



WOMEN'S
PUBLIC
LEADERSHIP
NETWORK™

2024 ANNUAL REPORT

5th
Anniversary!

CELEBRATING FIVE YEARS OF PROGRAMS

womenspublicleadership.net | @WPLNetwork



OUR MISSION: TO SEE MORE WOMEN AT DECISION-MAKING TABLES

Women's Public Leadership Network (WPLN) educates, organizes, and inspires center- and right-leaning women to seek public office at all levels across the U.S. and become effective leaders.



EDUCATE. ORGANIZE. INSPIRE.



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A NOTE FROM OUR FOUNDER

Dear Friends,

What a year! Whether you were a candidate, volunteer, or voter, I think we can all agree that 2024 was a year full of surprises and challenges—sometimes in quick succession. But thanks to your dedication and support, we made it—and I’m excited about the opportunities 2025 holds.

As we close out this year and reflect on five incredible years of programming, I want to take a moment to celebrate the extraordinary progress we’ve made together at Women’s Public Leadership Network. Launching in 2020 and navigating the height of the COVID-19 pandemic presented challenges none of us could have anticipated. Yet our incredible community of supporters remained steadfast in advancing our mission of educating, empowering, and equipping more center- and right-leaning women to lead in more public positions at every level, in every state.

Since then, we continue to see tremendous growth and demand for our programs in communities all across the U.S. Through our online platform, virtual sessions, and our signature National Summit, we’ve connected with women across the country, helping them develop and refine the skills they need to lead with confidence. These are easily some of the most rewarding parts of our work. This annual report highlights some of the year’s major milestones and the impact we’ve achieved together—I hope you enjoy it!

As we look ahead to the next five years, we are poised for even greater impact. With your continued support and involvement, we will expand our reach, empower more women to step into leadership roles in their communities, and amplify their voices at decision-making tables across the country. We at WPLN have the infrastructure and vision to be a major force for positive impact in women’s leadership for years to come.

Finally, I want to extend my heartfelt gratitude to our amazing team, Impact Council, Board of Directors, and supporters for their tireless dedication and wisdom. Your guidance, resources, and encouragement have been instrumental to our success. This is truly a collective effort, and our work is only possible because of the network and community we’ve built. Please continue to spread the word—your network is essential to fueling our momentum. I’d love to connect with individuals like you who are invested in seeing more opportunities for women to lead.

Here’s to an exciting 2025 and beyond. Together, we’ll continue to create opportunities for women at every level—and we look forward to having you alongside us on this journey.

With gratitude,

LARISSA MARTINEZ

Founder and President

Women’s Public Leadership Network



CELEBRATING 5 YEARS

In 2020, WPLN launched its first programs to fill a gap in women's leadership on the Right: bringing together like-minded women from across the country to build community and seek public leadership positions. Today, we have a coast-to-coast network and our list is almost 10,000 women strong! We're proud of what we have built with your support and are excited for the next five years!

Check out these important milestones in WPLN's history:

2020

WOMEN'S PUBLIC LEADERSHIP NETWORK LAUNCHES WITH 11 STATE PARTNERS ACROSS THE COUNTRY

2021

WPLN INTRODUCES ONLINE TRAINING PLATFORM WITH FREE RESOURCES FOR ASPIRING CANDIDATES

2022

WPLN HOSTS FIRST-EVER CONGRESSIONAL ORIENTATION, CONVENING FRESHMEN WOMEN OF CONGRESS IN DC

2023

FOUR MEMBERS OF WPLN'S INAUGURAL FELLOWSHIP COHORT GRADUATE FROM THE PROGRAM

2024

WPLN HOSTS THIRD ANNUAL NATIONAL SUMMIT IN DENVER, CO WITH HIGHEST ATTENDANCE YET

2025

NEW: TIPS FROM THE TRAIL PODCAST FEATURING WPLN FOUNDER & PRESIDENT LARISSA MARTINEZ

This program will walk you through how to get started in public leadership, break down the components of a campaign, and feature guests to inspire you on your leadership journey. Launching in 2025!

