

# Stakeholders Report



# 2020

## Dear Friend,

LPAC has much to celebrate about 2020, however chaotic and difficult a year it was for millions of Americans. We were able to use all the instruments at our disposal to have impact this cycle, from endorsing a record number of endorsees and participating in targeted IEs to launching the LPAC Action Network, a C4 whose first actions in Michigan made a difference and laid track for optimizing the LPAC framework in 2021.

Our non-profit, Project LPAC, built on last year's foundational research, bringing another critical layer of insight and authority to our knowledge of queer women and civic engagement. We were able to complement those insights with our first poll from the PAC in November, providing confirmation (and some re-alignment) to what the research had predicted.

The non-profit research informed our C4 outreach; the C4 broadened our capabilities and influence; the PAC provided more direct support to more candidates than it ever has. Our strategic

ecosystem is in play, and is making a difference.

My departure is bittersweet for me. I have loved and will continue to admire the singular work of LPAC, building a political presence for LGBTQ women, as candidates and voters. But I know that under current Political Director/future Executive Director Lisa Turner's leadership, that work will continue to expand in scope and impact -- there is no one better suited to lead the charge.

It has been an honor serving this mission.

With gratitude,

**Stephanie Sandberg**  
Executive Director, LPAC

# 2020 Candidate Endorsements

2020 was LPAC's most significant year ever. LPAC endorsed a record 85 LGBTQ women and gender non-conforming candidates throughout the year, and **won the most races in the committee's history.**

Collectively, these historic wins advance the LPAC mission: **building political strength and increasing representation for and with LGBTQ women.**

## 2020 VICTORIES!

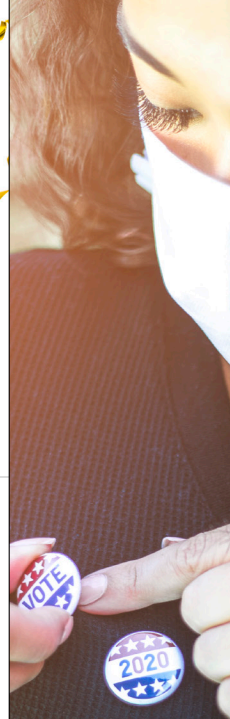


### LPAC SPENDING HIGHLIGHTS:

- \$84,000+ in direct donations
- \$72,000+ bundled for candidates
- \$102,000 in independent expenditures and C4 election spending

### ENDORSEMENT HIGHLIGHTS:

- 11 transgender candidates endorsed
- 25 women of color endorsed
- 44 wins in 2020



Stakeholders Report

2020

LPAC

# Communications and Engagement

LPAC enjoyed increased press coverage and saw more engagement on social platforms with several celebrity account “takeovers” and live events in 2020. Reporters looked to LPAC for insights and authority on LGBTQ women, and in turn LPAC raised awareness of the organization’s seminal research and endorsements of dynamic LGBTQ women candidates.

## Notable 2020 media coverage



**October 18, 2020:** “Lisa Turner is a political director of LPAC, the only national organization working to elect LGBTQ women to political office. A longtime Democratic organizer, Turner’s had a hand in electing some of America’s most prominent LGBTQ women including Sens. Krysten Sinema, Tammy Baldwin, and Chicago Mayor Lori Lightfoot. Now she and LPAC are leading the fight to make 2020 the year more LGBTQ women are elected than ever before.”



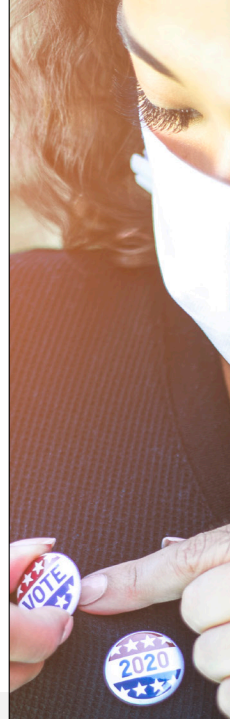
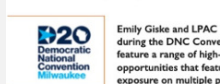
**March 4, 2020:** “We know that the government delivers better outcomes for everyone when it is more representative of the people it is serving, but women and LGBTQ people – and the perspectives the bring about the issues that are important for their communities – continue to be vastly underrepresented,” [Lisa] Turner told VICE.



**February 10, 2020:** “Stephanie Sandberg, executive director of LPAC, an organization dedicated to building the political power of America’s 6.4 million LGBTQ women, credits Buttigieg for breaking new ground but also points out his shortcomings in addressing the needs of LGBTQ women who aren’t feeling just squeezed by the economy but crushed.”

## Event Highlights

With much of 2020 spent socially distant due to the pandemic, LPAC was nimble and creative in its fundraising events and media dissemination. We proudly hosted 10 events, including 3 research webinars, raising both funds and social equity with our LPAC community.

