2020 HIGH SCHOOL PROGRAM
SELECT PAST SPEAKERS

ROLE MODELS
Speaker Nancy Pelosi (D-CA)
Rep. Cathy McMorris Rodgers (R-WA)
Sarah Hurwitz, former White House speechwriter
Tiffany Dufu, The White House Project
Farah Pandith, first-ever Special Representative to Muslim Communities
Rep. Lauren Underwood (D-IL)
Rep. Jenniffer González-Colón (R-PR)
Jayne Atkinson, House of Cards
Anna Palmer, POLITICO
Charlotte Clymer, HRC
Allyson Carpenter, youngest-ever elected official in DC
Claire Shipman, author & journalist
Ashley MacLeay, DC State Board of Education (R-At Large)
Senator Kirsten Gillibrand (D-NY)
Rep. Sharice Davids (D-KS)

TOP TRAINERS
Nancy Bocskor, Award-Winning Fundraising Coach
Atima Omara, Political Strategist, MSNBC Commentator
Rana Abdelhamid, MALIKAH Founder
Running Start Staff, 17,500+ young women trained since 2007!
# 2020 HIGH SCHOOL PROGRAM

## 6-WEEK VIRTUAL COURSE

<table>
<thead>
<tr>
<th>GOALS</th>
<th>OBJECTIVES</th>
<th>OUTCOMES</th>
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<tbody>
<tr>
<td>Build Confidence</td>
<td>Recognize that the world needs more women in politics and that now is a great time to start.</td>
<td>Practice key skills: fundraising, resilience, teamwork, public speaking, social media, and more.</td>
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<td>Learn Capabilities</td>
<td>Build a toolbox of key leadership and campaign skills.</td>
<td>Work together and support each other's leadership goals.</td>
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<td>Make Connections</td>
<td>Join and create a supportive community of politically ambitious young women and high-level mentors.</td>
<td>Join the Running Start Network to stay in touch and meet more alums and mentors.</td>
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## Run for Office!

- **Run for Office!**

## Core Content

### Week 1 Getting Started
- Orientation, Icebreakers, Launch of Campaign Simulation
- Identity, Diversity, & Inclusion
- Campaign Strategy & Teamwork

### Week 2 Building Support
- Political Fundraising
- Social Media for Campaigns
- "I approve this message." - Anatomy of a Campaign Ad
- First Round of Media Training for Small Groups

### Week 3 Leadership
- Elect Her Workshop
- Leadership Discussion Groups
- Congressional Reception
- Second Round of Media Training for Small Groups

### Week 4 Resilience
- #ILookLikeAPolitician: When Your Identity Breaks the Mold
- Resilience Exercises
- Self-Defense Workshop
- Third Round of Media Training for Small Groups

### Week 5 Making Connections
- Networking 101
- Networking Reception
- Movie Night
- Fourth Round of Media Training for Small Groups

### Week 6 Election Day
- Campaign Ads: Vote for Favorite & Discuss
- Social Media: Vote for Favorite & Discuss
- Candidate Stump Speeches
- Winning Campaign Announcement & Program Wrap-Up

## Campaign Simulation

### Get to Know Your Campaign Team
- Draft Campaign Plan

### Fundraising Game
- Draft Social Media Plan
- Launch Social Media Campaign
- Start Campaign Ad

- Post Your Polished Elevator Speech
- Continue Working on Campaign Ad
- Continue Working on Social Media Campaign
- Research a Real Election: How can they win?

### Dear Future Me
- Continue Working on Campaign Ad
- Continue Working on Social Media Campaign
- The Stump Speech - Submit Draft for Feedback

### Speech Practice & Revision
- Submit Social Media Campaign Highlights

### DC MEET-UP
- If it is safe to do so, we will plan an optional trip to Washington, DC for in-person meetings, visits to Congress, & graduation for the end of the summer.