

CONTENTS

ACKNOWLEDGMENTS xi

CHAPTER 1

Introduction 1

Introducing Three Women's PACs 1
Campaign Finance and the Role of PACs 5
Women's PACs and the Feminization of American Electoral Politics 6
Gender and Participation: A Gap in Giving 8
Overview of This Book 10
Notes 12

CHAPTER 2

THE RISE OF WOMEN'S PACS 15

Partisan Politics and the Women's Movement 16
The Emergence of EMILY's List, The WISH List, and the Susan B. Anthony List: 1980s–1990s 20
Mission, Goals, and Strategies 21
Growth and Expansion: Into the Twenty-First Century 26
Conclusion 28
Notes 29

viii Contents

CHAPTER 3

ATTRIBUTES AND ACTIVITIES OF THE MAJOR CONTRIBUTORS 32

The Survey of Women's PAC Contributors 33

Socioeconomic Characteristics 33

Political Trust, Political Efficacy, and Political Activity 35

Recruiting Contributors through Social Networks and Direct

Mail 39

Organizational Involvements 41

Conclusion 45

Notes 45

CHAPTER 4

POLITICAL ATTITUDES: CONFLICT AND UNITY AMONG CONTRIBUTORS 48

Political Parties and PACs 49

Partisanship and Ideology among Contributors 51

Feminist Consciousness and Support for Women in Politics 52

Contributors' Policy Priorities and Preferences 55

Conclusion 61

Notes 62

CHAPTER 5

Female and Male Contributors: A Gender Gap? 64

Gender and Attitudes among Political Activists 65

Ideology and Partisanship 67

Attitudes about Feminism and Women's Rights 69

Attitudes about Equality 70

Attitudes about Militarism and Use of Force 71

Policy Priorities 72

Conclusion 72

Notes 74

CONTENTS ix

CHAPTER 6

Female Contributors and Female Voters: The Same Voice? 76

Data on Women and Other Female Contributors 77

Political Activity and Political Efficacy 77

Political Priorities 78

Attitudes Related to Feminism and Women's Equality 81

Other Political Issues 85

Conclusion 88

Notes 88

CHAPTER 7

Conclusion 90

Summary and Overview 91

Implications: Women in Government 95

Notes 96

APPENDIX A

Data Collection 98

APPENDIX B

Women's PAC Contributor Survey 101

APPENDIX C

WORDING OF NATIONAL ELECTION STUDY (NES) QUESTIONS 109

INDEX 111