**Women empowerment in U.S political life**

**Phase 1**

Step 1: ANALYZING THE SITUATION

Democracy without women is incomplete. Ideally, when women were engaged in civil society and government leadership in Colombia, the United Nations successfully pushed for the adoption of the 30 percent quota for women candidates in national elections. This is evident that women can participate in political campaigns and election in multiple ways if the national and local elections offer them support. Specific measures have to be put in place to eradicate barriers present as a result of gender discrimination and other necessary measures to gender equality and empower women. Various challenges may hinder women from effective participation in presidential campaigns. These challenges hinder the achievement of sustained development, democracy, peace, and achievement of equality and inclusion in the decision-making process. These include a lack of knowledge, techniques, and tools to advice, change of attitudes and behaviors ideal for improving the political will and commitment of women to participate in presidential campaigns.

 Besides, women face under-representation in parliament and other obstacles during political campaigns. Since it is the fundamental rights of women to be equally involved in presidential campaigns and also actively participate in political life, there is a need to introduce strategies that will advocate for an increase in women’s participation in presidential campaigns and political life, introduction of gender mainstreaming international agreements and protocols that would lead to effective and proactive achievement in gender parity within the high ranking government positions (Wolak, 2020). Still, there are no better commitments that have materialized across the globe into better women protection and support to allow them to participate in presidential campaigns. Therefore, their male counterparts have the desire to acquire office, hence ignoring women's concerns in similar positions.

Step 2: Analyzing the organization

Women that adopt for presidential campaigns are often affected by conditions that they anticipate from candidacy. The internal environment appears to advantage men over women, recruitment into political candidates i.e. in primaries are a main political barrier to entry of women in competition. Women lack quotas, which contributes to international underrepresentation. Unless there exists a serious political will that would be an advocate by voters and organized through feminist demand, party leaders tend to commit recruitment efforts that would see half of the candidates being women lose their candidature due to insufficient resources especially in situations when money dominates politics. In addition to social proceedings heavily impounded in gender perspectives, they become far less likely than men counterparts in business and social networks that channel resources in presidential campaigns.

Public perception and persisting gender roles have proved to be resistant features to feminist critique on the participation of women in presidential campaigns and senior political activities. Even though there is a recent transformation in leadership, implicit biases still exist. Lack of women involvement in high-power positions has affected both men and women's beliefs in the ability of women to partake in leadership roles (Cassese & Holman, 2019).

The external environment which entails competitors, opponents and supporter make women candidature encounter pitfalls. There is little information on the needs of specific populations and supporters which never emerge in cumulative survey data. This makes it harder to differentiate because the population survey becomes smaller and smaller. Besides, election campaigns entail recognition of the population distribution across a campaign area. the reasons for voting a particular candidate and needs that compel them towards performing certain actions i.e. voter mobilization to alleviate the need.

**Phase 2**

**Step 4: Establishing Goals and Objectives**

 The goal is to ensure that women participate fully and equally, access opportunities for leadership at every level of economic, political, and public decision making. The measures to be adopted to increase the public participation of women in politics include increasing networking opportunities for women (Kumar & others, 2017). This will, be achieved by conducting orientation programs for those who participate in mentorship and training sessions, building a network for the up-coming women with interest in political participation.

Second, increase women's participation at the local level. This would include exposing women how the government operates to prepare them to participate actively in running for political positions. Women are reluctant to participate in political parties’ leadership. Hence, there is a need for affirmative actions to allow women to gain experience in making decisions within the locality.

Third, making structural changes to achieve equal opportunity with more women participating in political leadership positions. Hence, this will be achieved through educating women and providing necessary information on temporary special measures through the media, political parties on introducing political positions reserved for women and performing TV shows and articles with equality information.

The fourth goals are to introduce political finance reforms. This would include introducing political finance transparency by reducing the role of money in politics. Political party’s acts have to be amended to offer more funds for political parties that have more women, and also promote affirmative action strategies on political parties. Lastly, there is a need to change perceptions and attitudes on the role of women in society. This would involve measures such as developing gender sensitization and awareness programs that will introduce female and male role models in various occupations to minimize gender stereotypes. This would be championed by civic participation projects within the locality to identify and remove barriers to women's participation in politics.

**Step 5: Formulating Action and Response Strategies**

The actions include encouraging women to take political positions and actively involve themselves in presidential elections. Political parties have to offer candidates aspiring to be politicians especially women, to identify the need that female candidates need training. The topics that training will cover includes civil and women participation in politics, leadership training which imparts leadership roles and skill in women, management and finance, public speaking, roles and responsibilities of women elected in political positions, and how to source for funds, organize and push for their agenda. Besides, there is a need for public speaking and workshops that will allow women both young and middle aged women to speak up their minds and actively air their views in political rallies and workshop (Epstein, 2018). This will allow women to become confident and master the skills of public speaking.

 Higher learning institutions will have offer opportunities to women and center on politics and public life to prepare them for leadership responsibilities. The ministry of gender is will have to appoint women to seats that will expose them to the public and increase their experience in decision making roles. Besides, I recommend that researchers have to conduct studies on why active women fail to run for political office. Through this, the challenges that such women face will be identified and addressed, after which, they will be encouraged and supported to understand their political mandate to allow them to participate in politics with the strategies to help unify women's politics will assist in recruiting more women to take the challenge and run for political seats.

**Step 6: Developing the Message Strategy**

Online social media has become popular and increase to be popular among the public. The campaign on women's participation in presidential awareness will be communicated and shared through online social media. This will allow voters to obtain information and list the candidate’s political ideas through online media programs. As committed citizens, social medial will offer women freedom of expression and active participation in public life. Its costs are low which will be in line with their budget hence social media will serve as an equalizer for female participation in politics. Online political communication will offer women control over their messages in case their status is constrained by the political party. Since the primary audience consists of voters, competitors, politicians, and the entire public, social media would be necessary during the campaign period as it allows women to improve communication strategies during campaigns and voter outreach plans.

Besides, participation in community sports programs will reframe people’s mindset and foster leadership skills among women. More women would be recruited in Peace negotiations, and programs in humanitarian roles that will promote women's leadership and decision-making roles and change the public perspectives on women leadership roles. This will be done by taking a piece of information on how women have performed using examples. This will adjust the public and voters' views on women's leadership. Moreover, door-to-door advocacy on the issue will be conducted, and materials that talk about the rights of female participation in presidential campaigns will be emphasized on with a help-line established to report vote coercion case with various TV shows organized to promote women leadership.

References

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