



The Smash Index tracks the performance of the U.S. presidential campaigns on two dimensions of gender: employment and management practices and politics and policy.

The Smash Index is a tool that voters can use to compare the presidential campaigns on specific data points related to gender equality. The Smash Index is a tool that campaigns can use to showcase their gender equality efforts across their public policy plans and their campaign organizations.

The Smash Index will be released in the Fall of 2019 and campaigns are asked to complete the survey **no later than August 15, 2019**. All the campaigns will be scored based on their responses and publicly available information.

The campaigns will not be ranked. All the campaigns that meet a certain threshold, publicly demonstrating their commitment to equality and advancing women in how they're organized and the policies they're putting forward, will be included in the Smash Index.

## EMPLOYMENT & MANAGEMENT

1. How many campaign advisors are women? How many are women of color? What are the percentages?
2. How many campaign consultants are women? How many are women of color? What are the percentages?
3. How many women serve in senior management on the campaign? How many are women of color? What are the percentages?
4. What percentage of the campaign's total staff are women? How many are women of color?
5. How many mothers work for the campaign? What percentage are they of the campaign's total staff?
6. What is the average salary for men on the campaign? What is the average salary for women on the campaign? Does the campaign have a gender pay gap?
7. What are the campaign's policies and/or procedures to address sexual harassment within the campaign organization? Do they include a confidential reporting process?
8. What is the campaign's computer use policy to guide what can be watched, used or sent on campaign computers?
9. What are the campaign's policies to address childcare, sick time or family leave?

## POLITICS & POLICIES

1. Who leads the campaign's efforts to reach and engage women voters and/or advise gender issues?
2. Does the campaign have policy proposals on gender-based violence, reproductive rights and fair pay, or other issues that disproportionately impact women and girls? How are those proposals promoted through the campaign website and other materials?
3. How does the campaign address gender in policy proposals for other issues such as climate change, national security, education, health care, and immigration?
4. How does the campaign target and message to different types of women based on their age, race, religion, level of education, (dis-)ability, marital status, etc.?
5. How does the campaign demonstrate through targeting and the impact of existing policy on people of all genders?
6. Does the candidate have a public record of supporting gender equality and women's empowerment in the U.S.? Please explain.
7. Does the candidate have a public record of supporting gender equality and women's empowerment through U.S. foreign policy, including development, diplomacy and defense? Please explain.
8. Does the candidate have a public record supporting Roe v. Wade?
9. Does the candidate have a public record against the global gag rule?
10. Does the candidate have a public record on the Hyde Amendment?

**For more information, contact Smash Strategies at [info@smashstrategies.com](mailto:info@smashstrategies.com).**