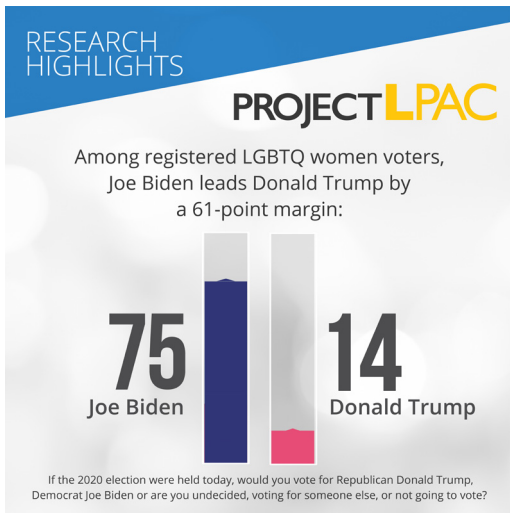
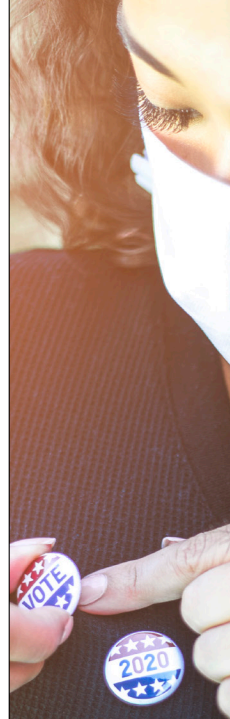


Stakeholders Report

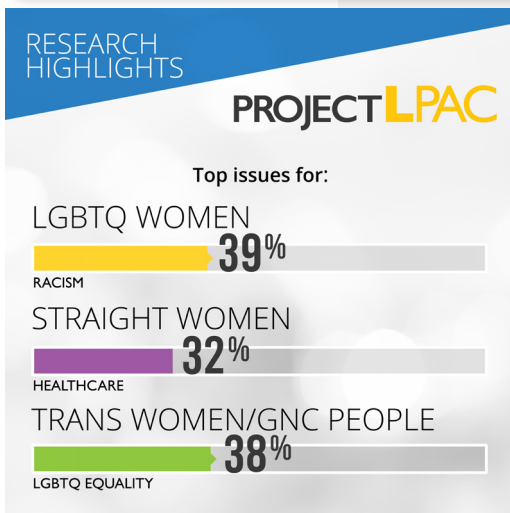
2020



# 2020 Research Project LPAC

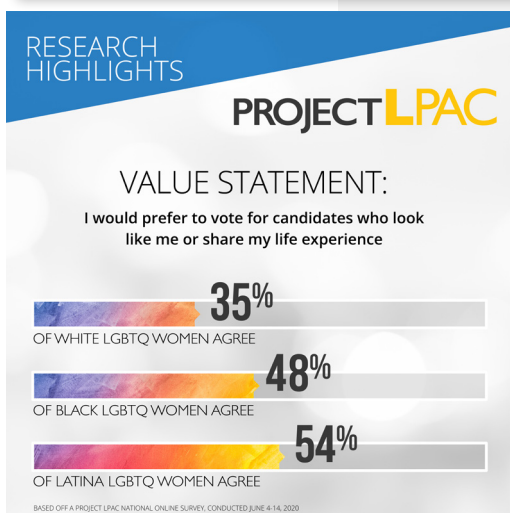


Project LPAC, the organization's nonprofit arm, was founded to amplify LPAC's mission and better understand LGBTQ women's civic engagement. In June 2020, Project LPAC built on last year's first-of-its kind research, expanding its portfolio by collecting even more comprehensive data on queer women, and how they compare to straight women, when it comes to *issue preferences, values, and electoral participation* – making Project LPAC [the go-to resource for information on LGBTQ women.](#)



## Study Highlights

- A key to tapping into LGBTQ women's appetite for taking political action is for organizations, candidates and campaigns to speak out on the issues that they care about most – racism, healthcare, the environment, LGBTQ rights, gun control and abortion access.
- LGBTQ women are not a monolith. There are significant differences by race and age when it comes to how intensely they are motivated by issues.
- Many of the 6 million+ LGBTQ women in the U.S. seek representatives in government who look like them and share their experiences, especially Latina queer women.
- Queer women and non-binary adults are more likely than straight women to say they are interested in taking political action, and also more motivated to vote.
- LGBTQ women strongly favored Joe Biden over Donald Trump leading into the election, and ended up voting that intention on November 3rd.



# 2021



LPAC in 2021 will continue in its important work to maximize the political impact of LGBTQ women in politics under the guidance of its **new Executive Director, Lisa Turner.**

Lisa is an experienced political strategist who is a former Obama Administration appointee and a campaign consultant to numerous federal and state candidates having worked on

the national political scene for many years. Lisa served as LPAC's political director prior to her new role.

"I am excited to take the reins of LPAC and I am grateful for the opportunity to lead the organization into the future," says Turner. "Going forward into 2021, LPAC is well-positioned to work with activists, supporters and candidates across the country to increase the political power of our community. We intend for LPAC to continue to be a reliable and consistent partner to like-minded organizations, even as we expand opportunities for LGBTQ women of color and motivate our broader community of LGBTQ women to engage in the political process."

Lisa Turner, new Executive Director, LPAC

## Board of Directors

Laura Ricketts  
*Chair*

Nikki Barua  
*Vice Chair*

Hilary Rosen  
*Treasurer*

Shari Weiner  
*Secretary*

Urvashi Vaid  
*Founder & Board Member Emeritus*

Rebecca  
Buckwalter-Poza

Alix Ritchie

Maureen Guthman

Kim Stolz

Dawn Laugens

Rennae Stubbs

## Staff

Lisa Turner  
*Executive Director*

Matt Fouracre  
*Political Manager*