

2022 Annual Report



newpolitics
LEADERSHIP ACADEMY

One day, every
decision made
by elected officials
will start with the
question—**what is
best for the country?**



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“If we’re willing to send our young men and women in uniform out to risk their lives for this country, the very least we in Congress can do is be willing to risk our careers to do what’s right.”

REP. ADAM KINZINGER

(R-IL), Air Force Vet, Jan 6th Committee Member


This year, we watched our country grapple with the legacy of the January 6th attack on our democracy. It’s been a masterclass on the importance of integrity and political courage among elected officials. There are real political risks to seeking the truth of what happened that day and demanding accountability. This year, we’ve seen that some politicians have the courage to take those risks; others, not so much. As an organization dedicated to recruiting and developing servant leaders who will bring courage, integrity, and empathy to their work in politics, the events of this year have served to highlight the importance of our mission.

Our sixth year of programming unfolded in the context of these national events, and we are excited to report that it’s been a year of growth and innovation for our work. We’ve expanded our definition of servant leadership to include not only military vets and national service alumni, but also community leaders who have demonstrated a deep commitment to service in other ways. As a result, we’ve had record high application numbers for our Answering the Call program this year, and hit ambitious goals around the percentages of women and BIPOC servant leaders who apply to that program. We’ve continued to innovate with new programs like the Call Time Manager Boot Camp we piloted in March. We’ve also continued to revise our existing programs in creative ways, like adding a session on presence and communication for the aspiring candidates in our Foundations program.

At this moment when we see so clearly how demonstrations of courage and integrity from our political leaders impact our communities and our nation, our commitment to growth and innovation remains as strong as ever.

Thank you for believing in our mission – your support makes all of this work possible.

In Service,
Max & Whitney



Max Klau
Chief Program Officer



Whitney McKnight
Managing Director

Refining the Message. Revamping the Medium. Recruiting a Movement.

With a focus on bolstering our infrastructure and learning as much as possible, 2022 provided a golden opportunity to build, refine, and position NPLA to scale. Now, as we turn the page on the midterm elections, NPLA enters its seventh year of operations with more clarity and purpose than at any point since our founding.

This clarity takes shape most notably in the unveiling of a new and overhauled website. Constructed with navigability and user experience in mind, NPLA’s programmatic offerings are now more accessible than ever before. Beyond the refined UX and UI, we’ve also taken the occasion to better showcase the strength, diversity, and transformational impact of our community.

With crisper messaging and consistent engagement, we’ve already begun implementing lessons learned in our recruitment efforts. Here are a few of the highlights:

IN-PERSON EVENTS: Nothing creates buy-in like a steady and reliable presence. In hosting and attending more events in person, we made huge strides in demonstrating the efficacy of our work.

PARTNERSHIPS: Continuing the ongoing work of forging and nurturing community relationships through constant, two-way collaboration helped us broaden our applicant pool. We saw more referrals and leads from our partner organizations this year leading to our highest recruitment numbers since 2016.

ELECTION SEASON: *Uvalde. The Dobbs decision. Heated primaries.* Having the resources and readiness to capitalize on these and other major news events served to activate our community in new and promising ways.



Why us? Why now?

This past spring, a diverse group of servant leaders signed up to participate in our Answering the Call program. One of those ATC groups brought together an evangelical Christian military vet from the midwest, a trans woman who was a former Marine, a Black male educator and Teach for America alum, a white female Returned Peace Corps volunteer currently working in a small community non-profit, and a white male Air Force vet currently working in the corporate world. Although political affiliation was never directly discussed, it was clear that some of these participants had very different political views. Over the course of five weeks, this diverse group engaged in ten hours of dialogue that was deep, respectful, and productive.

