

COMING SOON

WHAT TO EXPECT WHEN YOU'RE ELECTING

100 Women Mayors Prepare the Women Who Follow Us — and Their Families

Mayor Theresa Rich, PhD, with First Gentleman Brian Rich

Presentation prepared for the Mayors Innovation Project · Thursday, July 23, 2026

Grounded in the Record, Not Just the Anecdote

This project extends two bodies of work the author helped build from the inside.



THE RESEARCH BASELINE

Under Pressure

How the Unique Challenges Faced by Women Mayors Undermine Democratic Governance

Mayors Innovation Project · Women Mayors Network, 2025

Katya Spear, Managing Director, MIP

National survey of 235 mayors + 50 in-depth interviews

mayorsinnovation.org/under-pressure

The author was a participant in the original study.



THE CONVENING

The Sunnylands Convening

“Safeguarding and Elevating the Role of Women Mayors in Building and Maintaining Strong Cities”

Strong Cities Network, April 2026

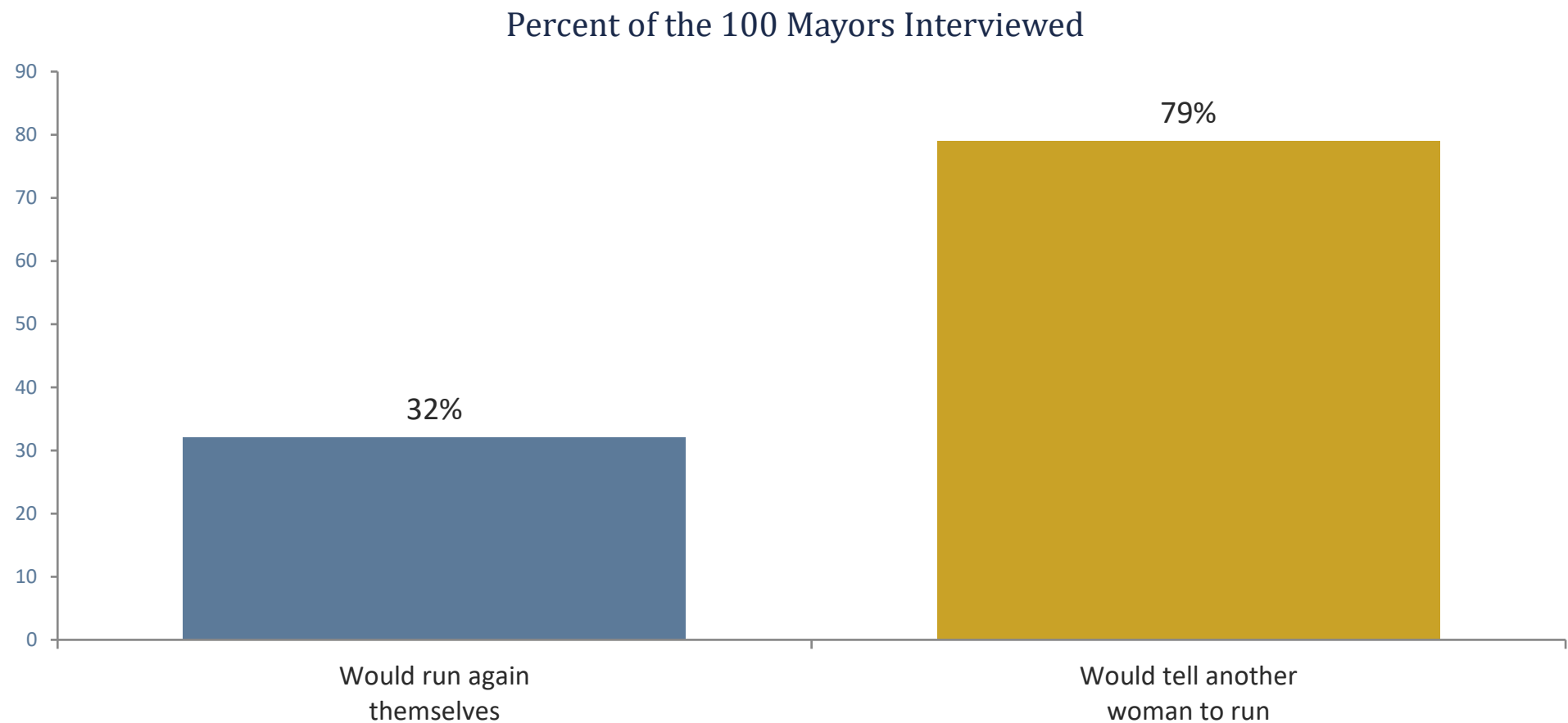
Sunnylands, Rancho Mirage, California

Binational cohort of U.S. and Canadian women mayors building a shared safety and support toolkit

The author was part of this convening's founding cohort.

The Paradox That Presents the Why

Knowing exactly what the job costs doesn't stop us from telling other women to run.



The Finished Product

A book by a woman mayor and her family, informed by the experiences of women mayors and their families, for potential women mayors and their families.

- A candid, practical, ultimately joyful field guide to running for and serving in local executive office as a woman
- Built on original interviews with 100 current and former women mayors, and focus groups with their partners
- Extends the Mayors Innovation Project's 2025 study Under Pressure

- **Moves through the full life cycle of the job:**

**Deciding
to Run**

**The
Campaign(s)**

**Taking
Power**

**Governing
Under Threat**

**The
Ending**

- **Costs/Benefits for the Family**

- *What to watch for*
- *What helped*

What's Next

- **The interview pipeline is open — outreach to 100 women mayors starting this quarter.
Want to come play? Is there someone you'd recommend we contact?**
- **Reaching out to potential publishers**
- **Timing: be on the street by December 1, 2027 (when I'm termed out)**