



2015 Report to Stakeholders

Growing our team:

The ERA Coalition is an alliance of prominent women’s organizations and individual leaders who are dedicated to leading the effort to pass and ratify the Equal Rights Amendment. Over the past year, we have grown our coalition to represent a strong and diverse national movement. The ERA Coalition consists of 16 Lead Organizations, 44 Member Organizations, and 41 individually prominent ERA Supporters. Partnering with MoveOn.org, our petition drive for support of the ERA gained 7,000 signers in just the first 24 hours and helped grow our mailing list to 5,000 supporters. Ben & Jerry’s has signed on as our first Company for the ERA, and we are working with several other companies on upcoming initiatives.

Organizationally, we formed a seven member Board and a twelve member Advisory Council as well as establishing initial staff and consultant support. We have also formed a Political Strategy Task Force and a Corporate Outreach Task Force. This year we benefited greatly from *pro bono* legal support from Paul, Weiss, Rifkind, Wharton & Garrison, *pro bono* advertising support from LPNY advertising agency, *pro bono* communications support from both Edelman and enso, and *pro bono* website development from Kristie D’Ambrosio-Correll.



ERA Supporters



ERA Coalition Board & Staff



ERA Coalition Lead Organizations

Updates from the Hill

Two sets of Equal Rights Amendment bills were introduced in May 2015. In the House, Representative Jackie Speier (CA-14-D) introduced H.J. Res 51, the “Three State Strategy,” which has 162 cosponsors as of December 2015. Representatives Carolyn Maloney (NY-12-D) and Cynthia Lummis (WY-AL-R) introduced H.J. Res 52, the “New ERA,” which has 185 cosponsors as of December 2015 including bipartisan support. In the Senate, Senator Ben Cardin (MD-D) and Senator Mark Kirk (IL-R) introduced S.J. Res 15, the “Three State Strategy,” which has 29 cosponsors as of December 2015 including

bipartisan support. Senator Robert Menendez (NJ-D) introduced S.J. Res 16, the “Traditional Strategy,” which has 6 cosponsors as of December 2015.

After the May introductions, the ERA Coalition began a series of email blasts to encourage our members to contact their Congressional representatives and ask them to sign on to all of the bills, linking them to the advocacy page on our website. On this page, any visitor can search a map of the United States by state or zip code to find whether their Congressional representatives have co-sponsored any of the ERA related bills. If not, they can send an email with an easy click, urging their representatives to sign-on.

ERA Coalition Board and Staff met with 30 Congressional offices in 2015, including in person meetings with all of the lead sponsors of ERA legislation. In 2015, we chose to focus on outreach to Republican women members of Congress and met with 19 out of the 22 offices. Our meetings have been consistently positive as we work to increase bipartisan support of ERA legislation.



Representatives Carolyn Maloney (NY-12-D) and Cynthia Lummis (WY-AL-R) hold a copy of Jessica Neuwirth's new book on the ERA



ERA Coalition President Jessica Neuwirth sat on a panel at the U.S. Capitol with (l to r) Rep. Jackie Speier, Michael Moore, Tia Lessin, Terry O'Neill and Dr. E Faye Williams

Letters to Congress from Meryl Streep

On June 23rd, the ERA Coalition organized a letter drop on Capitol Hill to deliver personally signed letters from Meryl Streep to every one of the 535 members of Congress, urging them to support the Equal Rights Amendment (ERA). The letters were hand delivered by a group of ERA Coalition high school student volunteers along with a copy of Jessica Neuwirth's book *Equal Means Equal: Why the Time for the Equal Rights Amendment is Now*.

Thanks to the pro bono PR support of Edelman, the campaign made headlines in almost every major media outlet and on social media. *Vanity Fair*, *US News and World Report*, *The Washington Post*, *The Wall Street Journal*, *Vogue* and *Nylon* are just a few sites that featured the story. Many of our celebrity ERA Supporters contributed quotes and promoted the campaign on their social media platforms, including Gloria Steinem, Taylor Schilling, Rashida Jones, Chelsea Handler and Jane Fonda.

As a result of Meryl Streep's letter, Representative Seth Moulton (MA-06-D) and Senator Tom Udall (NM-D) signed on to ERA legislation. Only seven members of Congress replied to the letter, which led Meryl Streep to comment publicly on this disappointing response. As a result, her letter campaign and the ERA received even more media attention, with the lack of response being highlighted in *Vanity Fair*, *People Magazine* and *The Guardian*.

