

STRATEGY MEMO

FROM: DAVID McINTOSH, PRESIDENT, CLUB FOR GROWTH ACTION
TO: INTERESTED PARTIES
RE: CLUB FOR GROWTH ACTION & ELLEN WEAVER'S VICTORY IN THE SC SUPERINTENDENT OF EDUCATION PRIMARY RUNOFF
DATE: JUNE 29, 2022

BACKGROUND

School choice is emerging as a key litmus test for conservatives following the pandemic and over-politization by education bureaucrats. Parents are tired of the failed status-quo and want their education tax dollars to follow and fund students rather than systems. While most Republicans embrace the growth of school choice, some, like South Carolina's Kathy Maness, have been essentially intellectually captured by anti-choice interests even while claiming to be a Republican.

SOUTH CAROLINA SUPERINTENDENT OF EDUCATION PRIMARY RACE AND RUNOFF

With the support of education bureaucrats whose top policy goal is to restrict school choice, Maness announced her Republican primary campaign. But so did school choice advocate and former *Club for Growth Foundation Fellow Ellen Weaver*.

6/28/2022

"Weaver is a champion of school choice and supporter of giving parents a voice in their children's education. We look forward to doing whatever it takes to help her win in November."

DAVID McINTOSH
PRESIDENT
CLUB FOR GROWTH ACTION



**KATHY
MANESS**



**ELLEN
WEAVER**



(RESULTS ON REVERSE)

PRIMARY RACE AND RUNOFF RESULTS

While Maness had the support of the special interests and unions, her opposition to school choice was not a tenable position in a Republican primary. Meanwhile, Weaver ran on school choice. While Weaver won the runoff by almost 30 points, Maness won the primary by more than 7 points. And the difference between the primary and runoff was Club for Growth Action and School Freedom Fund.

PRIMARY RESULTS

Travis Bedson		13.94% 47,241 Votes
Bryan Chapman		12.54% 42,498 Votes
Kizzi Gibson		11.14% 37,743 Votes
Lynda Leventis-Wells		8.48% 28,755 Votes
Kathy Maness		30.57% 103,608 Votes
Ellen Weaver		23.33% 79,077 Votes

"This win is the biggest school choice victory in U.S. history"

COREY DEANGELIS
American Federation for Children

RUNOFF RESULTS

Kathy Maness		36.09% 62,930 Votes
Ellen Weaver		63.91% 111,426 Votes

CLUB FOR GROWTH ACTION RUNOFF SPENDING

With support from Club for Growth Action, School Freedom Fund spent more than \$700,000 on the runoff. The spending was focused on two ads. The [first ad, "Learn,"](#) highlighted what liberals are trying to do to education and Weaver's record as a conservative reformer who supports school choice. The [second ad, "Friend,"](#) highlighted Maness' liberal record, opposition to school choice, and past praise from Speaker Nancy Pelosi and Vice-President Kamala Harris.

School Freedom Fund was far and away the biggest spender in the race and delivered a message that showed South Carolinians exactly who Maness is and why Weaver would make a far better Superintendent. In the end, South Carolina voters agreed.

Opposing parental choice is not an acceptable policy position for someone running in a Republican primary, and Club for Growth Action and School Freedom Fund are committed to keeping anti-choice Democrats and Republicans out of office.

RUNOFF SPENDING | JUNE 15-28, 2022

Kathy Maness		\$26,684
Ellen Weaver		\$37,741
School Freedom Fund		\$754,495



"FRIEND"
School Freedom Fund Ad

6/21/2022