



**Tax-Deductible  
501 (c) (3)**

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Dear Citizen,

I am grateful today for the opportunity to introduce you to perhaps one of the most important national non-profit organizations created in many years.

My name is Mike Aspen. I'm a lifetime Nebraska resident, a Creighton University marketing graduate and the President and Founder of the nationally-focused and non-partisan **League of Men Voters®**. I'm writing today to request your support as the League begins our exciting work of greatly reducing the enormous voting gap that exists between male and female voters.

Most of us are aware that overall voter turnout in the U.S. has been embarrassingly low over the past couple of decades. But what you might be surprised to learn is that males are by far the major reason for that lower turnout.

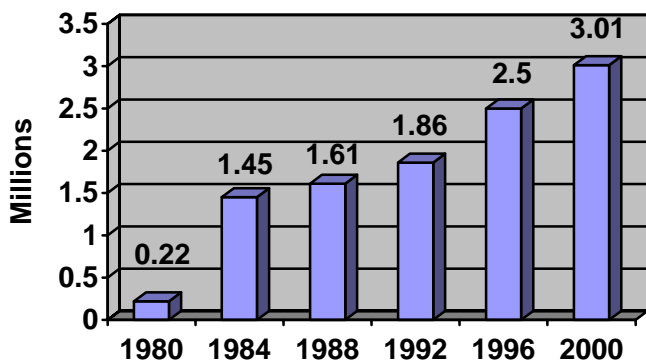
**For every 100 males who vote in national elections...115 females vote!**

According to the U.S. Census Bureau, **59,284,000** women compared to **51,542,000** men reported voting in the 2000 presidential election.  
That's almost **8 million** fewer male votes\*!

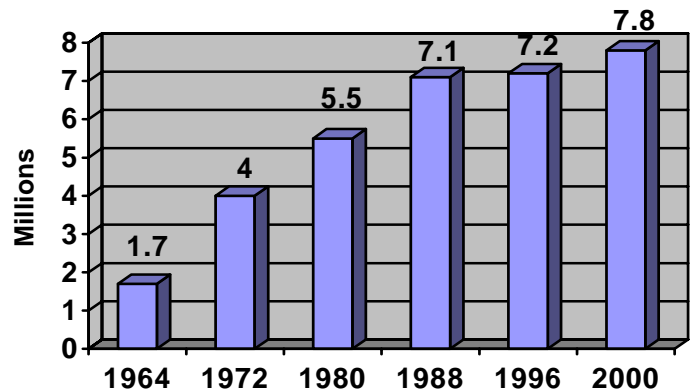
Certainly some of this enormous vote gap can be attributed to the fact that women tend to **live** and **vote** longer\*<sup>1</sup>. But a shorter lifespan is only one reason why men are voting so poorly by comparison. Another major reason, unfortunately, is that men also vote at a **far lower rate** per their own eligible voting population\*<sup>1</sup>.

**Gender voting history**\*<sup>1</sup>

**Number of Male Votes Lost by Voting at a Lower Rate**



**How Many Fewer Men Have Voted Overall?**



➔ If men were to again vote at a rate consistent with their historical voting rate of only 20 years ago, approximately **11 million** more male votes would be counted!

As the graphs on the previous page indicate, **something extraordinary** has caused the voting gap to widen dramatically in a relatively short period of time. That “something” is called **MARKETING!**

Although expensive get out the vote marketing campaigns have targeted eligible women for decades, men have never once experienced the steady drumbeat of encouragement that female-eligible voters receive during each and every election cycle. With millions of dollars being spent on a regular basis to **exclusively** get out the female vote, it shouldn't surprise anyone that **women are much more motivated to vote than men.**

## **GET OUT THE VOTE CAMPAIGNS REALLY WORK!**

Substantially increasing male voter turnout isn't especially complicated, but it will require a considerable commitment of resources similar to what leading women's groups have been spending for decades. Look carefully below at what the **League of Women Voters** and **EMILY's List**, two well-respected women's organizations, have been doing to promote the female vote. This information also describes the type of activity the League of Men Voters® must (and will) engage in to increase male voter turnout.

