

Stakeholders Report

Thank you for being on Team LPAC!

As we turn the corner into LPAC's 10th anniversary year it is time to celebrate the organization's growth, to reflect on where it stands on the goal of electing LGBTQ women candidates, and to announce our plans to expand our electoral reach in 2022.

Since LPAC's founding in 2012 we have come to learn and lean into the fact that our community of LGBTQ women are more than activists – we are actionists. Queer women care deeply about diversity, civic engagement, and social justice – and when they are active civically and serve in public office it makes an extraordinary difference in the quality of our democracy.

LPAC does more every day for LGBTQ women in the political arena than any other committee in the country. We have this impact because of all of you – our stakeholders and supporters – as well as the Board of Directors, the candidates we endorse, and the partners with whom we collaborate. This empowers LPAC to impact every election cycle and work towards dismantling a centuries-old patriarchal political system.

When you donate to LPAC you are investing in a organization that brings a strategic edge to every effort we engage in. The PAC makes direct donations to LGBTQ women candidates; LPAC Action Network is on the ground with advocacy campaigns in battleground states, and Project LPAC continues to produce ground-breaking research that provides a much-needed blueprint (where no one else is doing it) in the ongoing fight for equality. Systematically, we are bringing greater attention and more resources to level the playing field and correct disparities of representation – all while making the case for more LGBTQ women to participate in the electoral system.

In 2022 – LPAC's 10th Anniversary Year – we have set our most ambitious goals ever: raise and spend \$1.1M, build upon Project LPAC's pioneering

research, and – most importantly – elect the most LGBTQ women to office in our country's history. At the federal level, this year is our chance to double the number of LGBTQ women in the U.S. House. LPAC is already supporting Rep. Angie Craig and Rep. Sharice Davids in their critical re-election bids, and with at least a half-dozen other LGBTQ women running in competitive races, this is absolutely a year where LPAC will make a significant difference.

At the state-legislative level – crucial for both bench building and policy making – there are 81 LGBTQ women eligible for re-election and there are many others running as challengers and in open seats. These state legislative leaders are the firewall for democracy, rallying against undemocratic voting restrictions, attacks on reproductive rights, and anti-transgender bills – all while standing up for their constituents.

People have asked me, "How does LPAC keep having such great election cycles?" My answer is simple – LPAC stays green and green things grow. We are agile, we work hard, and we get better every day from working with our candidates, our strategic allies, and our community of supporters.

That's it.

The 2022 cycle has begun – the first elections are weeks away. Many will feature brutal campaigns where the odds are stacked against LGBTQ women candidates. They are running at every level of government: from Governors and Congresswomen to City Council Members. Elections have become more expensive and more competitive, but with LPAC's hands-on approach and narrow focus, we will continue to be the most effective organization in Washington and around the country working on behalf of LGBTQ women.

Thank YOU! Let's do this!



Lisa Turner
Executive Director, LPAC

2021

Candidate Endorsements

2021 was the most successful “off-year” election cycle in LPAC’s history! LPAC endorsed 27 candidates who had elections in 2021, and got a head start on 2022 with 13 more endorsements ahead of the critical Midterm Elections.

LPAC endorsees won extremely important races across the United States:

- Our frontline incumbents in the Virginia House of Delegates, Del. Dawn Adams and Del. Danica Roem, were successful in their re-election bids!
- Representation for LGBTQ women on the New York City Council went from zero to four!
- LGBTQ women will be serving on city councils in Atlanta, Boston, Cleveland, Detroit, Lincoln, Knoxville, Minneapolis, and other cities throughout the country!

LPAC HIGHLIGHTS:

- Over 50% of endorsees were women of color
- Over 50% of endorsees were under the age of 40
- New LGBTQ women’s representation in 10 major cities

2021 ENDORSEMENTS



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2021

LPAC

Communications & Engagement

LPAC had significant press coverage and grew its social media following by leaps and bounds in 2021 – reaching more people with information about endorsed candidates and their campaigns. LPAC continued to convene our supporters for virtual events throughout 2021, and we were thrilled to bring together our community of LGBTQ women at two in-person events in New York.

Notable 2021 media coverage

POLITICO

March 19, 2021: Mary L. Trump, a ferocious critic of the uncle she's called cruel and traitorous, is joining the board of LPAC, an organization that... helped elect Democratic Sen. Tammy Baldwin... as well as Chicago Mayor Lori Lightfoot.



April 15, 2021: Nearly half of former and current candidates and 60 percent of potential candidates said they hesitated to run because of fundraising concerns. "With the evolution of campaigns, they are getting bigger, more expensive, more crowded — and a lot of LGBTQ women run in primaries," LPAC Executive Director Lisa Turner said.

