

Capwiz·XC Case Study: Women Employed

www.womenemployed.org

Utilizing Capwiz·XC to secure state legislative support.

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Challenge

Women Employed is a leading national advocate for women's economic advancement. Their mission is to improve the economic status of women and remove barriers to economic equity. Since 1973, Women Employed has won several changes in government and business policies that continue to improve the working lives of millions of women. Some of these changes include improvements to corporate policies regarding working women, discrimination cases, and fair pay practices. They also have established vital mentorship, education and training, career development, and sexual harassment prevention programs.

Women Employed spends much of its advocacy efforts on making college accessible to women through increased funding for financial aid and supportive programs like tutoring, counseling, and child care once women reach college.

The Monetary Award Program (MAP), a need-based financial aid program in Illinois, helps women take advantage of higher education opportunities. **MAP is offered to help several qualified low-income students participate in college programs; however, several qualified individuals are turned down because the program is significantly underfunded.** In 2004, over 50,000 eligible students were denied funding. **Women Employed needed to reach out to Illinois state legislators with information about MAP and how it was an essential program for many people.**

Solution

Women Employed used Capwiz·XC to target state legislators in a manner that would unify their members' different voices into one basic message. **The action alerts offered a quick, straight-forward method for members to complete one simple task – write to their legislators about the importance of MAP.** With the help of their members, Women Employed was able to create an impressionable response among the state offices, sending over 1,200 messages to Illinois legislators in just five months.

The large volume of member communications was also paired with Women Employed's aggressive

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outreach efforts through meetings and testimonies with targeted elected officials. To successfully maintain the momentum of their legislative agenda, **Women Employed regularly used Capwiz·XC to inform supporters on the activities surrounding their campaign.**

In the end, \$12 million was awarded for MAP funding in Illinois. This achievement was the first increase in years, and one that has already benefited thousands of low-income students across the state. Women Employed continued to motivate their supporters by promoting this major legislative victory that was achieved in just five months. The advocacy campaign for MAP was posted on the Take Action page of their site to illustrate the impact of member involvement that was shown on this particular issue. Multiple e-mails went out to its members, thanking them for their support and encouraging them to invite other people to make a difference. Capwiz·XC proved to be essential for Women Employed and its members to achieve legislative success.

About Capwiz·XC

Capwiz·XC, Capitol Advantage's award-winning online advocacy solution, helps your organization achieve legislative success by influencing state and federal policymakers, managing online fundraising, getting out the vote, and much more! With roughly 18 million constituent messages delivered to elected officials in 2007, no one is working harder or smarter to help your constituents influence the outcome.

Capitol Advantage is the leading provider of innovative products and services designed to support government relations programs for over 1500 associations, corporations, media and educational institutions. Capitol Advantage offers a variety of hosted online solutions, including Capwiz·XC and PACbuilder, a PAC management tool. Our company also powers Congress.org, a free public-service web site engaging citizens in democracy.

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