NEW: LEAD IN STYLE, A PROFESSIONAL BRANDING SERIES

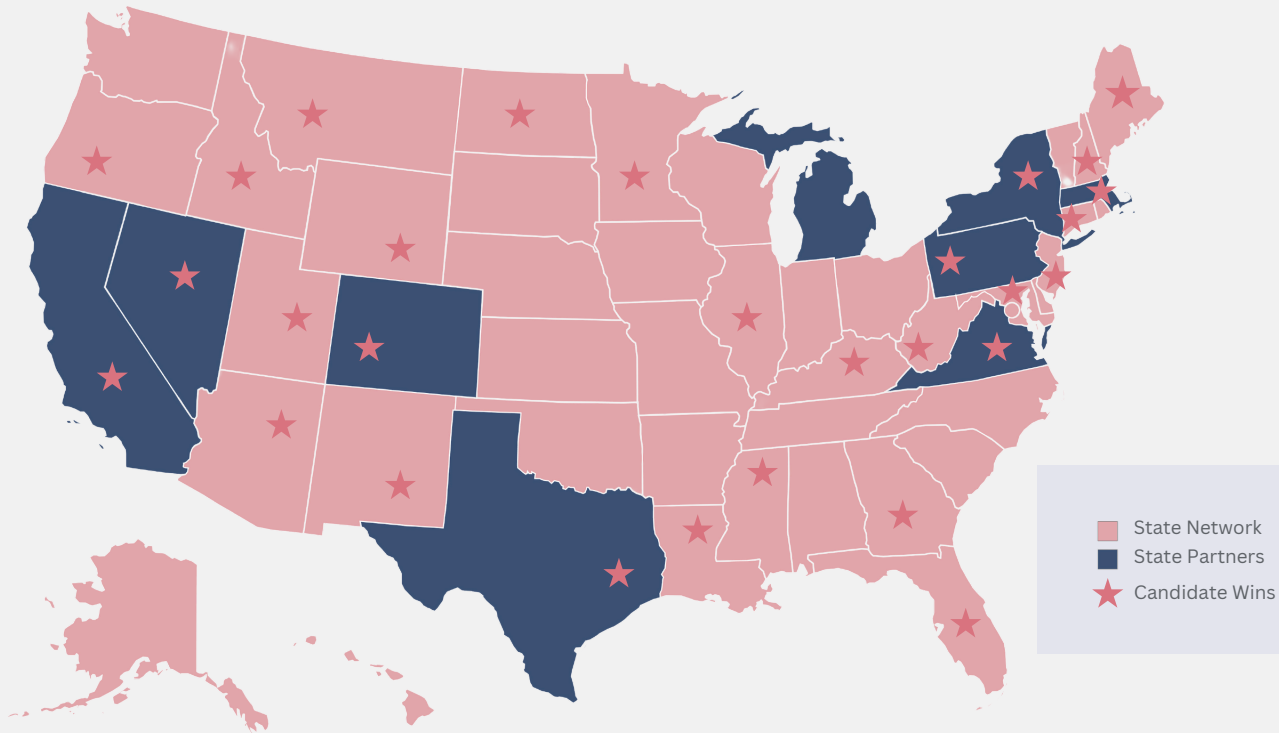
In 2025, WPLN is going on the road to help aspiring women leaders build confidence, find community, and learn new skills to help them on their leadership journey.



REACHING WOMEN EVERYWHERE

Since 2020, WPLN has invested over \$500,000 into efforts on the ground to offer educational and networking opportunities to like-minded women through our State Partner Network. These state-based nonprofits form our State Partner Network and receive access to resources and support from WPLN's team on operational guidance, strategic planning, marketing and technical support, and more. In addition to our State Partner organizations, we have engagement from men and women in our network across all 50 states!

OUR NATIONWIDE NETWORK



OUR 2024 STATE PARTNERS



Registration for our 2025 Summit in Orlando, FL is now open: womenspublicleadership.net/national-summit

NATIONAL SUMMIT HIGHLIGHTS

WPLN's National Summit brings together women from every stage of their professional journeys to hear from experts on policy and campaigns so that they are better equipped to lead in their communities.

