



Democratic Leadership Training

Saturday, February 19, 2011, 8:00am-6:00pm

Location: SEIU 721, 500 S. Virgil Ave, Los Angeles, CA 90020

Cost: Free (Suggested donation of \$10.00 to help cover food and materials)

Lunch and refreshments will be provided throughout the day.

Be a true grassroots leader – sponsor our training for \$50 or more!

\$50 – Activist • \$100 – Supporter • \$250 – Organizer • \$500 – Leader

This full day of intense training consists of a variety of political workshops intended for club/party leaders and activists who want to advance their leadership roles in the Democratic Party or are just getting started in politics!

All participants will automatically be enrolled in our new **ACT** (Activist Certification Training) **Now!** program - a project designed to provide a network of certified activists for progressive campaigns, candidates and the Democratic Party.

Tentative Schedule

The California Democratic Party Structure

To get involved with the party and rise through the ranks, you need to know the structure and the roles of the various arms of the party. Learn about the state officers, committees, caucus', clubs, county DCCs, regions, etc..

Technology and Clubs

Learn about the many free technology tools such as websites, faxing, online applications, etc., that can be used by your club/organization. Also: social networking, email etiquette, listserves, voter files.

Fundraising Fundamentals and Guidelines

What are the donation limits? Who do I contact? Why do people donate? And many other questions answered. This workshop is a must for all activists and candidates.

Fundraising Ideas & Projects

This workshop will provide you with ideas and projects for raising money – the right way!

GIS Mapping

CDC's latest tool to help clubs and counties. Find out what it is and how it can help your outreach strategy.

Club Finances: How to Stay Out of Jail

Learn the does & don'ts of political finances. Club leaders, treasurers, members, candidates should all have a fundamental idea of political finances.

How to Run a Meeting: Robert's Rules

Whether you are a club president, member, activist or a candidate, you should know the basics of parliamentary procedures. Most organizations, profit and non-profit, political or non-political, abide by these rules whether it's a local club, state party, or a city council meeting.

Increasing and Keeping Your Membership

Now that you have your club or organization put together, how to go about finding members & volunteers, and more importantly, how do you motivate and hang on to them? Learn the strategies and tools used to help grow your organization.

Effective Use of Media

Learn the ins and outs of communications. Develop relationships with newspapers and other publications. Earned media, paid media, press releases and other topics related to publicizing your organization or your candidate.

Seating is limited, all attendees must register by February 17, 2011!

Register here: <http://www.cdc-ca.org/Training/>