



# HOPE AGENDA

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## Going on Offense and Winning

*Persuading swing Americans to  
support conservative policies and  
counter radical progressivism*

 Independent Women®

## THE PROBLEM

Pollsters keep focusing on the same issues—most particularly the economy and inflation—as though that is all that matters, when in fact there are a number of issues which are of deep concern to a majority of Americans about which they are silent.

Politicians tend not to talk about these policy challenges because politicians don't know what to say or do. But that doesn't make elevating these policy issues and achieving policy solutions any less important.

One measure of this disjunction was in 2022, when conservatives believed that pointing to Biden and inflation would be enough to get a red wave—it wasn't. The American electorate cared about other issues.

One of those policy issues is abortion. We know the Left will run heavily on abortion in 2024, heightening fears, and insisting that it's too risky to elect conservatives, using it to drown out other policy issues and concerns. Conservatives have underestimated this threat every time because it is not their own fear. But for many essential demographics, fears about what conservatives would do with abortion policy, were they able to, override other important concerns. Conservatives have been poor both at playing defense and pushing back, and even worse at going on offense, changing the conversation, highlighting other issues that matter even more than abortion to many, and showing all the ways they care *more* about women and the wellbeing of many persuadable constituents.

That's because conservatives either don't know what to say, or can't succinctly articulate how their values align with these policy concerns that extend beyond the base in any meaningful and effective way.

## THE SOLUTION

Independent Women can help to solve the problem. IW is the umbrella effort to develop and implement policy solutions that aren't just well-intended, but actually enhance people's freedom, opportunities, and well-being. Women account for more than half of the population, more than half of all voters, and nearly half of all Independents. Over a third of voters now identify themselves as Independents. IW is motivated not by party, but by philosophy. Our goal is to share conservative, free market ideas and solutions with women and Independents, while encouraging and supporting them as they decide what is right for them.

IW has several organizational components that work together to solve these problems:

**Independent Women’s Forum (IWF)** is a nonpartisan, educational 501(c)(3) nonprofit organization. It educates the public on important issues that affect women and the country. IWF does not take part in or seek to influence the outcome of any election. IWF may engage in a limited amount of lobbying, which is permissible under its tax status. IWF works continuously to research and highlight policy solutions and bring them to the public.

**Independent Women’s Voice (IWV)** is a nonpartisan, social welfare advocacy organization exempt under section 501(c)(4). It fights for women and their loved ones using issue advocacy campaigns designed to expand support for policy solutions— including specific legislation—that aren’t just well-intended, but actually enhance people’s freedom, choices, and opportunities. IWV is permitted to engage in a limited amount of campaign intervention to support or oppose specific candidates. IWV engages in such activity when it believes the only way it can change policy is by getting candidates elected who share IWV’s principles.

**Independent Women’s Network (IWN):** As a part of our strategic infrastructure, IWN provides a home for women (and men), and gives them the tools and support they need to be agents of change across the country. With over 38,800 members nationwide and 27 physical chapters, IWN equips our members with resources, guidance, and training in how to directly advocate for policies and issues that are critical to the future of our country. IWN was created as part of IWV, but operates as a joint project between IWF and IWV depending on the specific activities.

**Independent Women’s Law Center (IWLC):** For decades, progressive feminist groups have dominated the legal arena, advancing an anti-free market agenda in the name of gender justice. Most conservative women’s organizations focus on the life issue and do not weigh in on cases with important economic and civil liberties implications. IWLC is strategically positioned to fill this void by advocating for limited government and civil liberties and helping to change public opinion. IWLC is housed in our 501(c)(3), Independent Women’s Forum.

## **2024 STRATEGY: DEFENSE AND OFFENSE**

### **Playing Defense on Policy**

One issue that is particularly important to persuadable Americans, and especially centrist women, is abortion. IW is the only women’s policy organization having the advantageous position of taking no position on abortion policy per se, just for

the need for accuracy, not hyperbole, and the hope that we achieve resolution democratically. This leaves us uniquely free to play defense, debunk the fear-mongering, and talk about the current and political reality of abortion access in America as well as helping others avoid tone-deaf legislative strategies on the right.