**(Please Note:** This is but a **fraction** of the financial investment being spent to get out the female vote.)

**2000** – “EMILY's List raised and contributed **\$10.8 million** for WOMEN VOTE!® projects to reach out to millions of women by mail, by telephone, and in person to bring them to the polls.”

**1998** - “WOMEN VOTE!® campaigns in **26 states** sent out nearly **eight million pieces of mail** and made **two million phone calls to 3.4 million women voters** urging them to vote.”

**1994** - In California...”with support from EMILY's List, targeted **902,575 women voters** who had **no history** of voting in non-presidential elections. The women received **several** get-out-the-vote messages delivered by mail and telephone. Thanks to these efforts, an astounding **416,594 targeted women voted** at the polls or by absentee ballot.” \*2

### **Courting the Female Voter...Every Vote Matters; The League of Women Voters Reaches Millions Through National Retailer (Excerpts)**

BENSALEM, Pa., Issue: Nov 1, 2000 /PRNewswire/ -- “The League of Women Voters is **targeting women throughout the country** and urging them to hit the polls on Election Day as well. For non-partisan voter information and inspiration, people nationwide can walk into any of the **1,754 Fashion Bug, Catherine's, Added Dimensions** and **The Answer** stores and make a difference in the electoral process by picking up the League's “**Take a Friend to Vote**” Toolkit.”

“That inspiration includes the **distribution of over 1.5 million** “Take a Friend to Vote” Toolkits, “Take a Friend to Vote” **bumper sticker** distribution, in-store voting banners and a “Salute to Voting Women” fashion show this past spring. Beyond the store, Dorrit Bern (Chairman and CEO of Charming Shoppes) reached out to over **6 million customers** with several personal letters containing a constant reminder to vote. Charming Shoppes has even launched a **half-million dollar ad campaign** in popular magazines to motivate readers to get off the couch and to the polls.” “We're hitting them from every angle, whether they come into the store or not,” laughs Bern.” \*3

## **ONE IMPORTANT QUESTION TO PONDER WHILE CONSIDERING HELPING US**

***“Does it help or harm democracy to do nothing at all to increase male voter turnout when women are working so passionately to increase their own turnout?”***

## What the League of Men Voters® Will Do With Your Help:

- **MARKET OUR MESSAGE** - Most Americans have somehow come to incorrectly believe that more men actually vote than women. Because this mistaken notion emphatically needs to be countered, the League will persistently market the fact that **nearly 8 million** more women are voting in presidential elections and approximately 15% more in all national elections.
- **MARKET VOTER REGISTRATION AND “THE VOTE”** – Initiate massive get out the male vote marketing campaigns involving telemarketing, mailings and other means near election time.
- **CREATE PUBLIC SERVICE ANNOUNCEMENTS (PSAs)** - in local magazines, newspapers, radio, TV and cable.
- **PLACE STRATEGIC BILLBOARD MESSAGES** – a nationwide effort emphasizing the statistical reality about male/female voting patterns and the importance of men voting.
- **DEVELOP ATTRACTIVE AND FUNCTIONAL WEB SITE**
- **PARTICIPATE IN INTERVIEWS** – with radio, TV and cable talk show venues.
- **DEVELOP POSTERS, BUMPER STICKERS AND BROCHURES** - for nationwide distribution.
- **DEVELOP ALLIANCES** - with other strategic organizations.
- **CREATE NEWS ARTICLES & LETTERS TO THE EDITOR** – for print and broadcast dissemination.
- **PROVIDE SPEAKERS** - for interested groups.
- **EDUCATE JOURNALISTS** - about the statistical reality of gender voting.

