

# Civic Voices

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**RAISING THE FARM TEAM**

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# THE NEED FOR ADVOCACY SKILLS

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## Trends:

- Underrepresentation in leadership
- Educational gap for low-income schools
- Confidence gap in marginalized communities

## Need:

- Advocacy skills
- Proactive education

# PIVOTAL VENTURES PORTFOLIO

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## Strength

PV masterfully finds and funds the “end game” of our future political power

Investments in:

- Vote, Run, Lead
- National Women’s Law Center

## What is missing?

There is no early-stage program.

We are missing opportunities for a more diverse pool of educated young people.

## Our Position

To bridge the gap between high school education and equipped to enact policy change, Civic Voices provides a stream of opportunity

# THE SOLUTION - CIVIC VOICES

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## *Phase One - 6 months* **Knowledge Building**

- Online, micro-learning modules
  - Policy Analysis
  - Strategic Communication
  - Coalition Building



## *Phase Two - 6 months* **Applied Advocacy**

- Capstone Project
  - Complete as cohort
  - Real-world campaign
  - Enact real change



## *Phase Three - over course of 1 year*

## **Ongoing Mentorship**

- Pair students with PV-aligned professionals
- Tailor to their interests
- Minimum of one year

# EFFICACY AND SCALABILITY

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## Data-driven outcomes:

- Skill uplift of at least 50%
- Policy action of at least 60%
- Pipeline placement with 40% retention

## Outreach:

- To ensure we will reach all minds, we will create a digital toolkit
  - Sold to school districts as curriculum
  - Individuals may subscribe to learning modules

## Scalability:

- Recruit from Title One schools
- 30 students per cohort
- Connect with PV and related orgs.
- Begin in NC, expand each year

# SUSTAINABILITY AND INNOVATION

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## **The Focus**

- Curriculum emphasizes policy analysis over political action (voting and elections)

## **Project-based Learning**

- Phase 2 must address local challenge

## **Empowering Marginalized-Groups**

- specifically targeted to underrepresented communities
- Focused on equity and justice

## **Sustainability**

- Sustainable ecosystem of civically engaged, young people, ensuring impact continues beyond the grant period

This plan combines the best elements of leadership development, project-learning, and policy substance training into a single, cohesive product.

Current partnership of PV emphasizes active politically knowledgeable individuals. This program will ensure PV can invest in these individuals for years to come.

# BUDGET

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Total: \$450K / 18 Months

Investment Area	Amount	Percentage
Product and Technology	\$150,000	33%
Team and Operations	\$200,000	44%
Pilot Launch and Efficacy Eval	\$100,000	23%

# Thank you!

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**CIVIC VOICES – CULTIVATING THE NEXT  
GENERATION**