## Playing Offense on Policy

Increasing numbers of groups are recognizing that talking to the base is not enough. But recognizing the problem is not enough. You need to know what to do, and how to persuade.

2024 is an excellent opportunity to elevate our policy issues—all part of our resonant Hope Agenda.. These are issues that aren't talked about enough, but that matter deeply to Americans, who want them addressed, and want good solutions.

By using candidates to amplify and commit to our concerns we can work to persuade Americans that our policy solutions are the best for them. Our issues matter deeply to individuals (see below) so they should also matter as policy issues this fall and then in the next Congress.

For each policy area, we have developed a suite of proposals, educational materials, and issue amplification products which we will deploy, market, and optimize. How we communicate about these issues is important, so we will test messages and impact. In order to promote these issues, we will raise awareness about each one, simplifying the complex, and encourage constituent engagement not only for conservatives, but among critical persuadable constituents.

For Phase I of each of these policy solutions, through the first half of 2024, the work is entirely educational. In it we will:

1. **Target** the persuadable audience in strategically significant regions of the United States that we believe will be responsive to these issues.
2. **Educate** persuadable Americans through data-backed audience-specific messages on why these conservative policy solutions that are part of our Hope Agenda are the way to achieve their goals. We will also educate influencers, pundits and candidates on the best way to articulate and amplify these policy challenges

Then in Phase II, going into the fall, we will continue the education but amplify it with advocacy, specifically from IWW.:

3. **Activate** the persuadable audience to take action through our proprietary effective mobilization tactics.

# SALIENT ISSUES—THE HOPE AGENDA

Conventional polling from several research institutions and outlets show that inflation and the economy are top of mind for women, Independents, Hispanics, Millennials and GenZ, while abortion access and healthcare affordability are runner up priority policy issues in 2024.<sup>1</sup>

IW and everyone else will continue talking about inflation and the economy in 2024. Moreover, we have known for a long time that health care affordability and abortion are very important issues (and address those below). But we believe these polls often fail to get granular enough about these issues, as well as failing to ask about some other deeply important issues - because they are not issues the candidates at whom those public polls are aimed know how to implement. Yet they are issues that matter deeply to people—especially women—across the political spectrum .

Recent research commissioned by IW identifies these areas. The below issues, which constitute the Hope Agenda and are all in the IW wheelhouse, matter to a huge majority of persuadable Americans. 75% or more of this key demographic identified that the issues below are important to them when considering how they will vote in 2024:

- Financial solutions for economic anxiety for mature people, particularly women;
- Healthcare price transparency;
- Cancel culture;
- Trust and transparency in schools;
- Secure borders; and,
- Affordable student loan debt repayment.

And two other issues that mattered to better than 2/3rds of respondents included:

- Protecting women’s spaces; and,
- Transitioning minors.

On October 2nd, IW tested which of these issues is ripe for a citizen tsunami in 2024. We asked: ***How important are each of these issues to you when making your decision on who to vote for?*** The percentages below are the combination of people who answered “Very Important” and “Somewhat Important”.

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<sup>1</sup> [USA Today](#), [KFF](#), [Pew Research](#), [NPR](#), [Deloitte](#), [Campus Vote Project](#)






Swing Audiences Level of Importance: +75% +67%	National	IW Issue Area	Women	Indep.	Hispanics	Age 18-35
Financial solutions for older people who can't find new work but can't afford to retire.	87%	✓	89%	89%	92%	84%
Being able to see the price of all non-emergency health care in advance.	85%	✓	86%	89%	91%	82%
People being able to freely share opinions and beliefs without being 'canceled'.	83%	✓	82%	82%	83%	74%
Returning schools to teaching academics and pathways to success, not ideology and victimhood.	81%	✓	81%	80%	84%	75%
Securing borders in America and welcoming safe and legal immigration.	80%	✓	81%	80%	80%	74%
Preventing biological men from accessing women's private spaces, athletics and academic opportunities.	71%	✓	71%	70%	71%	75%
Prevent the use of puberty blockers and crosssex hormones on minors.	68%	✓	67%	68%	68%	70%
Providing a solution to the student loan debt problem.	67%	✓	70%	68%	76%	79%