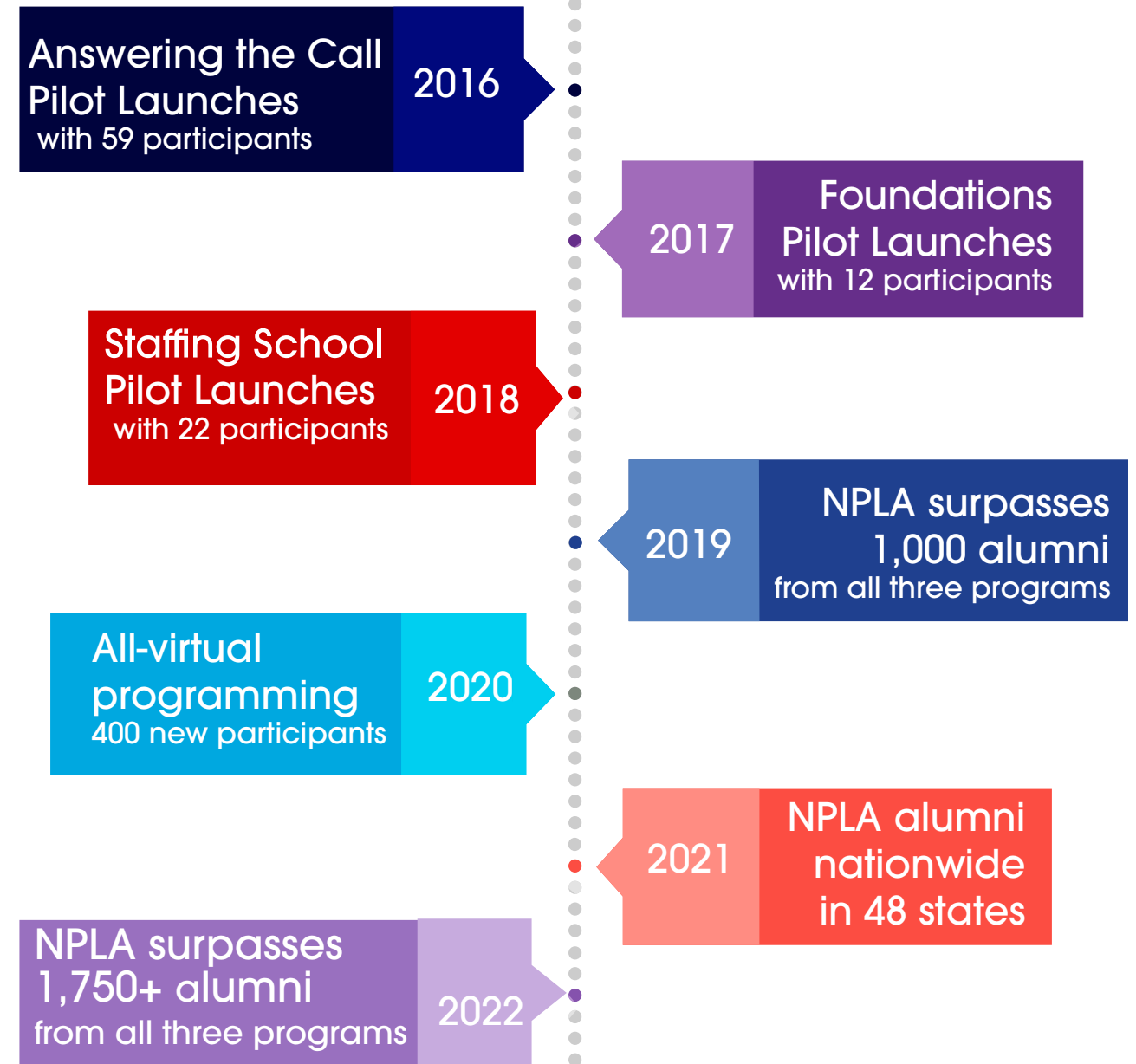
In the deeply polarized America of 2022, it is rare for individuals with these diverse backgrounds to even cross paths. It is rarer still for them to engage with each other at levels that go deeper than small talk. Yet that is exactly what we are able to make happen—consistently and at scale—in our ATC programming.

Since our founding as a nonpartisan organization six years ago, we’ve trained 130 ATC facilitators, run more than 260 ATC programs, and graduated more than 1750 servant leaders from our programs. Not once has an ATC session been cut short or canceled as a result of unmanageable partisan conflict.

One reason we are able to do this work is our focus on what we call the “inner journey.” Participants come together to explore answers to vital but deeply personal questions: Why do you serve? What is your mission? What path of service do you feel called to pursue in the years ahead?

What might our politics look like if we had a critical mass of political leaders who brought this kind of experience with them into office? That is the question we aim to answer in the years ahead.

