



WOMEN'S BILL OF RIGHTS PROPOSAL

THE SITUATION

The radical Left wants to eliminate the concept of women as a legally distinct sex.

The Left is pushing an agenda to erase women as a biologically-distinct category. Politicians on the Left even have trouble using the words “women” and “mothers” and instead say “people who menstruate” and “birthing parents.” They even removed the word “women” from parts of the Violence Against Women Act - and succeeded in adding a requirement that any domestic violence shelter accepting federal funds now must admit any biological male who simply asserts that he “identifies” as female.

There is no time to waste. The Left has completely abandoned common sense and Independents and moderate Democrats—particularly those with daughters and loved ones who compete in athletics or who have been subjected to sexual violence—recognize that the effort to eradicate women-only spaces makes no sense and PUTS ALL WOMEN IN JEOPARDY.

THE SOLUTION

Independent Women's Voice (IWW), along with Independent Women's Law Center (IWLC), a project of Independent Women's Forum (IWF), have developed a [Women's Bill of Rights](#), model legislation which spells out the

truth about basic biological sex-differences, why it matters, and why it is important to maintain the legal understanding that women have the right to be legally separate from biological males when safety, privacy, and fairness are at risk.

The Women's Bill of Rights has been carefully developed in consultation with leading legal experts both on the right as well as principled liberals to garner broad bi-partisan support.

Designed to be passed into law at the federal and/or state level, the Women's Bill of Rights will clarify for that jurisdiction that the word "sex" refers to biological sex, which is either male or female as assigned at birth.

Tremendous progress is already being made: A version of the Women's Bill of Rights was introduced to Congress earlier this month as H. Res. 1136 and S. Res. 644. The Senate Resolution was sponsored by Senators Cindy Hyde-Smith, Cynthia Lummis, and Ted Cruz. Eight members of Congress sponsored in the House, led by Representative Debbie Lesko and Chairman Jim Banks, and they participated in a national press conference, in which we took part.

But this is just the beginning: We can expose the intolerance and wrongheadedness of radical progressives, win over this critical audience of moderates and independents, and eradicate this issue once and for all by legally defining women as a distinct sex.

THE PLAN

There are three strategic layers to educate the public about harmful consequences for women of what the Left is doing, the benefits of the Women's Bill of Rights, and the urgent need to ensure it becomes law in states throughout the country and at the federal level.

We will reach key audiences (both persuadable, non-conservative women and conservative women, as well as elected officials and incumbents) with

experiences designed to educate and help to codify our common understanding of the words ‘female,’ ‘woman,’ and ‘sex,’ and garner support to preserve biological sex as a distinct legal category before they’re erased.

These are the strategies we will deploy in concert. Each are important, complimentary, and additive:

I: Educate and Raise Public Awareness

The Women’s Bill of Rights is necessary because myriad legislative and administrative policy efforts by the Left — the Equality Act, the ERA, Title IX Guidance, etc. — deliberately conflate gender and sex. That has resulted in a growing number of biological males entering forums (prisons, athletic competitions, shelters, public restrooms, etc.) that are supposed to be reserved for women. These efforts continue, and threaten both women’s safety and their opportunity to flourish. IWV’s strategy is to immerse the public in messaging through a variety of communications tactics.

- ***Real Stories From Women. Real Harm to Women. - Storytelling + Marketing:*** IW will continue to tell the stories of women harmed by the eradication of women-only spaces. For example, we recently released a video that brings to life how women have suffered in being forced to compete with transgender swimmer Lia Thomas, and enduring what under any other circumstances would be termed unwanted sexual harassment and indecent exposure — a legal misdemeanor and in some cases a felony. In addition to undermining their athletic potential, their privacy has been compromised and they have been told not to speak out or express their concerns about the situation. These stories are distributed to digital audiences, picked up by the media, and are prospects for meetings with elected officials.
- ***Journey to Define Woman, Defend Fairness - Billboards Ads:*** IW will tap into the powerful way to build awareness and attract campaign attention out of home (OOH) with a large-scale billboard and/or wallscape campaign — OOH advertising. Strategically selecting high traffic areas, such as along highways and surrounding areas in suburban neighborhoods, IW’s billboards will grab attention through imagery and limited text to convey the essence of what a woman is and

why we need to defend fairness.