## Phase 1—First Half of 2024: Policy Education and Amplification

### STRATEGIC INITIATIVES—THE HOPE AGENDA

To address these areas of concern, IW is developing and advancing outside the box policy proposals, such as **an affordable student loan repayment plan** and **financial security solutions for older Americans** who want to retire but cannot afford to do so. These will be smart solutions conservatives should champion.

Concurrently, IW will promote **five strategic commitments** under the umbrella of our Hope Agenda that help position specific salient issues to the forefront of the 2024 discussion. We will monitor the dialogue and attention around the commitments through which Americans can make their voice heard, and pivot our focus to the top performing issues that garner the greatest support. In 2024, IW will focus on the following five initiatives:

Commitment	Commitment Language	Polling Data	
		Important*	Very Important
	<i>I commit to supporting legislation that offers <b>upfront healthcare price transparency and cash prices</b> for all medical products, procedures, providers, and services.</i>	<b>86%</b>	<b>51%</b>
	<i>I commit to use my office to <b>protect free speech</b>. I will defend Americans' right to speak freely and protest peacefully.</i>	<b>82%</b>	<b>50%</b>
	<i>I commit to supporting policies that <b>restore parental trust in schools</b> by requiring full transparency.</i>	<b>81%</b>	<b>58%</b>
	<i>I commit to supporting legislation that applies all travel requirements to everyone <b>equally and fairly</b>, including those entering at our southern border.</i>	<b>81%</b>	<b>51%</b>
	<i>I promise to support legislation that <b>preserves female opportunities and private spaces</b>.</i>	<b>71%</b>	<b>48%</b>

\*Percentage of women who said these issues are “very important” or “somewhat important” when making their decision to vote.

Commitments are a useful multi-purpose initiative because they:

1. **Offer a clear differentiator** between a candidate who signs the commitment and their opponent who does not;
2. Help **succinctly connect** candidates with the values and desires of a commanding majority of constituents;
3. Help **elevate the importance of these policy issues** through media attention and promotion; and,
4. Are all **issues that matter to and genuinely benefit women**, reinforcing that our conservative policies as pro-women policies.



**Patient Protection Commitment**—lets constituents support true **healthcare price transparency and affordability**—implementation of which would drop our nation’s health care costs 40% and would benefit patients and businesses rather than the healthcare special interest groups. Helps neutralize an issue that is often used against conservatives.

**Free Speech Commitment**—shows constituents who will **promote free speech and oppose cancel-culture** and the psychological slavery it engenders.

**Trust Through Transparency Commitment**—lets constituents emphasize the importance of **schools being transparent and pro-parent**, returning schools to teaching academics and pathways to success, not ideology and victimhood.

**Safe Borders Petition**—highlights the importance of **securing borders to prevent economic, national security and public health issues** in America, applying the same rules we have for entering the country via air to those coming on land.

**Stand with Women Commitment**—lets constituents know who is pro-woman, pro-science, and will fight for policies that **prevent sex discrimination and preserve women’s rights, safety, and opportunities**.

## **RESPONDING TO ABORTION MISCONCEPTIONS**

The Left is deliberately terrifying centrist women— even those for whom abortion is not a number one issue —into believing that whatever they assert to the contrary, given the chance Republicans are committed to pushing the most extreme restrictions on abortion, including outlawing contraception.

