



## **What is the Pennsylvania Political Leaders Fellowship?**

To build a pipeline of progressive leadership, CPL recruits and trains emerging political leaders in our target states who are dedicated to reshaping politics in their region.

CPL Fellows are highly motivated leaders from a variety of backgrounds (nonprofits, business, military, government, etc.) who are looking to become powerful progressive political leaders. The Fellowship is a part-time, 9-month leadership development program for both promising future candidates and non-candidate political leaders.

During the 9-month program, each Fellow attends a series of trainings focused on providing them with the tools, resources, and knowledge to become an effective leader, organizer, or candidate in their community. As CPL Fellows, these leaders receive ongoing support and mentorship to support their launch into political prominence.

## **Why Has CPL Created the Pennsylvania Political Leaders Fellowship?**

The Center for Progressive Leadership is dedicated to developing effective and inspiring political leaders and candidates who will reshape politics from the ground up. By recruiting emerging leaders early in their political careers and providing ongoing training and mentorship, the Center for Progressive Leadership is creating a pipeline for new political leadership in Pennsylvania.

## **What are the Goals of the Pennsylvania Political Leaders Fellowship?**

- Recruit New Progressive Leaders  
CPL draws promising leaders from other sectors into politics. CPL also focuses on recruiting women, people of color, and low-income individuals for the Fellowship.
- Develop Effective and Inspiring Leaders  
CPL will select 50-60 promising progressive leaders every year who are working to reshape the political landscape in their communities throughout Pennsylvania. CPL will provide each fellow with over 160 hours of intensive political skills training and leadership coaching.
- Empower Messengers for the Progressive Movement  
With extensive values-based training, message development, and public speaking coaching, CPL will create a cadre of powerful progressive messengers.
- Build a Community of Emerging Progressive Leaders  
Through networking events, online tools, and the mentorship program, CPL will connect progressive leaders in each state and create opportunities for collaborations, partnerships, debate, and cross-pollination of ideas.

## **What Types of People Is CPL Targeting For the Fellowship?**

CPL's Pennsylvania Political Leaders Fellowship focuses on recruiting, training, mentoring, and networking two primary target groups:

1. Strong progressive leaders in their communities who have NOT been engaged in politics on a full-time basis;
- AND
2. Political activists, operatives, and organizational leaders who are at an inflection point in their career in which they are looking to bring their political career to the next level.



Fellows may be planning to run for office, lead a progressive political organization, become a campaign manager or political consultant, or create a new progressive organization or campaign.

Engaging a diverse group of Fellows is a high priority for CPL: we aim to have at least 50% female Fellows and ethnic and racial diversity that matches Pennsylvania's diverse communities.

### **What is the Focus of the Training in the Fellowship Program?**

CPL's Pennsylvania Political Leaders Fellowship is designed to teach progressive community leaders how to successfully run for office for the first time, how to manage advocacy or political organizations, and how to lead from their values while remaining connected to their communities.

The fellowship program will concentrate on the following areas:

- Solidifying and Communicating Progressive Values
- Fundraising for Campaign or Political Organizations
- Public Speaking and Retail Politics
- Managing Political and Advocacy Campaigns
- Communicating with the Media
- Utilizing Paid Media
- Building Coalitions
- Balancing Personal Life and Political Career

### **How is the Fellowship Structured?**

1. Selection of Leaders  
CPL will run an application process to select 40-60 emerging leaders in each targeted state. Applicants must have a track record of progressive activism in their community and a desire to run for public office or lead political organizing and campaign efforts.
2. Training Conferences  
Each month, Fellows will gather together for a full-day training conference with top national and local trainers. Each conference will include a networking event that connects state leaders with the Fellows.
3. One-on-One Leadership Coaching  
Each month, CPL staff and consultants will provide Fellows with a three-hour, one-on-one coaching session focused on intensive individualized skill training, personal development, and political planning support.
4. Mentorship  
CPL will link each Fellow with a mentor who will support their leadership development throughout the program and provide shadowing opportunities for Fellows. Mentors will be comprised of current and former elected officials and senior staff from political, advocacy and community organizations.
5. Fellowship Term  
The 9-month fellowship program will culminate in a concluding reception in June, 2006 with all fellows, mentors, trainers, and prospective participants for next year's program. Fellows are welcome to continue to engage in future training conferences and networking events.