Our Timeline



Our Programs

Our nonpartisan community encourages people from across the political spectrum to connect over a service mindset in order to build the capacity to collaborate and a commitment to delivering results.

Click on the sections below to learn more about each program.



Answering the Call

In Answering the Call, participants are challenged to consider what political leadership should look like and to examine their own sense of mission before they join the political arena. Being clear on their “Why” enables them to be a standout candidate, staffer, or citizen. Additionally, ATC participants build a strong network with fellow participants in their cohort, through affinity sessions, and alumni events.



Foundations

Foundations, a program for Answering the Call alumni who are clear they want to run for office, builds their leadership capacities by grounding them in their values and prepares them for the tactical realities of any campaign. Foundations participants get expert advice and feedback from our advisors and learn from the deep experiences of the cohort members.

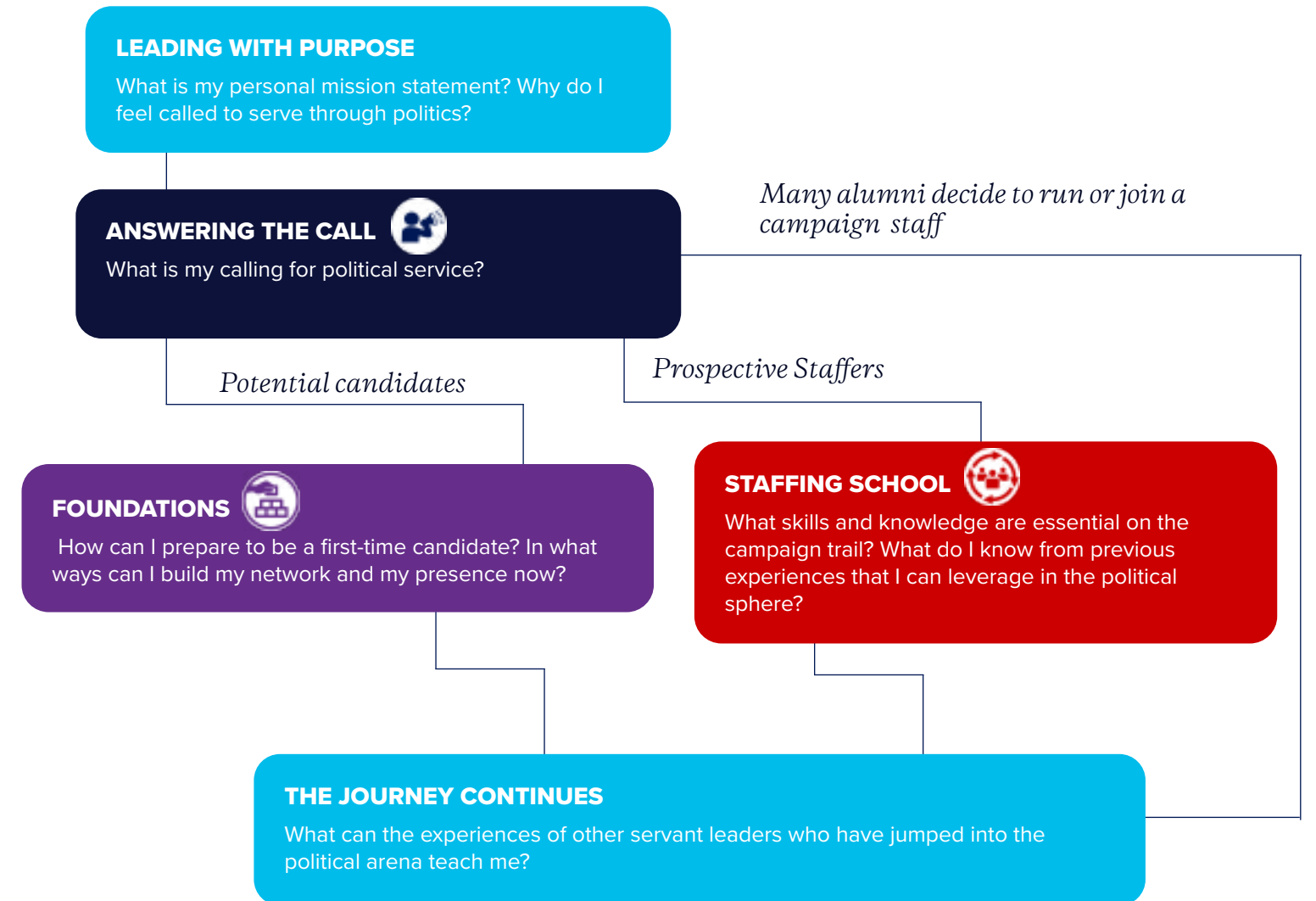


Staffing School

Staffing School participants are eager to learn the tactics of campaigns. The training enables them to engage deeply in either communications, field, finance, or management. The program is grounded in our leadership development model that integrates action learning and personal growth.