Meryl Streep, Real-Life Superhero, Is Appealing to Congress for Equal Rights



By Neilson Barnard/Getty Images.

The Oscar winner is asking Congress to revive the Equal Rights Amendment.

BY JULIE MILLER



ERA Coalition volunteers delivered letters from Meryl Streep and copies of Jessica's book on the ERA to 535 members of Congress

#ERANow Twitter Storm

On Women's Equality Day, August 26th, the ERA Coalition led and participated in several successful Twitter campaigns. During the day of action on Twitter, there were 6,200 tweets, 4,800 contributors and a 10.4 million person reach. The ERA Coalition increased our Twitter following by over 100 followers on this day.

In coordination with the producers of the Broadway play *Fun Home*, Broadway stars and their followers posted pictures posing as Rosie the Riveter. Celebrities participating included Katie Couric, Kristin Chenoweth, Patina Miller and Mitch Grassi. Their posts encouraged people to visit the ERA Coalition website and contact their members of Congress, using the hashtag #ERANow. They also created filters for people to put over their Facebook/twitter profile pictures with the hashtag #ERANow.

The ERA Coalition also organized a #ERANow Twitter storm from 12:00 pm-1:00 pm. Many of the ERA Coalition Lead Organizations joined the campaign, including AAUW, Feminist Majority, Legal Momentum, the National Organization for Women, the National Congress of Black Women, the National Women's Political Caucus and YWCA. Elected officials participating included Representatives Sheila Jackson Lee (TX-18-D), Lois Frankel (FL-22-D) and Representative Jackie Speier (CA-14-D).



2016 Election Strategy- Debate Campaign

The 2016 election cycle is a prime opportunity for the ERA Coalition to further incorporate the Equal Rights Amendment (ERA) in the national conversation. This fall, we began an effort to encourage the moderators and candidates to talk about the ERA during the Republican and Democratic debates. We led campaigns to incorporate a specific question about the ERA during the CNN debates for the Republican candidates on September 16th and the Democratic Candidates on October 13th.

We encouraged our members and supporters to submit the following question through debate specific comment forms as well as target tweets and Facebook posts: *There is a renewed campaign that's getting a lot of attention to get the Equal Rights Amendment (ERA) into the U.S. Constitution. Many candidates talk about their support for fair treatment of women, and this amendment would provide a fundamental guarantee of equal rights. If elected, will you actively support the ERA?*

In addition to our grassroots efforts, ERA Advisory Council member Jane Fonda submitted an op-ed to CNN.com asking CNN and the candidates to discuss the ERA in the debate. The ERA Coalition continues to raise awareness on the Equal Rights Amendment and urge all presidential candidates to publicly support the ERA.



Vision for 2016

The ERA Coalition is committed to growing a national, diverse and multi-generational movement to pass and ratify the Equal Rights Amendment in 2016. We will work to multiply the number of organizational members and prominent individual supporters of the Coalition. We will also work to increase the number of Company Supporters for the ERA to reinforce the idea that equality is not just the right thing, but the smart thing for businesses.

The ERA Coalition Board and staff will continue to work and meet with Congressional offices on Capitol Hill to increase co-sponsorship for ERA legislation. We will focus on growing a broad bipartisan base of support with targeted outreach to Republican members of Congress and their staff. The ERA Coalition will encourage lead sponsors of ERA legislation to hold briefings and hearings to create movement for the ERA.

The ERA Coalition will continue to engage in targeted actions and campaigns with our Lead Organizations, Advisory Council, and prominent ERA Supporters to increase the level of public awareness and support of the Equal Rights Amendment. Using both traditional and social media strategies, we will focus on bringing the ERA into the greater public consciousness.

The ERA Coalition will use the 2016 election cycle as an opportunity to gain support from candidates and current elected officials. We will draft a question for all organizations and individuals to use when asking candidates their position on the Equal Rights Amendment and commitment of support. The ERA Coalition will continue to pressure media and candidates to talk about the lack of an Equal Rights Amendment in presidential and congressional campaigns.

In order to achieve our goals in 2016, the ERA Coalition is looking to increase our staff. In the upcoming year, we hope to expand our team specifically in the areas of communications and development, as well as building the infrastructure we need to make the most of the many opportunities that are coming our way to build support for and awareness of the ERA.

The financial and *pro bono* contributions of our donors are vital to the work of the ERA Coalition – thanks to all of our supporters. In particular we would like to acknowledge and thank:

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