



## Democratic Leadership Training

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

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

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

*Lunch and refreshments will be provided.*

**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!

### 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..

#### **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.

#### **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!

#### **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.

#### **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.

#### **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.

#### **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/>**