



DiverseCity

THE GREATER TORONTO LEADERSHIP PROJECT

DiverseCity in Civic Leadership

School4Civics Program

Do you dream of transforming your community through politics? DiverseCity: School4Civics can help. Our nine-month program trains and mentors promising leaders from diverse communities to organize political campaigns or run for office. Expert faculty includes political strategists, campaign managers and former candidates, bringing frontline experience from a multi-party perspective.

You will learn:

- How to frame your key messages
- Public speaking
- Campaign management
- Fundraising
- How to build coalitions
- The skills to balance personal and public life.

Application Process

Applications will accepted until Tuesday, March 17, 2009 at 5 p.m.

Upon acceptance to the program, a \$200 materials fee is required from all successful applicants. All other costs are subsidized by the Maytree Foundation.

To apply and for more information, go to maytree.com/training/school4civics.

Schedule for 2009 Program

Curriculum Module	Date	Event Time	Event Type
Opening	April 18	9:30 a.m.-6 p.m.	Workshop
Build capacity	April 21	7-9 p.m.	Webinar
Why Choose You?	May 5	7-9 p.m.	Networking
Communications	May 19	7-9 p.m.	Webinar
Fundraising	June 2	12-1:30 p.m.	Webinar
Fundraising	June 6	10 a.m.-1 p.m.	Workshop
Panel presentation	June 17	7-9 p.m.	Networking
Identification/GOTV	June 30	7-9 p.m.	Webinar
Campaign Management 101	Sept 8	7-9 p.m.	Webinar
Building a team	Sept 15	1-2 p.m.	Teleseminar
Campaign budget	Sept 22	6-9 p.m.	Workshop
Candidates build support	Sept 29	1-2 p.m.	Teleseminar
Campaign narrative	Oct 6	6-9 p.m.	Workshop
Campaign tactics	Oct 20	6-9 p.m.	Workshop
Public speaking	Nov 3	6-9 p.m.	Workshop
Advanced ID/GOTV	Nov 14	9:30 a.m.-5 p.m.	Workshop
Media relations	Nov 17	6-9 pm	Workshop
Closing	Nov 28	9:30 a.m.-5 p.m.	Workshop

www.diversecitytoronto.ca



Toronto City Summit Alliance



DiverseCity is an initiative of Maytree and the Toronto City Summit Alliance