- ***Exposing the Facts on the Threat to Women - Educational Quiz Mailers + P2P Text Combo:*** IWV will develop an educational quiz and distribute it using a combo mail/text strategy — sending a single “mega” educational mailer and single P2P text message (MMS, graphic and text) designed to correct misperceptions about “equal rights,” “fairness,” and the definition of woman and underpin how people approach equal opportunity, privacy, and safety of women. Our mailers are large flats that stand out from other literature women are receiving and are often used to wrap other mail delivered by USPS. We design them so that those who read them are fully informed on basic facts that help persuade them to support our messaging and those that are aligned.

2: Shape the Narrative + Activate Public Expression and Influence

This effort is not anti-transgender or anti-anyone. It is pro-woman and pro-common sense. Our messaging guidance will ensure that we engage on this critical and politically-charged issue in ways that resonate beyond the base and persuade audiences that we need to win over. This will rebrand conservatives as the champions of women, common sense, and tolerance. Putting conservatives on offense.

IWV will retarget our informed audience and activate them to drive an influence movement to pressure policy makers and candidates to become champions for women and support the Women’s Bill of Rights model legislation.

- ***Don’t erase women - Digital and Programmatic OTT Video Ad:*** Through a digital video ad intended to connect with people’s emotional values, IWV will run an ad buy targeting persuadable women. The ad will hit the key issues and tap into how women feel and channel their inner thoughts about their vision for the future of women and our country. The purpose will be to remind women that, in spite of what is so often presented by the Left and in the media as “fair” and “equal rights,” erasing women is not fair or right. The video will feature real women and be produced in a way to define ‘woman’ and defend

fairness, leaving the viewer with understanding that their voice is needed to counter the movement to erase women. The ad will give them an easy to remember URL to visit for more information and take a stand.

- ***Define Woman, Defend Fairness Public Petition + Thank/Spank Campaign - Digital Advertising Blitz:*** IWV will give the public, as well as policy leaders, candidates, and incumbents, the opportunity to sign on in support of the Women’s Bill of Rights. As a corollary, this will clarify for the public, showing whether a policy leader is willing to defend women’s interests. We’ll activate a series of digital display and video ads across platforms targeting our owned audiences. Upon signing the public petition, the public will enter a campaign that will send “thank you” or “please sign” emails to their state and federal elected officials.

3: Going on Offense + Advancing Legislation

The Left often says they are the party for women and that conservatives are waging a war on women. This is far from the truth and their talking point is covering up their various tracks to erase women. IWV will flip the switch and help conservatives go on the offense. We will advance the Women’s Bill of Rights model legislation in states and on the federal level. IWV will turn the issue of women’s rights into a big midterm issue.

- ***Stand for Common Sense, Science, and Women - Identifying Champions:*** IWV will have direct outreach/engagement with state lawmakers and candidates to identify high political leaders and policy champions to unveil the Women’s Bill of Rights to the public, express their support, and pledge to work to make this measure the law of the land. IWV’s legislative efforts will focus on both the federal and state level in key states. Additionally, IWV will build a stable of state coalition allies to help advance law in state legislatures

All of these efforts will be supplemented by our earned media efforts (e.g. op-eds in local media, social media posts, etc.) as well as encouraging others to use our messages we have developed.

Key Target States

IWV will make the Women’s Bill of Rights a midterm issue in key states. The target states where the campaign will have the largest impact include those identified as toss-ups or tight races.

- **Tier One:** Nevada, Arizona, Georgia, Wisconsin, Pennsylvania
- **Tier Two:** Colorado, New Hampshire, North Carolina, Florida, Ohio

THE BUDGET

We believe in shooting bullets before cannonballs, so the budget is broken into an initial Launch Budget to test the impact we receive and tweak as needed, followed by an even more comprehensive Expansion Budget to roll out as able and appropriate.

Launch Budget (Target state sample)

Digital Media Marketing	\$15,000
Billboards	\$25,000
Video/OTT Ad Development & Earned Media Campaign	\$35,000
Mailer Development and Testing	\$40,000
P2P Text Test	\$20,000
TOTAL	\$135,000

Expansion Budget (Per State)

<u>1. Public Awareness</u>	\$300,000
Storytelling/Marketing	\$15,000
Billboards	\$75,000
Direct Mail - Mega Mailer	\$150,000
P2P Texting	\$50,000
<u>2. Shape the Narrative + Activate Public</u>	\$255,000
Digital Marketing	\$80,000
Video/OTT	\$175,000

<u>3. Going on Offense + Advancing Legislation</u>	\$20,000
External Relations/Messaging Kits for legislators	\$5,000
Work with legislators and candidates to support, introduce, and help pass legislation	\$15,000
TOTAL BUDGET PER STATE:	\$575,000