People

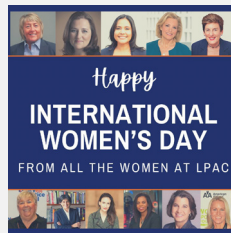
March 19, 2021: Now, Mary is also officially a board member for LPAC, an organization that aims to boost LGBTQ women's role in government.

THE 19th*

December 5, 2021: LPAC recently undertook its first national survey, alongside Lake Research Partners, to explore how voters feel about trans issues such as access to youth sports and gender-affirming care. Some of the data collected in the survey of 800 registered voters, plus voters in swing congressional districts, could give LPAC an opportunity to target young Republicans on trans issues.

Social Media Highlights

Engagement statistics show greater usage and views on all main social media platforms.



+ 2,394
New Twitter followers,
61% growth!

+ 25%
Growth in
Instagram followers!

Event Highlights

LPAC held multiple virtual and in-person events in 2021. We gathered together in NYC and the Hamptons. On Zoom we heard from Chicago Mayor Lori Lightfoot, raised critical funds for Congresswomen Angie Craig & Sharice Davids, and heard from over a dozen LPAC-endorsed candidates ahead of their elections.



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2021 LPAC



2021

Project LPAC

RESEARCH HIGHLIGHTS

LPAC

43%

Of voters nationwide would be more likely to vote for a candidate who stood up for **transgender rights and inclusivity**

32%

Say it would make no difference

21%

Say they're less likely

According to focus groups and the online survey, **pro-transgender messaging** should be rooted in values:

THE GOLDEN RULE
DIGNITY FREEDOM
PERSONAL DECISION-MAKING
CAMARADERIE
AUTHENTICITY
RESPECT

After message testing, voters are more likely to support pro-transgender candidates:

| BEFORE | AFTER | |
|--------|-------|---------------|
| 43% | → 56% | MORE LIKELY |
| 32% | → 19% | NO DIFFERENCE |
| 21% | → 20% | LESS LIKELY |

Research

This year Project LPAC took the initiative to complete a first-of-its-kind, major research project around transgender rights. The research – which consisted of focus groups and a nationwide online survey – was conceived after former President Trump spoke at CPAC and over 100 anti-transgender bills were introduced in state legislatures. The results provide advocates, elected officials, and candidates with messaging tools and strategies to aggressively fight back against anti-transgender electoral strategies, legislation and media coverage.

Study Highlights

- One-Third of voters know someone who is transgender
- A plurality of voters (43%) say they are more likely to vote for a candidate who stands up for transgender rights and inclusivity
- Messaging around transgender issues should be based in values. Voters strongly identify with message themes rooted in the golden rule, dignity, freedom, respect, camaraderie, personal decision-making, and authenticity
- After hearing values-based messaging, a majority of voters (56%) say they are more likely to vote for a candidate who stands up for transgender rights and inclusivity, there is no backlash, only 20% say it will make them less likely

Presidential Appointments

Project LPAC's advocacy efforts expanded into the Presidential appointment process, including providing direct support and guidance to potential LGBTQ women appointees. We led a group of 14 LGBTQ organizations which urged the Biden-Harris Administration to appoint more LGBTQ women, LGBTQ people of color, and transgender people as U.S. Ambassadors. We were particularly proud to work closely with Gina Ortiz Jones as she was nominated and confirmed as the Under Secretary of the Air Force.



WHAT YOU NEED TO KNOW
GMA3 FIRST
EXCLUSIVE WITH THE FIRST OUT LESBIAN WOMAN OF COLOR TO SERVE AS AN UNDER SECRETARY IN THE U.S. MILITARY
abc



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2021

LPAC



LPAC IN

2022

OUR 10TH
ANNIVERSARY

In 2022, LPAC proudly celebrates its **10th Anniversary** as a national political action committee.

When LPAC was founded in 2012 our goal was to serve as a **political action community** for LGBTQ women. We continue to carry out that mission as we close out our first decade. LPAC remains committed to supporting LGBTQ women candidates who champion the core values of LGBTQ equality, women's rights and reproductive health, and social justice.

In 2022, LPAC will **endorse and support more LGBTQ women than any year in our history – in excess of 150**. And we plan to invest a record amount in direct candidate contributions, independent expenditures, and advocacy campaigns. Project LPAC will conduct further essential polling and research work, and we will continue to advocate for LGBTQ women seeking appointments in the Biden-Harris Administration.

We hope you will stay engaged with LPAC, and look forward to seeing you online and in-person throughout the year.

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Lisa Turner
Executive Director

Matt Fouracre
Political Director



Stakeholders
Report

2022

LPAC



Thank you to our 2021 donors

Thank you to the generous individuals & organizations
who were major contributors to LPAC's work in 2021!

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