

YDA Candidate Training Academy: Curriculum Outline

Total Duration: 4–6 weeks (can be adjusted per cohort)

Format: Virtual and/or in-person sessions, with recorded content and live workshops

Audience: Aspiring YDA-endorsed candidates, campaign managers, and organizers

Module 1: Introduction to Public Leadership (*Core*)

- Why Run? Understanding Purpose & Impact
 - Identifying the Office that Matches Your Mission (school board, city council, state house, etc.)
 - Navigating Impostor Syndrome & Building Confidence
 - The Progressive Candidate's Role in a Changing Party
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Module 2: Campaign Fundamentals (*Core*)

- Campaign Timeline & Milestones
 - Building Your Inner Circle: Staff, Advisors, and Volunteers
 - Legal Requirements: Filing, Reporting, Compliance
 - Understanding Voter Files & Election Law in Your State (*State Adaptable*)
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Module 3: Messaging & Media (*Core*)

- Crafting a Narrative that Resonates
- Framing Progressive Policies for Your Community
- Working with the Press & Writing an Effective Press Release

- Media Training: Interviews, Debates, and Public Speaking
 - Social Media Strategy & Content Creation
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Module 4: Fundraising & Budgeting (*Core + Adaptable*)

- Fundraising Psychology: Why People Give
 - Setting a Budget and Fundraising Plan
 - Grassroots vs. Big Donors: Ethics and Impact
 - Local Fundraising Laws & Limits (*State Adaptable*)
 - Using ActBlue, GoFundMe, and Text-to-Donate Tools
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Module 5: Grassroots Organizing & Voter Contact (*Core + Local Adaptable*)

- Building a Ground Game: Field Strategy Basics
 - Phone Banking, Canvassing, and Texting Tools
 - Mobilizing Volunteers for GOTV
 - Coalition Building in Your Community (*Locally Adaptable*)
 - Messaging for Voter Turnout Among Young People
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Module 6: Policy Development & Legislative Strategy (*Core + Role-Specific*)

- Aligning Campaign Promises with Policy Impact
- Writing a Basic Policy Platform (Use YDA's Pillars)
- Introduction to Legislative Drafting (*with Policy Incubator*)

- Understanding Local/State Government Structures (*Role-Specific Adaptation*)
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Module 7: Ethics, Accountability, and Governance (Core)

- Signing the YDA Progressive Pledge
 - Transparency, Constituent Engagement, and Public Trust
 - Navigating Conflict, Crisis, and Public Backlash
 - Post-Election Planning: Transitioning from Candidate to Public Servant
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Bonus Electives & State-Specific Labs

- **State Labs:** Live discussions on how to run in specific states (e.g., SC Ballot Access 101)
 - **Issue Labs:** Education Policy Deep Dive, Housing Justice Blueprint, etc.
 - **Position Tracks:** For School Board, City Council, State Legislature
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Capstone: Simulated Campaign Presentation

- Candidates present:
 - Campaign Message
 - Sample Budget
 - Sample Press Release & Social Media Post
 - One Policy Proposal from YDA Platform
- Feedback provided by YDA alumni, trainers, and policy experts

