My Story... (HERE)
THIS IS STILL HAPPENING TODAY...
I CARED ABOUT...

SCHOOLS CLOSING

- Decision Makers
- My HS closed and the impact it had
How is this still happening in your community?

Since Then...

- Keyla Consulting Co.
- Campaign Strategist
- Advocate (Organizing for Equity New York)
- Youth Development
- Fellowships
- Launched campaigns & supporting women running for office
TODAY IS ABOUT

- You
- Helping you find your story
- What matters to you?

Keyla Consulting Co.
ADVOCACY

WHAT DO YOU CARE ABOUT?

- The bottomline in campaigning is finding an issue you care about otherwise it doesn't work.

- What do you wish you could change in your city, state, country?

- What opportunities do you wish you receive in your HS?

- Are there tech programs/software you wished you had in your schools?
Campaigns impact everyone!

- Federal
  - (Congress, Secretary of Education, etc.)
- State
  - State Senators, Assembly Members, etc.
- Local Positions
  - Community Boards, School Boards, Judges, etc.
- Beyond voting
- You can define your level of impact
  - Some of us prefer to be in the front lines
  - Some of us prefer to support from behind the scene
SKILLS

CAMPAIGNS NEED VARIOUS SKILLS/ROLES

- Website Development
- Graphic Design
- Apps
- Systems building
- Social Media analyst
- Data Analysts
- Attorneys
- Assistants
- & So much more!
TIPS

WORKING ON A CAMPAIGN CAN BOOST YOUR RESUME & COVER LETTER

**Resume Format**
- Bio
- Scope of Experience
- Bold the position, location
- Brief description of company,
- Bullets of impact
- 1 page (if more - commit fully.)

**Cover Letter**
- Address of Company
- Intro/where position was found
- Specific experience with key words
- Pitch
- Thank you
GETTING INVOLVED

ADOVACY NON-PROFITS

Amnesty, A Better Life for Kids, Clean Water, Rotary International, etc.

CANDIDATES

Individuals running...Software Development: VAN, Political Meetings, Reach, etc.

501 C-4 (ORG'S WHO ENDORSE)

Back the candidates. (New American Leaders, Brand New Congress, etc.)
FUNDING
THOSE WHO ARE ELECTED OFTEN DECIDE WHERE $ GOES

• Don't get lost in the funding conversation because you can still have impact.
• In fact, when you don't have funding you can still have impact.

What is it called today?
Take a guess in the chat!
#CLOUT

Campaigns can give you leverage & credibility

On a warm afternoon last week, Keyla Marte stood on a plastic step stool and addressed a herd of students, parents, teachers, TV cameras, photographers, curiosity-seekers and police officers in Union Square Park.

She called the crowd of roughly 200 people to order, made a short speech, then yelled, “Ain’t no power like the power of the youth, cause the power of the youth don’t stop!” The crowd enthusiastically carried the chant.

Keyla, a 17-year-old senior at the Legacy School for Integrated Studies in Manhattan, helped organize the rally on Feb. 1 to protest the Department of Education’s proposal to phase out Legacy, a 350-student 9-12 school that officials have deemed a failure.

The vote on the closing by the Panel for Educational Policy will take place on Thursday evening at Brooklyn Technical High School, and the panel is expected to approve the Education Department recommendations to phase out 19 schools -- including Legacy -- and remove the middle-school grades from six others.

The message that Keyla and other students rallied around has been echoed throughout the city over the past month at hearings at the 25
Now that you had time to think...what are some of the issues you care about?

Type it in chat!

**EDUCATION**
- Policies or opportunity schools receive

**CLIMATE**
- Global warming

**HOUSING**
- Affordable housing

**PRISIONS**
- Criminal Justice reform

NOW WE WILL TAKE IT A STEP FURTHER...
# Challenge

These are the instructions...

1. Pick an issue you care about
2. Think of a hashtag with three words
3. Post it on Instagram

_tag @hiddengenuispro_  
Must Include _#GlobalTechSlam_

Best one gets a prize!

GO!
“Success means doing the best we can with what we have. Success is the doing, not the getting; in the trying, not the triumph. Success is a personal standard, reaching for the highest that is in us, becoming all that we can be.”

Zig Ziglar
Q&A

Ask Away!
If you want to learn more or connect!

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