The Servant Leader Journey

In all of our programming, our underlying goal is to encourage servant leaders, those who routinely and naturally put community over self, to engage more deeply in politics and step up as political leaders. Our nonpartisan community encourages people from across the political spectrum to connect over a service mindset in order to build the capacity to collaborate and the commitment to delivering results.





Answering the Call

Answering the Call engages participants in the personal reflection necessary to understand what kind of leader they can become and in what ways they can lead through politics. At the end of ATC, participants will have:

- 1 Identified why they served and how this influences their continued civic engagement
- 2 Gained clarity about the role they should play in revitalizing our democracy
- 3 Gained access to a robust network of resources, mentors, and likeminded servant leaders

2022 Answering the Call by the numbers

98%

of responding ATC graduates are likely to recommend Answering the Call

88.7%

of responding ATC graduates feel that they understand what they need to do to get involved in politics

56%

of ATC graduates identify as people of color

8

In person ATC cohorts

539

applications to ATC in 2022

24

Virtual ATC cohorts

“ At every step along my journey in politics, from volunteering on state-level races to working on a presidential race, the New Politics community has never been far from sight or mind. ”

John Scianimanico

ATC 2016 + ATC Facilitator
Former Regional Organizing Director of Pete for America
Service: Army Reserves + Teach for America



ATC Alumni Spotlight

“ Through every step of my journey in public service, I’ve seen how tribalism and the lure of power causes even the most well-intentioned to compromise their principles. I’m so grateful for NPLA and the movement they’ve built of like-minded leaders who are centered in their values and doing what it takes to serve others. ”



PAT RYAN

**Congressman, New York’s 18th District
ATC ‘16**

Service: Army, Military Intelligence

Congressman Pat Ryan is a combat veteran, public servant, and alumni of one of the first-ever cohorts of Answering the Call. After ATC, Pat fought a closely contested 2018 primary for Congress. Though he lost, Pat demonstrated the resolve of a servant leader when he ran again and won his race to serve as Ulster, New York’s County Executive. When the opportunity presented itself, Pat again answered the call and ran and won his current seat representing New York’s 18th district.

PHIL OLALEYE

**State Representative-Elect,
Georgia’s 59th House District
ATC ‘17**

Service: U.S. Peace Corps

In addition to being an alum of NPLA programming, Representative-elect Olaleye is a retired Peace Corps veteran from Stone Mountain, GA. Before running for State Representative in Georgia, Phil led safe community initiatives near his hometown. Phil has spent a life-time committed to serving his community and believes in a future where hardworking families can prosper and every child can thrive, regardless of their zip code or background.



“ Answering the Call provided a unique opportunity to dive deeply into my motivation behind running for office. The program inspired me to speak my truth on the campaign trail, and to better represent the needs of my peers and future constituents. It made me a better candidate - bar none. ”



Foundations

Foundations is our program for servant leaders who are clear that they want to one day run for office. We first ran the program in Fall of 2017 as a follow-up for Answering the Call, and have run the program twice every year since then.

This year included two highlights:

First, for the first time we recruited and trained one of our most skilled and experienced ATC facilitators to run this program, rather than having all programs be facilitated by full time NPLA staff. Andrea Sorce delivered the program with excellence, and allowed us to pilot a process of training and supporting ATC facilitators to deliver Foundations. We are now positioned to scale up this program in dramatic ways in the years ahead.

Second, we continued to revise the content of the program. Recognizing that many of our participants struggled with public speaking, we brought in an external trainer to deliver a session on Presence to build skills and confidence around communicating as a candidate. We also provided more tactical information around fundraising to build skill and knowledge around this aspect of campaigning. Both innovations were well-received and will continue to be a part of the program in the future.

