

**FOR IMMEDIATE RELEASE**

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**SC Women in Leadership Announces *More in 2024***

*Ambitious Year-Long Recruitment Push for Female Candidates for Elected & Appointed Office*

**June 1, 2023 (Columbia, South Carolina)** – SC Women in Leadership (SC WIL) announced today, ***More in 2024***, an ambitious year-long push to recruit women from across the state to run for elected office in the 2024 election cycle and apply to serve on public boards and commissions. SC WIL's goal is to triple the number of women filing to run and seeking appointment at all levels of government. The recruitment effort aims to infuse more than 800 more women into the pipeline to public leadership in South Carolina. This follows a decline in the total number of women in the S.C. Legislature after the 2022 election, reversing a decade-long trend of increases.

The ***More in 2024*** recruitment effort calls for citizens across the state to ask women they know to consider seeking elected and appointed office and [refer](#) them to SC WIL for training, resources, and information to help them overcome real and perceived social and cultural barriers to leadership. Experience shapes how legislators govern, and women's experiences undoubtedly are different from men's. Women need their perspectives included in policy-making decisions.

In addition to their annual signature [trainings and events](#), SC WIL is launching an [online, self-paced training course](#) for women with tracks for elected office, appointed office, and campaign volunteers to further support their ***More in 2024*** recruitment efforts. Prospective female candidates will have access to the evergreen courses addressing topics relevant to women at all points in their leadership journeys—from evaluating how a run or seeking appointment fits into your life, identifying opportunities to serve, applying or filing, building a campaign team, campaign finance, messaging, media relations, fundraising, and more. Initial lessons for elected office and campaign volunteers released today. Additional lessons for these tracks as well as the appointed office track will drop each week throughout the summer.

When women run for political office, they are as likely as men to be elected, but women are less likely to be asked to run and even when women are recruited, they often believe they aren't qualified enough. SC WIL is the only organization in South Carolina solely focused on

helping women overcome the barriers that keep them from seeking and winning leadership positions at all levels of government.

“Women make up 51% of South Carolina’s population, but just 15% of the state legislature—ranking us 47th in the nation in the proportion of women,” says Barbara Rackes, SC WIL Board President. “We’re working to change that by asking women and supportive men across the state to tell us about potential female candidates they would like to represent them.”

SC WIL Executive Director, Kena Dill, is leading the **More in 2024** outreach effort and says, “Our core message at SC WIL is simple: women’s voices belong in leadership. That is not happening now in our government. If you agree it’s time for women’s perspectives to be included equally in the 2,000 some elected seats available across the state, not to mention the thousands of public appointed boards and commissions at the local, county, and state level, join our efforts to elect and appoint more women in 2024.”

If you are considering running for office, seeking appointment, or would like to get involved with the **More in 2024** recruitment effort as a volunteer or confidentially refer a woman you think should run for elected or appointed office, let SC WIL know at this [link](#). SC WIL does not share nor sell potential candidate names nor other data to any third parties.

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### **About SC Women in Leadership**

*SC Women in Leadership (SC WIL) is a statewide multi-partisan group of women working together across differences to move South Carolina forward by informing, inspiring, and involving women in leadership. SC WIL’s work sharing information about, making connections to, and encouraging women’s engagement in local and state civic leadership is moving South Carolina forward socially, economically, educationally, and environmentally. SC WIL believes that as talented women with diverse and inclusive backgrounds step up to lead and to govern, gender and racial equality, as well as community equity can, at last, become a reality. SC WIL’s vision is for women to be represented at every level of leadership including elected officials, appointed government boards and commissions, and as active volunteers and advocates in the community.*

*SC WIL trained and connected 850 women through their signature events in 2022. To assist women in targeting the most winnable elected offices, they have developed an Opportunity Seats database. SC WIL built and maintains the only multi-partisan registry of female candidates and list of women holding elective office in South Carolina. They maintain the only statewide database of open positions on public appointed boards and commissions. SC WIL also connects and recognizes accomplished women in the public eye.*

*Visit [scwomenlead.net](http://scwomenlead.net) to see how SC WIL is working to fill the pipeline with women, increase fair voting, and reduce polarization.*

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