

Mission

CNY PLI is a non-partisan forum for training those who are interested in:

- Volunteering within political parties
- Volunteering on campaigns
- Running for school board
- Running for village, town, city, county office

Learn more about the operational aspects of a campaign with the CNY PLI.

Offered by:



Sponsors



CNY
Political Leadership Institute



Onondaga County
Bar Foundation



Navigating the Political Process

February 5 - March 26, 2019

Information
Session:
January 22, 2019
5:30-7 p.m.
Location TBD
Refreshments Served

For more information
contact:
Robin Macaluso 315-422-5471
robin@leadsyr.org
www.cnypolitics.org

CNY Political Leadership Institute

Registration Info

- All class times are 6:00 - 8:00 pm (dinner available at 5:30 p.m.)
- Registration is \$125 which covers supplies and dinner for all 8 classes.
- Registration is due Feb. 1, 2019.
- Class size is limited.
- Registration application is available at: www.cnypolitics.org or by calling 315-422-5471.
- Scholarships are available by request.
- Classes will be held at various locations throughout the greater Syracuse area.

Testimonial:

“CNY PLI gave me the framework to run my campaign.”

Curriculum

Class 1: PROGRAM OVERVIEW
February 5, 2019

Class 2: BUILDING A TEAM
February 12, 2019

Class 3: FUNDRAISING & CAMPAIGN FINANCE
February 19, 2019

Class 4: GETTING ON THE BALLOT
February 26, 2019

Class 5: MESSAGING
March 5, 2019

Class 6: SOCIAL MEDIA/MEDIA
March 12, 2019

Class 7: GOTV - Get Out the Vote
March 19, 2019

Wrap Up Celebration & Reunion
March 26, 2019

Facts

- CNY needs citizens who have good ideas and who can make a positive contribution. Many people don't volunteer for their party or run for office because they don't know how.
- Every political party is in need of qualified candidates and campaign volunteers.
- Voters hear little dialogue on important issues because many political races in Central New York go uncontested.

This nonpartisan institute enlists elected leaders, party leaders, campaign managers, and others from all parties to speak to participants about how to navigate the political process.

Testimonial:

“CNY PLI was an eye opener for me. I am now aware of the challenges that I will face.”