2022 Foundations by the numbers

41

graduates in 2022

70%

of responding Foundations graduates answered they were “very likely” to run for office

60% → 90%

When asked to rate their agreement with this statement: I know how to invite potential donors to invest in my campaign, responding graduates who answered “Strongly Agree” and “Somewhat Agree” increased from 60% to 90% after completing the program.

100%

of foundations graduates said they strongly agree that they would recommend foundations

Foundations Curriculum

Foundations is a small-group facilitated program that includes our skilled advisors who provide feedback and insight on campaigning. The curriculum engages in both the inner work and outer work needed to effectively prepare.



“Facilitating Foundations has been a wonderful experience. After facilitating several Answering the Call cohorts, it was a no-brainer to accept the invitation to take this next step. I’ve especially enjoyed getting to work with the Advisors and learning from their expertise. And, just like Answering the Call, **getting to know the participants - motivated servant leaders across the political spectrum - inspires hope for the future of our political system.** It’s a source of much-needed optimism to counter our increasingly dark news cycle.”

Andrea Sorce
ATC + Foundation Facilitator

Foundations Alumni Spotlight

AARON STOUT

Previous Job: Legislative Assistant to Rep. Slotkin
Currently: Columbia University’s School of International and Public Affairs, Master of International Affairs, International Security Policy
Service Background: Air Force
Program: Foundations 2021



“This is an eye opening experience that laid the foundation of a future congressional run. I picked up insights into the nebulous act of fundraising and how I should be thinking of messaging. I cannot recommend this course enough to someone thinking of running for office.”

MATT WILHEM

Current job title: State Representative, New Hampshire’s Hillsborough 42nd District
Service background: AmeriCorps Team Leader with City Year New Hampshire
Program: ATC 2016, Foundations 2018



“The lessons and guidance I’ve received from Emily and her team have been invaluable to me. And while most people and organizations in this space focus on the ‘how’, when, and where, it’s NPLA’s insistence on the ‘why’ that I’ve found most instrumental in my development as a public servant.”



Staff Training

Political service is not merely confined to running for elected office. Instead, many of our alumni and prospective participants enroll in our staff training programs - **Staffing School** and **Call-Time Manager** Bootcamp. These programs provide participants with specialized, tactical campaign training to staff candidates at the local, state, and federal levels. Our staff training programs are unique in that programmatic guidance is provided by NPLA staff and campaign advisors, who bring years of wide-ranging, real-world political experience to our curricula.

2022 Staffing School by the numbers

65

Spring 2022 graduates

48%

of graduates identify as BIPOC

76%

Very likely to “recommend staffing school to qualified friends and colleagues”

After completing the program:

95%

95% of responding graduates answered “Strongly agree” or “Agree” when asked: “I understand the role and associated responsibilities of my Staffing School vertical (Communications, Field, Finance, or Management) within a political campaign”

95%

of responding graduates answered “Strongly agree” and “Agree” when asked to rate their agreement with this statement: “I know how to leverage my professional abilities, experiences, and skills as a successful political staffer”

93%

of responding graduates answered “Strongly agree” or “Agree” when asked: “I understand the skills and knowledge needed to be a staffer on a political campaign.”

Staffing School

New Politics Leadership Academy Staffing School builds a pipeline of A-level campaign staff with the knowledge, skills, and networks that are essential to thriving on the campaign trail. We continue to utilize NPLA’s comprehensive leadership development model to provide an effective, well-rounded staff training program that emphasizes action learning, education, personal growth, and organizational culture. Delivered virtually in Spring 2022, the program again gave participants the opportunity to specialize in one of four verticals - Finance, Communications, Field, or Management.

The Four Staffing School Verticals



FINANCE

Without money, there is no campaign. What is raised supports the entirety of campaign operations, from paying for staff salaries, media buy budgets, and even the pizza for volunteers. This can be a stressful process, but it is critical for the success of a campaign. Finance specialists are tasked with raising and strategically using funds, leading to direct involvement in nearly every aspect of the campaign.



COMMUNICATIONS

Communications allows voters to learn about candidates and become moved to vote for them at a large scale. Participants learn how to shape candidates’ brands as well as how everyone views and understands a candidate’s work. This includes engaging the press, writing speeches, and coaching and training the rest of the team on the candidate’s brand, values, and issues.