IW has developed messaging guidance on how to talk about this loaded issue in ways that diffuse these concerns and allow persuadables to prioritize other issues. In the coming months, IW will further hone educational marketing efforts designed to correct misperceptions created by the Left (for example, the conservatives want to restrict contraception) and to change the narrative so that this issue does not become a liability and overshadow our other important issues.

## **TARGETING LOGIC**

In 2022, all the hype was about a highly anticipated conservative wave...one that never happened. Conservative strongholds across the country plateaued while, largely speaking, swing states opted for another two years of progressive policies. Yet in some deeply progressive parts of the nation, like New York, conservatives actually gained traction, ultimately contributing to a conservative majority in Congress. Maintaining a conservative majority is essential to turning our policy ideas into legislative reality.



Moderate to progressive states have many persuadable citizens who are looking for resolution in working through their many conflicting inclinations (being frustrated by a lackluster economy, paying more for groceries and gas, but still wanting abortion access). **These persuadables are the market for which IW’s ideas and messaging are targeted and where IW is uniquely qualified to lead.**

To maximize our impact in contributing to ensuring that good policy becomes law, IW will focus its education and mobilization efforts in several key states where the impact is the greatest for persuading a majority of centrist women, Independents, Hispanics, Millennials and GenZ. These regions include:

East	Mid Atlantic & Midwest	West
Pennsylvania	Michigan*	Arizona
New York*	Minnesota*	New Mexico*
North Carolina	Nebraska**	Nevada
	Wisconsin	Washington*

*\*IW will focus on concentrations of persuadables in suburban and rural areas of these states where we can grow conservative support with pockets of citizens living in progressive strongholds.*

*\*\*In Nebraska, we will focus on growing conservative support only in the Omaha metropolitan area.*

## PERSUASION THROUGH EDUCATION STRATEGY

Knowledge is power. And today, most people educate themselves on social media, podcasts, traditional media, and from their friends. While this presents many challenges for truth to prevail, IW regularly seizes the opportunity to reach persuadable Americans with powerful information that resonates with a theme.

IW will employ proven tactics to educate our core persuadable audience on these issues that they care about or should care about. These tactics can include:

- Quizzes that help users realize that progressive “solutions” are harmful and conservative solutions are better.
- Guidance for allies on how conservatives should communicate about salient issues compassionately and persuasively.
- Real-life, emotional stories of victims who have been hurt by dangerous progressive policies.
- Emotionally-gripping ads that quickly and compellingly summarize the problems with the progressive policies eroding American life today.
- Reaching each audience on platforms where they will listen.
- Activating Independent Women’s Network—a growing group of over 38,800 women across the nation with 27 chapters established in 21 states—in their communities.

IWF proposes to start by an initial deployment of education campaigns to 1M households from targeted persuadable universe, assessing impact and refining as needed. Then we will broaden that reach to our full universe of 6.6M targets across 11 states, creating a buzz, persuading constituents, and establishing a narrative for winning.

## *Phase 2—Late Summer into Fall; Advocacy*

### **REFINED OPTIMIZATION**

After persuasively educating swing citizens, IW will evaluate which issues in our Hope Agenda are resonating the most with the persuadables and focus our mobilization efforts on 2-3 of the MOST salient issues where we can use the heightened focus of citizens in the fall to policy issues to best advance our policy goals. Testing in past elections has shown IW's persuasion efforts have the ability to sway audiences on our policy agenda and as a consequence even without any electioneering, the candidates who support them from 6% to 31% depending on the issue. Efficacy and relevance will be evaluated so we are only spending resources on issues that will have the highest ROI in motivating citizens to mobilize towards conservative policies.

### **MOBILIZATION STRATEGY**

Starting in August of 2024, after Independent Women's Forum's education drive and evaluation of lift and impact, Independent Women's Voice will launch a mobilization campaign to each core audience on the issues we know are most important to them, ultimately gaining support for conservative solutions.

We will use the data we've collected through research, education and testing to connect the dots for our target audiences that progressive policies are bad for women and supporting conservative solutions is the only choice to turn the tide on anti-women and anti-children policies sweeping America.

