



Frequently Asked Questions

Q: When was the organization founded?

A: Women On 20s, a 501(c)(3) nonprofit, was founded by Barbara Ortiz Howard and incorporated in January 2014. The planning of the campaign began in March 2014 when Susan Ades Stone came onboard as Executive Director and chose the national election model as a strategy.

Q: What was the inspiration for the campaign?

A: It was Barbara's dream to honor the women who helped shape this country by making them visible in our everyday lives, just like the important men on our paper money. She always thought that great women role models were invisible when she wanted to inspire her daughter Dylan. She was grateful to be able to introduce her to women sports figures, especially the women on the Olympic soccer team. Dylan and Susan's daughter Sylvia – who were longtime friends – were part of a group known as the "sporty girls" who took pride in their athletic pursuits. Both girls went on to play soccer in college. With the Women On 20s project, Barbara said she wanted to "honor the girls' individuality, pride and expectations that they'll be valued as women who can succeed on a level playing field with men in every aspect of their lives."

Q: What was the timeline for the campaign?

A: The voting started on March 1, 2015 to coincide with National Women's History Month, after rolling out the 15 candidates one at a time in February. The voting took place in two segments – a Primary with the initial 15, and a Final Round where the top 3 vote-getters were in a runoff. Cherokee Chief Wilma Mankiller was added to the Final Round to satisfy a public desire for a choice of a Native American to replace Andrew Jackson. While the campaign's goal is getting a woman's portrait on paper money, it's also about being an educational vehicle for people of all ages. Voting concluded at the end of Mother's Day, May 10, and the petition delivered 2 days later to the White House requesting executive action.

A WOMAN'S PLACE IS ON THE MONEY

www.womenon20s.org





Q: How did you choose the 15 candidates?

A: We started with about 100 names of American women of great stature, accomplishment and character. We had to follow U.S. code for paper currency, which requires that people featured be deceased for at least 2 years. Through informal discussion, 60 candidates were chosen for inclusion in a 2-part survey. These candidates were judged on two criteria: 1) their impact on society (this question was given double weight) and 2) the level of difficulty they faced in pursuing their goals, including whether they were pioneers in their field. The 30 candidates who emerged were then judged by about 100 people, using a simpler ranking survey, but the same criteria. Extra weight was given to the many surveys completed by experts in the field of women's history. The 15 candidates who did not make the ballot are listed in the website's "The Campaign" section under "The Process."

Q: What has been the public's reaction to the campaign?

A: Getting noticed is a tall order in this world, but people really perk up when they hear about what we're doing. The support and reaction has been overwhelmingly positive. Three bills were introduced in Congress inspired by the campaign to fast-track the initiative at the Treasury Department to place a woman on the \$20 bill. Our poll has been exceedingly popular because people think it's fun and exciting to be included. But they also want to be involved in doing something to address gender equality. We believe this is something achievable and a good stepping-stone toward more serious initiatives to come. We're also pleased that people of all ages, ethnicities and walks of life are engaged and coming to vote from all across the country. Lots of men voting, too! You can see our metrics on the website under "Results."

Q: What do you hope will be the legacy of this campaign?

A: The way we see it, there's a disparity between what we want as a nation and where we are. Equality may be legislated, but our culture must embrace it in every way for it to become a reality and erase the lines that have been drawn between us. Women On 20s is one small way to join Americans in a big cultural hug and acknowledge that symbols matter – especially the pictures we put on our money. When we have a woman on our bills, we will connect women to their value throughout history, literally validating their abilities and potential through the millions of bills passing from hand-to-hand every day.

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