



The NEW AMERICAN
LEADERS PROJECT

Ready to Lead FAQ's

WHAT IS NALP?

Founded in 2010, The New American Leaders Project is the country's only organization dedicated to preparing first- and second-generation immigrants for civic leadership—running for office, working on campaigns and seeking appointed office.

WHAT DO YOU DO?

We developed a curriculum for immigrants, by immigrants. Our signature training is called Ready to Lead. Over a weekend, we teach campaign skills within a values-based framework that emphasizes the assets immigrants bring to the political experience – their stories, their communities, and their optimism.

WHO TAKES YOUR TRAINING? HOW DO YOU SELECT THEM?

While our trainings are primarily targeted towards first generation (someone born outside of the U.S.) and second generation (someone born in the U.S. with at least one parent born outside the U.S.) immigrants, we stress that anyone, regardless of his/her citizenship background, can attend our trainings.

Our participants are grassroots community leaders and minority professionals who are recruited by local partners and who have a demonstrated commitment to, and knowledge of, their communities' needs.

WHERE DO YOU TRAIN?

To date, NALP has trained nearly 300 new Americans in 11 cities through its leadership training programs and, as of December 2014, 33 of NALP's alumni have run, or are running, for public office or sought appointed office in Arizona, Texas, Ohio, California, Michigan, Washington State, New York/New Jersey, and Illinois. Of those, five have been elected to school boards, and six have held appointed positions.

HOW IS YOUR TRAINING DIFFERENT FROM OTHER LEADERSHIP TRAININGS?

Our training is specific to immigrant leaders and teaches them campaigning skills within a values-based framework. Specifically, we train participants on messaging, targeting, fundraising in ways that helps them leverage their story and their community as assets to the political process.

WHAT WILL THE TRAINING COVER?

- Why immigrants and immigrant allies should run for office and get involved in the political process
- Help you discover your values and how to win by connecting with voters via your values

- Learn to discuss the art and science of a good stump speech
- Learn what the major components of a campaign are
- Learn the nuts and bolts of fundraising
- Learn the art of successful storytelling

HOW DO YOU TRAIN CANDIDATES? WHAT IS THE PROCESS? SHOULD SOMEONE ATTEND ONE TRAINING, OR MORE?

Our programs are designed with three objectives in mind. They include:

- Developing a pipeline of potential leaders
- Expanding the field of immigrant leaders
- Building a network of immigrant elected officials

HOW LONG DOES THE TRAINING RUN?

Our typical programs are hosted over the course of a weekend (Friday to Sunday).

WHAT IS THE COST?

The registration fee is \$150 (applicants who have decided to run for a particular office will need to pay the fair market value of the training).

WHAT DOES THE COST COVER?

This fee covers materials and food. Participants are responsible for their own travel and lodging.

DO YOU PROVIDE SCHOLARSHIPS?

Yes, a limited number of scholarships are available. To apply for a scholarship please fill out the application and indicate this under the scholarship section.

IS THIS A PARTISAN EFFORT?

NALP is a nonpartisan organization.

WHAT IS THE APPLICATION DEADLINE?

Our application deadlines vary for each training. Please visit our trainings page for more information.

WHAT HAPPENS AFTER THE TRAINING ENDS?

Following our training you will be able to receive coaching, participate in webinar trainings, connect with new and seasoned leaders, and receive preparation for advanced campaign skills training.

HOW DO YOU HELP IMMIGRANTS GAIN LEADERSHIP SKILLS AND POSITIONS?

We help the individuals in our training programs by inviting currently involved community members to attend our trainings, with intensive self-assessment and skills building that will prepare them for civic leadership from the community to the Capitol. After training is completed we make it a point to connect new leaders with other seasoned leaders. They can look to each other for ongoing support, advice and even camaraderie.