### **THE IW DIFFERENCE**

Investing in Independent Women's Voice & Forum directly impacts the education of key audiences imperative to conservative success.

- IW's targeted audience and state-specific approach means your money is spent efficiently and has a direct impact statewide and federally with persuadable audiences.
- IW has access to millions of data points we've been collecting on each core audience. That means we already understand where and how to communicate effectively with each audience.

# HOPE AGENDA BUDGET

<b>Total Multifaceted IW 2024 Budget</b>	<b>\$10,760,000</b>
<b>PHASE I—Independent Women’s Forum (501(c)3)</b>	<b>\$1,452,000</b>
<b>PHASE II</b>	<b>\$4,188,000</b>
<b>PHASE I—Independent Women’s Voice (501(c)4)</b>	<b>\$1,100,000</b>
<b>PHASE II</b>	<b>\$4,020,000</b>

## Independent Women’s Forum—Education & Strategic Initiatives—\$5,640,000

Overview & Tactics	Phase I Multifaceted Campaign to 1M Targets	Phase II Multifaceted Campaign to Universe (5.6M Targets in 11 States)
Creative ad placement across platforms to targets	\$246,000	\$504,000
5 new <i>Real Stories</i> documentaries	\$100,000	\$100,000
Quiz education (via text and mailing)	\$796,000	\$3,584,000

Strategic Initiatives & Messaging Guidance	\$310,000
Candidate education	\$90,000
“Winning Words” memos and Communication Kits	\$120,000
Messaging Optimization	\$100,000

<b>Multifaceted Education Campaign</b> <i>Strategic targeting of swing audiences in 11 key states</i>	<b>\$1,142,000</b>	<b>\$4,188,000</b>
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## Independent Women’s Voice—Mobilization Campaign—\$5,120,000

Overview & Tactics	Phase I Multifaceted Campaign to 1M Targets	Phase II Multifaceted Campaign to Universe (5.6M Targets in 11 States)
Concept connector mailings	\$550,000	\$2,520,000
2 mobilization texting drives	\$260,000	\$896,000
Digital mobilization drives ( video and display ads)	\$190,000	\$504,000
Independent Women’s Network grassroots support	\$100,000	\$100,000

<b>Multifaceted Mobilization Campaign</b> <i>Mobilization of target audiences in IW’s 11 states</i>	<b>\$1,100,000</b>	<b>\$4,020,000</b>
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## CONCLUSION

IW excels at focusing on issues that conservatives don't know how to talk about, don't engage on, and let the Left weaponize against them. With an all-women team, we deliver modern, approachable policy solutions that resonate with the critical audiences conservatives need to turn the tide on radical progressivism.

With your support, in 2024, IW's Hope Agenda will do what no one else is doing: educate a large pool of persuadable citizens composed of centrist women, Independents, Hispanics, Millennials and GenZ on issues that matter to them. We will empower them—through issue knowledge—to choose conservatism over progressivism. We will then mobilize this audience to abandon the Left's misleadingly "compassionate and cool" but dangerous agenda and rather join positive, reality-based conservative policies as the solution to healing America's economy and cultural disagreements and moving our country back to sanity and hope.

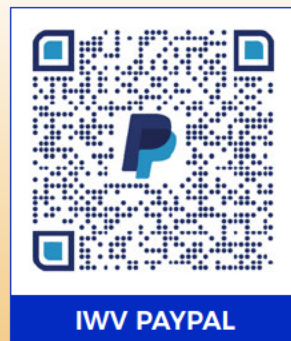
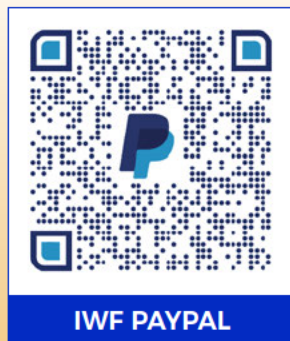
# Support the Hope Agenda

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