≈200 NETWORK ATTENDEES

35 INSPIRING SPEAKERS

28 CORPORATE SPONSORS



NONPROFIT MANAGEMENT FELLOWSHIP PROGRAM

2024-25 COHORT



Jianna Covarelli
Texas Women's University



Grace Jackson
Purdue University



Sarah Harper
University of Tennessee-Knoxville

WPLN's Fellowship is an opportunity to leverage the expertise of these young women in marketing and technology, research, event planning, and more. Since its launch, **WPLN has invested more than \$200,000** in eleven fellows, eight of which now comprise our new **alumni network**. We provide a monthly stipend, travel to an in-person training in DC and other WPLN events, including our annual National Summit.

"The network you gain from the WPLN fellowship is one that you can continue to grow on for a lifetime. Without the Women's Public Leadership Network, I wouldn't be where I am today."



GEORGIA POLEMENAKOS
2022-23 FELLOW



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@WPLNetwork

WOMEN ON THE BALLOT

Our mission is to educate, organize, and inspire women to run for office and become effective leaders. In 2024, our network saw **over 100** women seek office at every level.

MORE THAN 50% WON.



"I've just been elected as Assistant Leader of the Maine House Republicans. This position is a direct reflection of the motivation and inspiration I received at WPLN. Thank you!"

REP. KATRINA SMITH, ME

"The lessons I learned from the WPLN community, particularly about the importance of resilience, were invaluable in my journey to victory. Thank you for creating a space where women can learn, grow, and achieve their goals."

REP. ELECT NICOLE CHAVEZ, NM



At WPLN, we support the women in our network at every stage of their journey - from the decision to run, to leading effectively once elected, and to pivoting if a run is unsuccessful. Over the past three years, we've seen more than 100 candidates win, but we've also had countless others in our network take the risk and come up a little short. We are there at both times - to celebrate and to lift each other up to keep leading.

CONGRATULATIONS TO ALL WHO STEP FORWARD AND TAKE THE LEAP!

**WPLN offers training to the public and does not specifically support or oppose or otherwise engage in elections consistent with our IRS 501(c)(3) designation.*

GROWING THE NETWORK



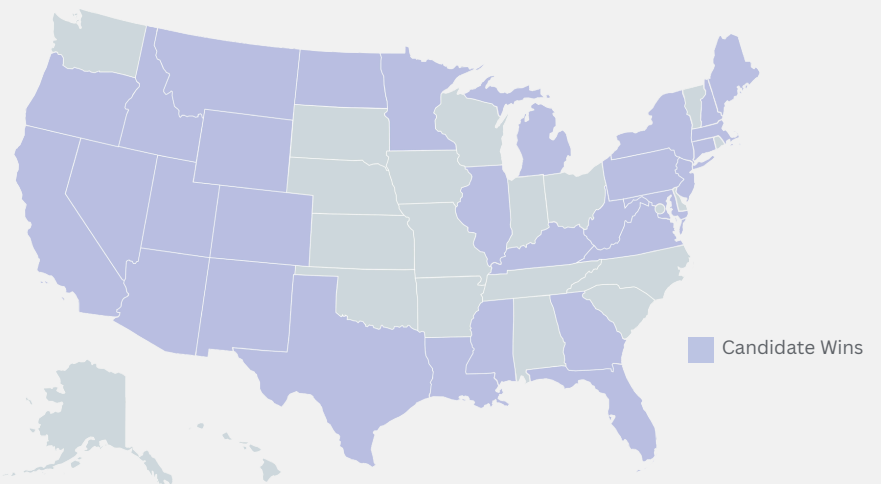
15K+
FOLLOWERS

across WPLN social media platforms (@WPLNetwork) and subscribed to our newsletter marketing list.

WPLN is fostering a pipeline of current officeholders and rising stars on their leadership journey to educate them on the impact of public policy across industries. WPLN inspires women across our partner organizations and network to engage in the political process and advance their own leadership journey through virtual and in-person programs.

1.3K+
PUBLIC OFFICIALS

are connected with WPLN across the country to learn and lead.



1.2K+
FUTURE LEADERS

enrolled in our curriculum.

WPLN provides free, expert-led Master Class videos along with worksheets, templates, quizzes, and more to support women who are seeking more information on the political process and how to start up their campaigns. Since our launch in 2021, we've seen growth year after year with over 1,200 students enrolled to-date.

