



**FOR IMMEDIATE RELEASE**

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**SC Women in Leadership Launches *WIL Win!* Campaign Activation Toolkit**  
*Step-by-Step Guide Gives First-Time Female Candidates a Jumpstart*

**November 29, 2023 (Columbia, South Carolina)** – In a live, virtual demonstration at 10:00 a.m. EST, SC Women in Leadership (SC WIL) will launch [\*WIL Win!\*](#) their campaign activation toolkit. The toolkit guides candidates for elected office from choosing the right office through election day victory.

SC WIL has worked with previous candidates and consultants to compile best practices from previous campaigns into a step-by-step guide that includes a timeline. *WIL Win!* walks candidates through what to do when, training, tracking tools, graphic design templates, and resources to implement every aspect of their campaign. From becoming inspired, informed, and involved before she officially files for office to fundraising, building a network, managing a campaign team, and implementing a communications plan that wins votes, SC WIL has laid out a month-by-month plan. The free online [\*WIL Win!\*](#) toolkit gives first-time female candidates a jumpstart so they can focus on their campaign platform and connecting with voters, rather than figuring out campaign basics.

“Female candidates have told us again and again that during their first campaign, they had a desire to fix something they saw was broken in our government, but had no idea where to start with running their campaign,” says Barbara Rackes, President and CEO of SC WIL. “Most women—across demographics and ideologies—need multiple points and types of encouragement over several years in order to consider running for office. SC WIL is doing just that...[asking women to run](#) and [offering training and resources](#) to help them implement their campaigns.”

In the 2023 election cycle, 338 women ran for elected office in South Carolina of which [200 women](#) were elected to municipal offices across the state, including 20 mayors. By comparison, 324 men were elected. That represents progress over the [84 women who won seats](#) in S.C. municipal elections in 2021 and [119 women elected](#) in 2022, but is still far from gender parity in representation. SC WIL’s goal is to triple the number of women running for elected office and seeking positions on public appointed boards and commissions in the 2024 election cycle.

S.C. “Sister” Senators Gustafson (R-Kershaw), Matthews (D-Colleton), McLeod (I-Richland/Fairfield), Senn (R-Charleston/Dorchester), and Shealy (R-Lexington), are uniting with SC WIL to encourage more women to run for office. “Women are the majority of the population in South Carolina and when we work together, we have the power to solve problems. That’s exactly what SC WIL has done with the [\*WIL Win!\*](#) campaign activation toolkit,” says Senator Katrina Shealy, “They’ve pulled together best practices gleaned from tenacious, hard-working women who ran before to provide a roadmap from the day you decide to run to election day.” Senator Margie Bright Matthews adds, “Women need not feel overwhelmed by all they need to plan and do for their campaign. You’re not alone. SC WIL is here to support you with practical tools to run and win!”

The [\*WIL Win!\*](#) toolkit is just one piece of a [suite of resources](#) to recruit, encourage, and train women from across the state to run for elected office in the 2024 election cycle and apply to serve on public boards and commissions. Launched in June 2023, SC WIL’s online, [self-paced leadership training courses](#) have been accessed by more than 1,700 users. SC WIL also offers live, in-person and virtual training and networking opportunities.

The media and public are invited to join a virtual press conference demonstrating the new *WIL Win!* toolkit with a special message from the S.C. Sister Senators on November 29, 2024 at 10 a.m. EST via Zoom using the login credentials below.

<https://us06web.zoom.us/j/81362331158?pwd=XqgheqLi0vCsKRWvKoKJkDGfwahGeK.1>

Meeting ID: 813 6233 1158

Passcode: 012813

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

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