FIELD

Field Directors manage face-to-face voter outreach, including training and supervision of volunteer and outreach personnel. While field organizers and volunteers will be the ones talking directly to voters to persuade and remind them to vote for a candidate, the field director is responsible for strategically targeting these prospective voters. The number of doors a team knocks on can directly influence the number of votes a candidate receives, especially at the state and local level. Field Directors will work hard, track a lot of miles, and really feel the grassroots impact of a campaign.



MANAGEMENT

Campaign Managers are the leaders that tie the team together. From leading team-wide meetings to hiring and managing consultants, participants learn best practices to ensure that everyone is working together in the best interest of the candidate. Perhaps most importantly, this includes managing up to a candidate, ensuring they are staying centered and being the best they can be. Campaign Managers conduct the whole operation and know when to push and when to pull to make the campaign a success



Call-Time Manager Bootcamp

As fundraising through call-time remains a non-negotiable facet of nearly all political campaigns, a candidate's call-time manager often serves as the keystone of the campaign. On many campaigns, the call-time manager will have the most candidate face-time of any staffer and is typically one of the first hires. Piloted in spring of this year, NPLA's Call-Time Manager Bootcamp seeks to build a pipeline of informed, reliable call-time managers to staff candidates at any level.

At the end of this program participants will have learned:

1. The basics of an effective fundraising operation
2. Practical tools for managing candidates during call time
3. How to prospect donor lists and qualify a fundraising ask for them
4. Best practices for following up on pledges
5. How to advocate for call time during a campaign

The two-day program provided participants with real-world strategic insights and advice from campaign finance leaders, as well as the opportunity to sharpen skills through practical live-fires.

“ When someone tells me they are considering running for office or getting involved in politics my first response is to point them to [NPLA]. My own participation was formative in my decision to transition from the private sector back into public service...It helped me clarify my purpose, understand how I could best put my skills, background, and passions to use, and gave me a community of diverse—but like minded—compatriots to explore this pivotal decision with. ”

Asher Smith

ATC 2017

Executive Director, Serve America PAC

Service: Peace Corps

Call-Time Manager Bootcamp Curriculum

**SESSION 1:
CAMPAIGNS & CALL TIME 101**

**SESSION #2:
THE NEW POLITICS APPROACH
TO CALL TIME**

**SESSION #3:
CALL TIME ADVOCACY**

**SESSION #4:
REAL TIME TESTING
& ROLE PLAY**



Movement Building

New Politics Leadership Academy was designed to build a movement of servant leaders willing and able to serve again through politics. By recruiting a critical mass of individuals who embody courage, integrity and empathy, we seek to shift the political culture of our nation at every level of government.

We always knew this was a long-term undertaking, and that we were planting seeds that might not immediately bloom. We designed our Answering the Call and Foundations programs around the understanding it might be years before graduates of our programs find themselves in a situation where conditions are right to embark on a serious campaign. We also understood that even the strongest candidates are never guaranteed to win their elections. We operated on the belief that servant leaders who enter the arena and lose would not simply turn their backs on civic leadership; rather, they would find powerful ways to continue to serve as a next step on their life-long service journey.

As we wrap up our sixth year of programming, we are beginning to see the wisdom of this approach. We have a growing community of alumni who have been able to act on the inner clarity they achieved by participating in our programs and have stepped into positions of political power and influence at all levels across the nation. We highlight a few examples here, and believe that these individuals represent a powerful proof of concept regarding our long-term approach to movement building. We look forward to seeing how this community continues to grow in the years to come.



“ Thank you again for the opportunity to be a part of your amazing organization. I’m looking forward to continuing to grow through this program and being able to continue sharing my story and the positive impact New Politics is having on the political landscape. ”

Angelo Pasciuti

ATC Spring 2022, Foundations Summer 2022,
Exploring the Journey 2022
Service: U.S. Marine Corps

Alumni in the News

Click on each headline to learn more

CPR News
 -- COLORADO MATTERS
Tough decisions for a Coloradan who went to Poland to help Ukrainian refugees
 By Anthony Cotton April 13, 2022

Arvada City (CO) Councilwoman Lisa Smith (Answering the Call, 2018) has years of experience volunteering at disaster sites, but nothing quite prepared her for having to decide who could flee Ukraine immediately, and who would have to wait. Smith spent two weeks in March helping Ukrainian refugees in Poland.

