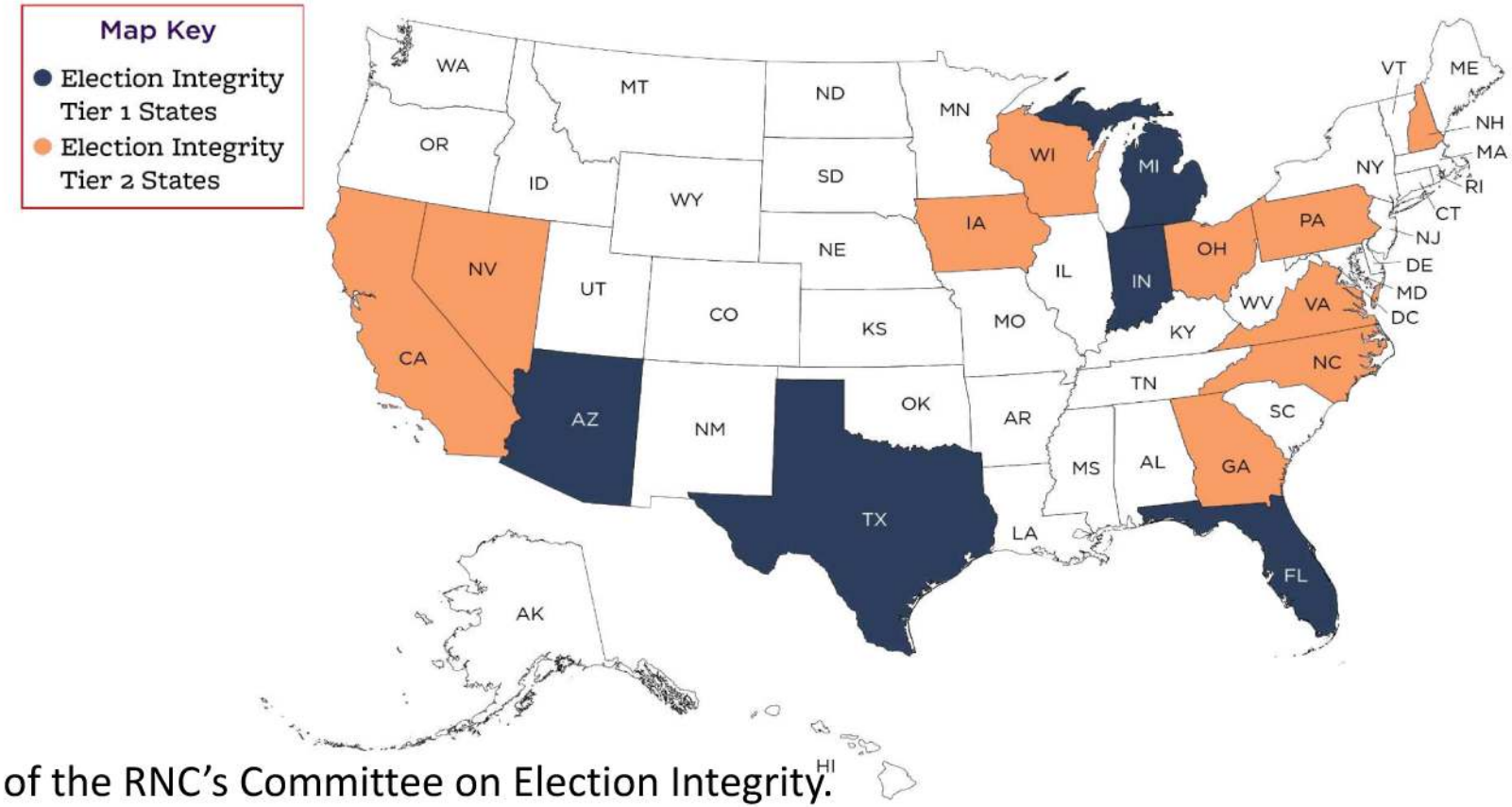
Critical Category #3: Fair Elections



1) Electoral College v. National Popular Vote Interstate Compact:

In 2020, we demonstrated in Colorado that our proprietary educational approach, despite all the other campaign efforts, shifted policy knowledge, vote preference, and willingness to be an activist by 20+ points. (Yes, really.)

We need to deploy this in every state where there will be a push by the left to end-run the electoral college



2) Election Integrity

IWV's Ashley MacLeay is the co-chair of the RNC's Committee on Election Integrity.

The committee is aggregating the work of over a dozen groups, evaluating the existing problems, and determining which reforms are needed state by state.

But we won't win if only conservatives care. We will win with a bigger coalition.

IWV will use our different proprietary approach to:

1. Research, share and produce message insights to help all groups be more persuasive beyond the base.
2. Go into specific states and further educate non-conservatives that there is a problem, why they should care, and that it can be fixed.

Strategic Infrastructure:
Mobilize a Million Women

Hard core Trump supporters have their grassroots networks. But both the millions of women who were quiet Trump voters, and the millions more who thought they were voting for a moderate in Biden and now think he's gone too far, feel isolated, have no home or place to go for community, and want to do something, but don't know how or what. They:

- Detest the need to walk on eggshells.
- Fear being labeled racist or homophobic.
- Want to be involved and to be recognized as good, kind, inclusive community members.
- need not just a home, but **a champion**.

Independent Women's Network (IWN)—a web based, multi-tiered membership community will provide a home for women (and men), and give them the tools and support they need to be agents of change across the country. IWN Members will get access to better messages, engaging and funny content experiences to share with friends and families, and opportunities to stand together and push back against cancel culture and the progressive agenda in their communities.

IWN will equip our members with resources and engage with them to provide opportunities to directly advocate for policies and issues that will be critical in 2022.

By the end of 2022, we will have **a million members and advocates throughout the country** who are invested in our cause and amplifying our message in all 50 states.

Budget

Winning Women	National/State based education efforts including engagement campaigns designed to address ERA, Violence Against Women, Paycheck Fairness, Education Reform, PRO Act and more: $850,000 Safe Border Project to expose inequitable border policies that jeapordize Americans' progress against COVID and overall safety in order to open the borders for illegal immigrants: $500,000		$1,350,000
Winning Against Wokeness	Invest in marketing campaign to defang Cancel Culture, by exposing its harms and requiring companies to treat conservative content with the same rules as liberal content, and rebuild support for free speech.		$635,000
Election and Electoral Integrity	Election Integrity Messaging Research: $180,000 Election Integrity Communications Kit (This includes development and distribution): $50,000 Six State Education Campaigns (per state costs range from $300k to $900k): $3,600,000		$3,830,000
IWN: Million Member Marketing and Mobilization Plan	Invest in aggressive marketing to build IWN and our advocacy network so that we build an army that can impact the outcome of key debates.		$1,315,000
Help Conservative Candidates Win	As we move into 2022, we will execute issue campaigns that will connect candidates in tough races to the policy outcomes they represent, bolstering support among non-base conservatives		TBD
TOTAL			$7,130,000

Thank you.

The fight is upon us. It will get worse before it gets better. But the left is giving us the gift of overreach, and the country is waking up.

We are Americans, who take on long odds, and with patriots like you, we will fight better and fight smarter. We will win and save our country.

God bless America.