For more information on how to engage with members of our network or sponsor our programs, contact hello@womenspublicleadership.net



BOARD OF DIRECTORS

JOEL NOYES *Chair*
Chevron Phillips Chemical

VALERIE DOWLING *Vice Chair*
Women's Democracy Network,
International Republican
Institute

LARISSA MARTINEZ *President*
Women's Public Leadership
Network

MICHELLE PHILLIPS *Secretary*
Lime Rock Resources

JENIFER SARVER *Immediate
Past Chair*
Sarver Strategies

MATTHEW RALSTON *Treasurer*
Troutman Pepper Strategies

LIZ BOWMAN *Board Member*
Williams

FMR. U.S. REP. MIMI WALTERS
Honorary National Co-Chair



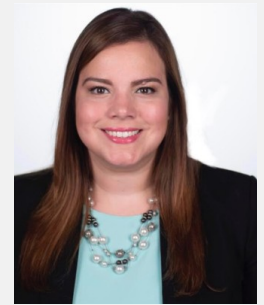
MEET THE WPLN TEAM



Larissa Martinez
Founder
and President



**Katelyn
Condrey Kidd**
Program Associate



Andeliz Castillo
Finance and
Operations Advisor



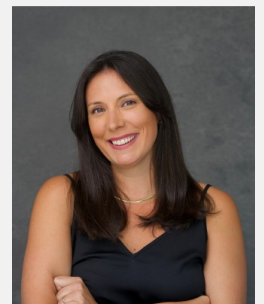
Julia Dailer
Fellows Manager



Sarah Quinlan
Social Media
Manager



Sunita Theiss
Communications
Advisor



**Laura
Maristany**
State Partner
Advisor

OUR TEAM IS GROWING

Interested in joining the WPLN team?
We are currently hiring and looking for motivated results-
focused professionals to join our team now!

womenspublicleadership.net/jobs

HOW TO SUPPORT OUR MISSION

DONATE



WPLN offers sponsorship packages on an annual and event basis, at levels for any association, nonprofit, corporation, or foundation to engage.

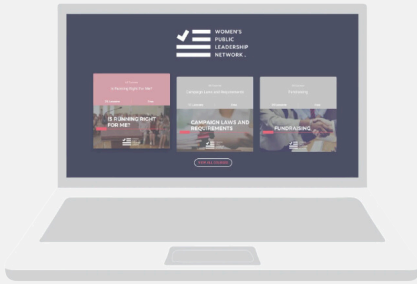
We are happy to work with you on a partnership strategy that connects you with key members of our audience and helps amplify your message. For more information, contact our team at hello@womenspublicleadership.net.



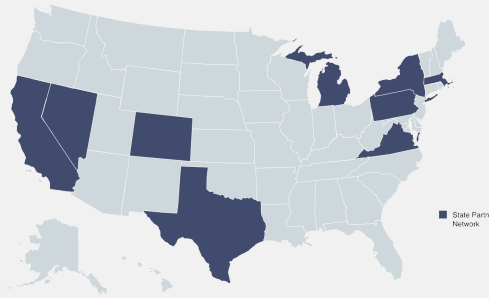
FOLLOW @WPLNETWORK

You can keep up with WPLN programs and events [@WPLNetwork](https://www.instagram.com/WPLNetwork) on all social media platforms.

YOUR GIFT SUPPORTS



Free educational resources



Our network of training partners



A growing national community

Women's Public Leadership Network (WPLN) is a non-profit organization organized under Section 501(c)(3) of the Internal Revenue Code. Donations are tax-deductible to the full extent provided by law.

MARALYN BECK
AMBER CRAWFORD
CYNTHIA KAUI
LISA LISKER
ASHLEY O'ROURKE
SARA MARIE RIDLEY
SHENÉE SIMON

THANK YOU TO WPLN'S IMPACT COUNCIL

WPLN's Impact Council is a coalition of women leaders from across the United States interested in engaging, supporting, and fortifying a network geared towards equipping and elevating women seeking public office.

The Impact Council provides critical guidance and feedback to the WPLN Team and Leadership on outreach efforts and programmatic activities to ensure the organization is using a wide lens when designing and implementing its efforts.



APPLY
TODAY!

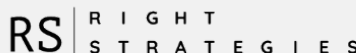
THANK YOU TO OUR 2024 SPONSORS



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