Lindsey Schiro · 3rd+
 Speaker | Innovator | Business Development | HillVets L...
 3mo · Edited · 🌐

I am incredibly honored, and humbled, to be one of 26 nationally selected individuals for **HillVets LEAD** for the year of 2022.

These incredible protégés are changing the world on military and service issues, and I can't wait to learn from them over the next few months.

See you in D.C!

HillVets
 3mo · 🌐

HillVets #LEAD #Cohort7 has a record 26 #Proteges, and they are ready to start the 2022 session!

Go to <https://lnkd.in/guy4vC75> to see more.

#HillVets #military #veterans #MilitarySpouses #NonprofitPartners #HillStaffers #LeadershipEthicsAdvocacyDedication #mentorship #development

PODCAST EPISODE

Marine Sniper Angelo Pasciuti 7-10-22

The Bruce Cook Conversation

Marine Sniper Chief Warrant Officer 3 Gunner Angelo Pasciuti (Answering the Call & Foundations, 2022) talks with Bruce on War, Guns, American Societal Violence, and the Future of Political Discourse In the Nation.

Anthony Gitalado (@HqHrm) · Following
 National | Cybersecurity | IT/IA Advocate
 2mo · Edited · 🌐

I am honored to be appointed to the Virginia Information Technology Advisory Council (nonpartisan) under the Virginia Information Technologies Agency. New legislation allows (enfranchising) citizens to bring in their expertise. The mission of the ITAC is to advise and make information technology recommendations to the Secretary of Administration, CIO of the Commonwealth, and seven elected state legislators.

https://lnkd.in/g/esA_NFy8

I look forward to bringing my expertise and continuing to serve the citizens of the Commonwealth in this role.

#informationtechnology #administration #publicservice #virginiaisforlovers #volunteering #cybersecurity #modernization

The Justice Podcast
 By Bobby Stroup

Learn how the world works and how it should change. We talk with all sorts of people: techies, military, business, marketing and everybody else who has an opinion. Politics, legal, or medical advice. But we do discuss the one thing that makes our resources a luxury and pollution a healthier society.

Bobby Stroup (Answering the Call, 2021; Foundations & Staffing School, 2022), launched a podcast exploring investment in systems and policies to create a healthier society. Stoup is a three-time NPLA alumnus, Navy Veteran, and first-year JD candidate at Harvard Law School.

GENDER ON THE BALLOT

Celebrating Over Sixty Years of National Service

Melissa Sullivan | Mar 2, 2022

Melissa Sullivan (Answering the Call, 2019) pens a commemorative tribute to the country's premier National Service programs during Peace Corps week, 2022. An alumna of AmeriCorps, Sullivan serves as a press officer for the US EPA and is a member of the NPLA Alumni Executive Council.

Wavelengths
 A Public Service of Greater Haverhill's Story, Public Radio Service and Haverhill Local Town Service

State Democratic Party Names Sherlock, 2019 Haverhill Council Candidate, Acting Executive Director

By WAVE Staff | June 24, 2022

Joe Sherlock, NPLA alumnus and former candidate for Haverhill (MA) City Council, was named acting Executive Director of the Massachusetts Democratic Party in June. Sherlock is a former middle school social studies teacher and field organizer, having spent his young career serving those in his community.

RENSELAER COUNTY

Steven Figueroa appointed to Troy City Council

by: Harrison Grubb
 Posted: Jul 9, 2022 / 01:31 PM EDT
 Updated: Jul 9, 2022 / 01:37 PM EDT

Steven Figueroa (Answering the Call, 2020) was appointed to Troy (NY) City Council in July, replacing a former member convicted of voter fraud. Appointed by members across both parties, Figueroa has been recognized time and again for his service through AmeriCorps, Opportunity

Repairing America's Broken Democracy: Bridge Alliance Members Take Action – Joe Schuman, Founder & Editor-in-Chief of Divided We Fall

INTERVIEWED BY DAVID NEVINS ON JUNE 6, 2022

Joe Schuman (Answering the Call & Foundations, 2021) founded Divided We Fall, a non-profit news publication working to provide bipartisan dialogue for the politically engaged. Joe and his team publish debates, interviews, and op-eds between individuals who disagree in order to demonstrate productive civil discourse and bipartisanship.

