



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 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.

This year's focus will be on supporting your municipal candidate in October 2010. It includes the following:

- 4 webinars and 2 teleseminars on campaign fundamentals (pre-recorded, to be accessed on your own time)
- 4 workshops for hands-on learning
- 2 networking events

You will learn:

- Steps to build a campaign
- How key messages are created
- Fundraising
- How to identify support and get out the vote

Application Process

- Applications will be accepted until Tuesday, February 16, 2010 at 5 p.m.
- All costs are subsidized by the Maytree Foundation

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

www.diversecitytoronto.ca

Schedule for 2010 Program

Learning	Date	Time
Opening day-Campaign 101	March 6	9:30 a.m.-5 p.m.
Networking event	March 24	Evening
Build capacity; Communications principles	April 17	9:30 a.m.-5 p.m.
Fundraising	May 1	10:00 a.m.-1 p.m.
Networking event	May 20	Evening
Identification and Get Out the Vote	June 5	9:30 a.m.-5 p.m.

In November 2010, Maytree will offer a new learning opportunity: Understanding how political parties nominate candidates for provincial and federal elections. More information will be available online closer to the date.



Toronto City Summit Alliance

