

Change for Change

We're asking for your small change so
we can keep making big changes



Conservative Women's Organisation

www.conservativewomen.org.uk/change4change

Why is there a Woman's Organisation?

Women make up 51% of the population but still only 16% of Conservative MPs. It's important to change this so that women are better represented both on the back and front benches.

Without women putting forward the women's perspective, the needs of women can be ignored or simply not realised.

An all-male transport policy group considering how to improve rail travel may put their top 3 priorities as ticket prices, overcrowding and delays.

An all-woman group may put safety or difficulty when using prams in their top 3.

It is better news at local level where 29% of Tory councillors elected in May 2011 were women - but this is on the decline, along with women council candidates.

The CWO is determined to raise the number of women standing and being selected in winnable seats and wards at national and local elections.

How you can help us...

WE'RE ASKING FOR YOUR SMALL CHANGE SO WE CAN KEEP MAKING BIG CHANGES.

Whether it's 75p, £2.73p or £5, we would love it if you could give us **WHAT YOU CAN AFFORD** every month without missing it one bit.

Here's our idea for working out how much that might be:

- 1. TAKE OUT YOUR LOOSE CHANGE**
- 2. REMOVE THE £1 AND £2 COINS**
- 3. COUNT THE REMAINDER**
- 4. SEND US THAT EVERY MONTH**

Of course, you might be prepared to put back a £1 or £2 coin - or maybe you'd like to round it up or down - just as long as you find an amount you wouldn't miss.

After you're happy with the amount, then follow the instructions on the rear of this leaflet to set up a standing order.

You have total control over the standing order and can cancel it at any time. We don't even need to know who you are if you set up the standing order yourself*.

What does the CWO do?

Since 1919, the CWO has provided our MPs & the Party with research reports, questionnaire responses, forum and summit reports so that they know what women are thinking. We invite front and back bench MPs to get involved with the CWO, which enables them to hear women's opinions and issues directly.

We hold conferences and organise development training for women considering standing for public office at all levels. We encourage and sign up new party members and we canvass, deliver and help get out the vote at election time.

We liaise with NGOs in the UK and abroad and take part in local and national social action projects.

Last, but not least, women's constituency groups play an important part in their local Associations, raising funds all over the country.

"The Conservative Women's Organisation plays a huge role and without it, frankly, we'd be in desperate straits." Rt Hon Iain Duncan Smith MP

Get Out HER Vote!

Since 1945, the Conservative Party has never won a majority without at least 40% of the women's vote. We received 36% of the women's vote in 2010 (up from 32% in 2005).

The higher the overall turnout, the more votes we receive from women - which is not true for any other party. Getting out the women's vote gives us a better chance of a Conservative majority.

If you live in a marginal seat then a woman candidate increases vote share by between 3% and 5%, simply because women are more likely to vote for a woman.

The CWO doesn't want All Women Shortlists and is against quotas but we do need to encourage more women to stand for public office at all levels - especially as Councillors.

If you want to know more about what we do or would like to help us (there's no membership fee as all women members of the Party are automatically members of the CWO), then please visit our website and get in touch.

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STANDING ORDER INSTRUCTIONS

SETTING UP THE STANDING ORDER YOURSELF

If you wish to set up the Standing Order yourself, either ring your bank or set up the standing order online. In either case, please use the details in the **PAYEE DETAILS** - Section 2.

POSTING THE INSTRUCTION

You may also complete the form below and post it to your bank, or to us and we will forward it on to your bank for you.

To: _____ Bank

Address: _____

Please set up the following Standing Order and debit my/our account accordingly

1. YOUR ACCOUNT DETAILS

Account Name: _____

Account Number: _____

Sort Code: ____ - ____ - ____

2. PAYEE DETAILS

Account Name: Conservative Women's Organisation

Payment Reference: CWO CHANGE4CHANGE

Sort Code: 20-40-71

Account Number: 90820954

Bank: Barclays Bank plc

3. ABOUT THE PAYMENT

Frequency: Weekly/Monthly/Annually (we recommend Monthly)

Amount:* £ _____ - _____

Date of 1st Payment: _____ to continue until further notice

4. CONFIRMATION

Customer signature(s): _____

Date: _____

***Charities cannot donate to political parties. Under the Political Parties and Referendums Act 2000, if the donation exceeds £500 in any one transaction, you must be on the electoral register in the UK (excluding Channel Islands & Isle of Man)**

Promoted by Alan Mabbut on behalf of the Conservative Women's Organisation, both at 30 Millbank, London SW1P 4DP. Telephone: 020 7984 8139