



SheDecides is a campaign of the
Maine Women's Lobby

The Maine Women's Lobby was founded in 1978 to amplify women's voices in the Maine Legislature. With grassroots organizing, education, and advocacy, the Maine Women's Lobby has scored dozens of victories for Maine women, including the nation's first sexual harassment training and prevention requirement, Maine's family and medical leave law, and the Reproductive Privacy Act.

We promote economic security, safeguard civil rights, defend against violence, and champion affordable health care and reproductive privacy. Our vision? A future where every woman has equal rights, equal opportunity, and the power to shape her own life.

www.MaineWomen.org

www.SheDecides.org

¹ Institute for Women's Policy Research analysis of exit poll data from CNN.com. "Women's Vote Clinches Election Victory: 8 Million More Women than Men Voted for Obama" Press Release, November 6, 2008. Available at: www.iwpr.org/pdf/08ElectionRelease.pdf

² Greenberg, Stan and Dave Walker. "Turnout and the New American Majority: A Year-Long Project Tracking Voter Participation and Vote Preference Among the Rising American Electorate: Executive Summary" Democracy Corps: Carville and Greenberg & Women's Voices, Women's Vote. February 26, 2010. Available at:

www.wwww.org/assets/2010/2/24/Rising_American_Electorate_Jan_2010_survey_-_executive_summary.pdf

³ March 2010: 57,972 Mainers unemployed. "Seasonally Adjusted Civilian Labor Force Estimates, 1976-2010" Maine Department of Labor, Center for Workforce Research & Information, in cooperation with the U.S. Bureau of Labor Statistics.

Available at: www.maine.gov/labor/lmis/laus.html

⁴ U.S. Census Bureau, American Community Survey: Maine Economic Growth Council and Maine Development Foundation, *Measures of Growth in Focus 2010*.



SheDecides

Women are a powerful force

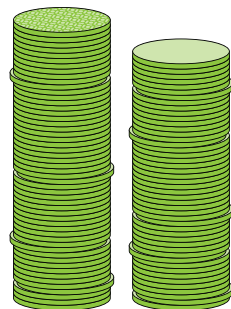
in the electorate: women were 53% of voters in the last presidential election and 56% of them delivered winning votes to our current president.¹ In fact, unmarried women accounted for nearly half of the increase in votes cast between 2004 and 2008.²

Why did women's votes win the last election? Because campaigns and candidates spoke directly to women about the economic realities of their lives.

When you work hard in Maine, you should be able to care for yourself and your family. **Workers in Maine are struggling with lost jobs, cuts in hours, and drops in overtime. A record 58,000 Maine residents remain unemployed.**³ We all agree that job security is critical for a family's well-being—and for Maine's economic recovery.

That's why, now more than ever, we need policies that support access to good jobs with benefits and that help workers hold onto those jobs—and income—when faced with inevitable illness or family needs.

53%
OF VOTERS in the
last presidential election
WERE WOMEN



She Decides is our pocketbook agenda and it's your road map as a candidate who wants to speak to the powerful constituency of Maine women voters.



Raise the Wage

When you work hard, you should be able to provide for yourself and your family. But, for minimum wage earners, a full-time job does not guarantee paying all the bills on time. That's why **increasing the minimum wage and indexing it to inflation** can put the brakes on the downward spiral of the value of our paychecks and help working people maintain a basic standard of living.



Paid Sick Days

No one should have to choose between going to work and losing a day's pay—or, even their job. A **minimum protection of paid sick days** provides job security and financial stability—and reduces costs for businesses through reduced turnover and increased productivity.



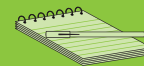
Family Friendly Workplaces

Beyond routine sickness, workers need time off when they are recovering from an injury or serious illness or are trying to balance their jobs with caring for a new baby or seriously ill family member. **Family leave insurance** helps workers to keep their jobs with a new insurance system that provides wage replacement through a pooled fund, instead of through individual businesses.



Paycheck Fairness

Maine's Equal Pay Law has been on the books for decades, but women in Maine still bring home just 79 cents to a man's dollar.⁴ It's time to **step up enforcement of Maine's Equal Pay law** to close the gender wage gap—once and for all.



Access to Good Jobs Through Education and Training

To succeed in today's changing economy, workers need advanced skills and credentials. It's critical that women—who hold the majority of low-wage jobs—are able to take advantage of **degree programs targeted to Maine's high-demand industries**.