Granted, get out the vote campaigns are extremely expensive to implement. But sitting idly by while these efforts continue to be the sole enterprise of established women's groups is a disaster of incalculable expense for men - and profoundly affects the democratic process itself. Ellen R. Malcolm, the President of EMILY's List (the #1 PAC in the United States for Non-connected PACs by Receipts through March 31, 2002<sup>\*4</sup>), says it especially well: **“When women vote, women win!”**<sup>\*5</sup>. Conversely, the League of Men Voters® recognizes that **when men DON'T vote...men lose!**

### **WHY WE NEED TO ASK MEN TO VOTE**

In every society there is a need for those who sell a product to go out of their way to encourage others to “want” that product. This is the very essence of advertising, and it applies to voter turnout as well. Busy people sometimes just need a little “nudge” to get them to buy! And just because some might think no person should have to be asked to vote, that is not our view...**and it's certainly not the view of successful female get out the vote campaigns!** Like women, men need “a league of our own”, and we need it now! And wouldn't it be fantastic if men knew there were others cheering them on to the voting booth?

***IT'S GETTING AROUND!*** The League of Men Voters® has been featured in newspaper and broadcast news stories: [USA Today](#) - **“Men can play gender-gap game, too”** - by Don Campbell; [Associated Press](#) – **“Grassroots group looking for more men at ballot box”** - Staff and wire reports; [Fox News Channel](#) - **Weekend segment feature story.**

**IN CONCLUSION:** The League of Men Voters is a public benefit and educational initiative that, frankly, should have been formed over 20 years ago when eligible male voters first began voting at a lower rate than their female counterparts<sup>\*6</sup>. Our League is a serious attempt to right an equally serious societal problem - males voting at far lower numbers and rates than women. As you are considering helping our cause, I want you especially to understand that targeting men to vote for the first time ever might attract spirited commentary.

**Because it is a fact that men and women tend to poll and vote differently** <sup>\*1,\*7</sup>, some in the media and others may feel compelled to protect the status quo. In so doing, they may voice the concern that additional males voting could potentially cause different election outcomes. **Ironically, it was anxiety about potentially different election results that largely fueled the misguided logic of those who opposed a woman's right to vote** around the turn of the 20<sup>th</sup> century<sup>\*8</sup>. It is important to note that this concern, however expressed, becomes irrelevant when viewed from the central context that **THERE ARE ALREADY NEARLY 8 MILLION FEWER MALES VOTING!** With all due respect to contrary opinion, **it is of no concern or advantage to the League of Men Voters® how any male or female votes.**

Finally, and equally important, the League of Men Voters® asks all men and women to support our cause because it is the very differences between men and women that contribute to the vitality, creativity and balance that is indispensable to our culture.

This we pledge to you: We will do this because it is **right**...it is **important**...and it is **imperative** it be done at this very moment in our great nation's history!

**This letter is a call to action.**

***There is no enemy... it is us.***

So today I am asking you for much more than your generous financial support. I am also asking you to lend your moral support to an honorable and exceptional endeavor that seeks to strengthen our democratic process. There were approximately **45,545,000**<sup>\*1</sup> non-voting eligible male voters in 2000. Millions of those men are politically aware and will vote when they realize they are urgently needed.

As is common with so many others who have created non-profit organizations in the past, I have happily invested a good deal of my own time and discretionary funds toward the League research, legal requirements and formation. As the President and Founder, I am asking you to ensure the success of the League and its cause by making a generous **TAX DEDUCTIBLE** gift to the **League of Men Voters®!**

Very Sincerely,



Michael R. Aspen

President/Founder, League of Men Voters®

\*1 - <http://www.census.gov/population/www/socdemo/voting/p20-542.html>

\*2 - <http://www.emilyslist.org/womenvote/chronology.phtm>

\*3 - [http://www.findarticles.com/cf\\_0/m4PRN/2000\\_Nov\\_1/66571413/p1/article.jhtml](http://www.findarticles.com/cf_0/m4PRN/2000_Nov_1/66571413/p1/article.jhtml)

\*4 - <http://www.fec.gov./press/20020627pacstats/20020627pacstats.html>

\*5 - <http://www.emilyslist.org/womenvote/factsheet.phtml>

\*6 - <http://www.census.gov/population/socdemo/voting/tabA-1.pdf>

\*7 - <http://www.rci.rutgers.edu/~cawp/Facts/ggap.pdf>

\*8 - <http://www.history.rochester.edu/class/suffrage/Anti.html>