## **Pennsylvania Fellowship Program Timeline and Agenda – 2005-2006**

- April: PA Political Leaders Fellowship launched and application process opened  
2-day Political Leaders Springboard Training launched
- June: 2-day Political Leaders Springboard Training run in Eastern and Western PA.  
Topics covered include:
- Communicating a progressive message
  - Navigating and working across the local political spectrum
  - Exploring routes for political leadership and creating your own plan
  - Identifying and tapping the resources to accomplish your leadership goals
- August: Fellowship application process closed
- September: PA Political Leader Fellows selected
- October: Pennsylvania Political Leaders Fellowship begins with 2-day Political Leadership Orientation Training. Topics covered include:
- Goal Setting: What are the specific objectives you wish to accomplish during the fellowship? What are the long-term goals of your political career?
- Values: Why do you want to be a political leader? What are your core values? What are the needs of the community you are seeking to lead?
- Message: How can you best communicate your values and vision for your community? What are the various audiences you'll need to communicate to?
- Resources: What financial resources and manpower will you need to run for office or build your organization? How to build a fundraising and active supporter base?
- Strategy: How can you win your campaign or succeed in your organizational goal? What other leaders, organizations or communities do you need to bring on board to help you succeed?
- Barriers: What opposition are you likely to face? What in your personal background could be used against you? How can you overcome these barriers?
- Personal Development: How are you going to have to change your perspective and the structure of your day/week/month/year to accomplish your leadership goals?
- Training will include a mix of:
- Lectures and classroom-style instruction
  - Skills-development workshops
  - Team and individual planning sessions
  - One-on-one consulting and individualized attention
  - Networking opportunities with other fellows, trainers, mentors and local leaders



## **Monthly Leadership Development Schedule**

Each month fellows will attend a group training, skills-development and relationship building event as well as work one-on-one with their mentor, CPL staff, local consultants and their peers in the fellowship program to deepen their development of a particular political leadership skill. Skills focused on each month include:

October:	Two-day opening leadership conference
November:	Creating a 10 year plan 360 degree review with family and friends
December:	Leading from Your Progressive Values Developing and Delivering Your Message Part I
January:	Building Your Financial Resources Part I Expanding and Nurturing Your Political Base
February:	Developing and Delivering Your Message Part II
March:	Developing a Winning Campaign or Organizational Plan Issue management and polling
April:	Coalition Building and Political Outreach Building Your Financial Resources Part II
May:	Communicating through Earned and Paid Media
June:	Planning for the Future

Over the course of these monthly sessions, Fellows will get hands-on practice and feedback in many real-world skills, including:

- Delivering a 15-20 minute speech and a 30-second elevator pitch
- Speaking with the press
- Navigating a reception and making it pay off
- Delivering an effective fundraising pitch – written, by phone & in person
- Successfully managing volunteers and staff
- Door-to-door campaigning
- Negotiating a common effort with coalition partners

## **Who are the Staff and Trainers Running the Fellowship?**

The Pennsylvania Political Leaders Fellowship program is supported by Jon Wheeler, CPL's Director of Program in CPL's Washington, DC office as well as Jordan Schwartz, CPL's Pennsylvania State Director.

Trainers are selected from the Pennsylvania political, non-profit and activist community. Trainers are heavily supported by CPL "train-the-trainer" modules and program staff prior to training to ensure instruction is pedagogically sound, and rooted in developing progressive values and leadership skills. CPL works to recruit trainers from diverse backgrounds, and women and young people in positions of leadership.