Silberman School of Social Work & the Latino Leadership Institute Present

Electoral Activism & Leadership Academy

**When** Saturdays 10 AM-1 PM  Oct 6, 13, 19, 27 Nov 3, 10, 17 Dec 1, 8, 15

**Where** Silberman School of Social Work at Hunter College – 2180 3rd Ave @ 119th St.

**Who** Recruiting organizers and activists for intensive skill building workshops

**Fee** $850 **

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**COURSE OUTLINE**

- **Becoming a Candidate - Jerry H. Goldfeder, Esq.** - October 6
  ABC’s of becoming a candidate from the collection of a petition to the political defense of petitions in court. Considerations in deciding to run and declaring candidacy.

- **Campaign Finance - Mark Sattinger, Esq.** - October 13
  Learn the technical nuts and bolts of campaign finance including important rules and regulations.

- **Messaging - Jose Candelario** - October 20
  Learn how to create a political message that supporters can identify with to mobilize voters and funders.

- **Mobilization - Building a Base - Jaime Estades, MSW, Esq.** - October 27
  Become skilled at creating a volunteer base using community economic and political issues that affect the district where you are planning to run or manage a campaign.

- **Fundraising - Adam Clayton Powell** - November 3
  Learn the art of fundraising and identifying strategies to help a candidate raise funding for their campaign.

- **Media Relations - Marta Garcia** - November 10
  Have you ever spoken in front of a television camera? Dynamic opportunities to role-play and learn how to talk to the press.

- **Public Speaking and Debate - Debra Martinez** – November 17
  Do you feel nervous when speaking in public? Pacing, tone, emphasis, content and confidence are skills to master in becoming an effective public speaker.

- **Campaign Management - Juan Martinez and Mike Nieves** - December 1
  Steps of campaign operations from voter identification, mobilization of volunteers, direct voter contact, get-out-the-vote, and Election Day operations.

- **Technology and Techniques in Elections - Steve Kramer** – December 8
  Do you know the rules for when and how to tweet, text, or phone bank? Do you know how to maximize the reach and effectiveness of your message?

- **Election Plan - Jose Candelario** - December 15
  Connect all the pieces and create a campaign election plan from beginning to end by synthesizing strategies and tactics.

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HOLD THE DATE: Monday, December 17 - A Panel on the New York City 2013 Mayoral Election

Register Here (deadline 09/28/12): [https://ceweb.hunter.cuny.edu/cers/CourseBrowse.aspx](https://ceweb.hunter.cuny.edu/cers/CourseBrowse.aspx)
Select Silberman School of Social Work on the right side bar menu under Course Category

For more information about the course contact trainssw@hunter.cuny.edu

**Limited Scholarships Available - Contact latinoleadershipinstitute@gmail.com for scholarship info and app**