The Next Stage

Year after year, New Politics Leadership Academy continues to demonstrate that our programming is effective at guiding servant leaders to serve again through politics, developing each to become effective candidates, staffers, or civically engaged citizens.

At this point, our challenge is to scale our impact - refining our existing programs and developing new ones that powerfully support servant leaders who feel called to enter the political arena.

To scale our impact we must set ambitious goals with an updated strategic plan:

Graduate 1,000 servant leaders from the academy each year (3x our current annual graduates). Ultimately, the more servant leaders we graduate each year, the more likely we are to have candidates, campaign staff, and legislators who exemplify courage, compassion, and empathy, putting community before country.



Invest in first-in-class recruitment staff and infrastructure



Refine our audience and targeted messaging



Empower alumni to be stewards of NPLA's vision, mission, and values



Expand partnerships with mission-aligned organizations



Diversify and expand our budget to \$5 million annually in 3 years while keeping all programming free to participate in



Position ourselves as the best leadership development organization for servant leaders

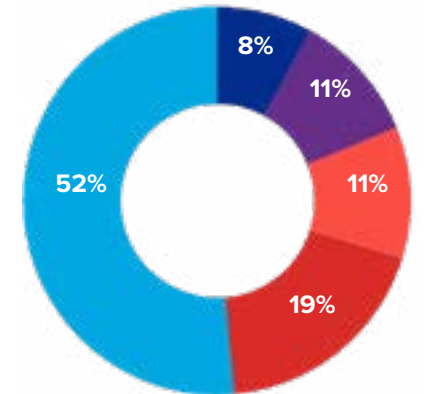
2023 Budget

While our strategy and goals are ambitious, we remain committed to breaking down barriers to entry in the political arena for servant leaders. Our programming will remain free and accessible to all participants.

In order to scale our impact, in 2023 we need to raise **\$2.9 million.**

Click here to give now: newpoliticsacademy.org/donate

- Development
- Communications
- Operations
- Recruitment
- Advising



HOW YOU CAN SUPPORT

We're building a movement to revitalize American democracy by recruiting, supporting, and empowering servant leaders who put community and country over self.

Invest and expand our resources

Commit to a gift for 2023 and/or introduce us to your network. A majority of our donations that fund the academy come from individuals like you. If there is anyone in your network who may be interested in our work do not hesitate to connect them to us.

Please reach out to tiffani@newpoliticsacademy.org with any questions.

Encourage servant leaders to join

Are there servant leaders in your network who should answer the call? Encourage them to join our programming and learn more about our work.

Grow our partnerships

We rely on incredible partner organizations to exponentially grow our reach. Know of another non-profit, corporation, or individual who could promote our work?

Please reach out to cristina@newpoliticsacademy.org to connect us!

Our Team



**STEPHANIE
ARMSTRONG**
Director of Alumni
Engagement



**LUCY
ARTHUR-PARATLEY**
Campaign Advisor



ADEEL BARI
Fundraising Manager



EMILY CHERNIACK
Founder & Executive
Director



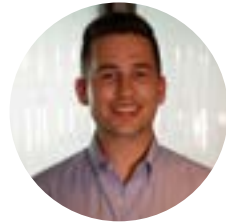
CHRIS COSTA
Campaign Advisor



STEVEN CRAVEN
Campaign Advisor



CRISTINA FLORES
Director of
Partnerships & Growth



KEVIN HOLST
Senior Campaign
Advisor



MAX KLAU
Chief Program Officer



WHITNEY MCKNIGHT
Managing Director



DEVON MYERS
Recruitment Manager



PHOEBE NASSAR
Digital
Communications
Specialist



ALBERTO RAMOS
Director of Talent
Development



GABRIEL RAMOS
Director of
Communications



FIONA RUTAGENGWA
Program and
Recruitment Manager



**TIFFANI
SYKHAMMOUNTRY**
Director of Development



ALICIA WASHKEVICH
Chief Operations
Officer

We're revitalizing American democracy by ushering in a new politics built on courage, integrity and service.

Join us at newpoliticsacademy.org