



**newpolitics**

LEADERSHIP ACADEMY

2023 annual report

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

# A Year of Fortification & Innovation

Against a backdrop of unprecedented political turmoil in 2023, the NPLA team worked tirelessly to fortify and innovate the leadership development at the heart of all our efforts. From one-off, skill-specific trainings designed for aspiring campaign staff; to public presence and speaking training for program alumni; to our first day-long Elected Leaders Program, which brought together incumbent office-holders for a day of learning and community; NPLA continued to deliver our core programming while also offering a collection of new ones to meet the full spectrum of needs of our servant leader community. Leading this charge for us was our newest Director of Programs, Lucy Arthur-Paratley, who leveraged her years of experience as both an educator and a campaign advisor to help us deliver some of our most innovative and impactful programming ever.

As we head into 2024, we remain dually focused on our priorities of sustaining excellence in our existing programming while continually aiming to innovate with new offerings that empower more servant leaders to step confidently into the political space.

Thank you for believing in our mission and for making all of this possible. We couldn't do any of this with you and your support.



In service,

A handwritten signature in white ink, appearing to read "Max Klau". The signature is fluid and cursive.

Max Klau, Chief Program Officer

# Why us, why now?

What's the urgency of our mission? We often hear the familiar refrain, "There's more that unites us than divides us." Yet as the gulf of mistrust between Americans grows wider by the day, it begs the question: What exactly is the "more" that unites us?

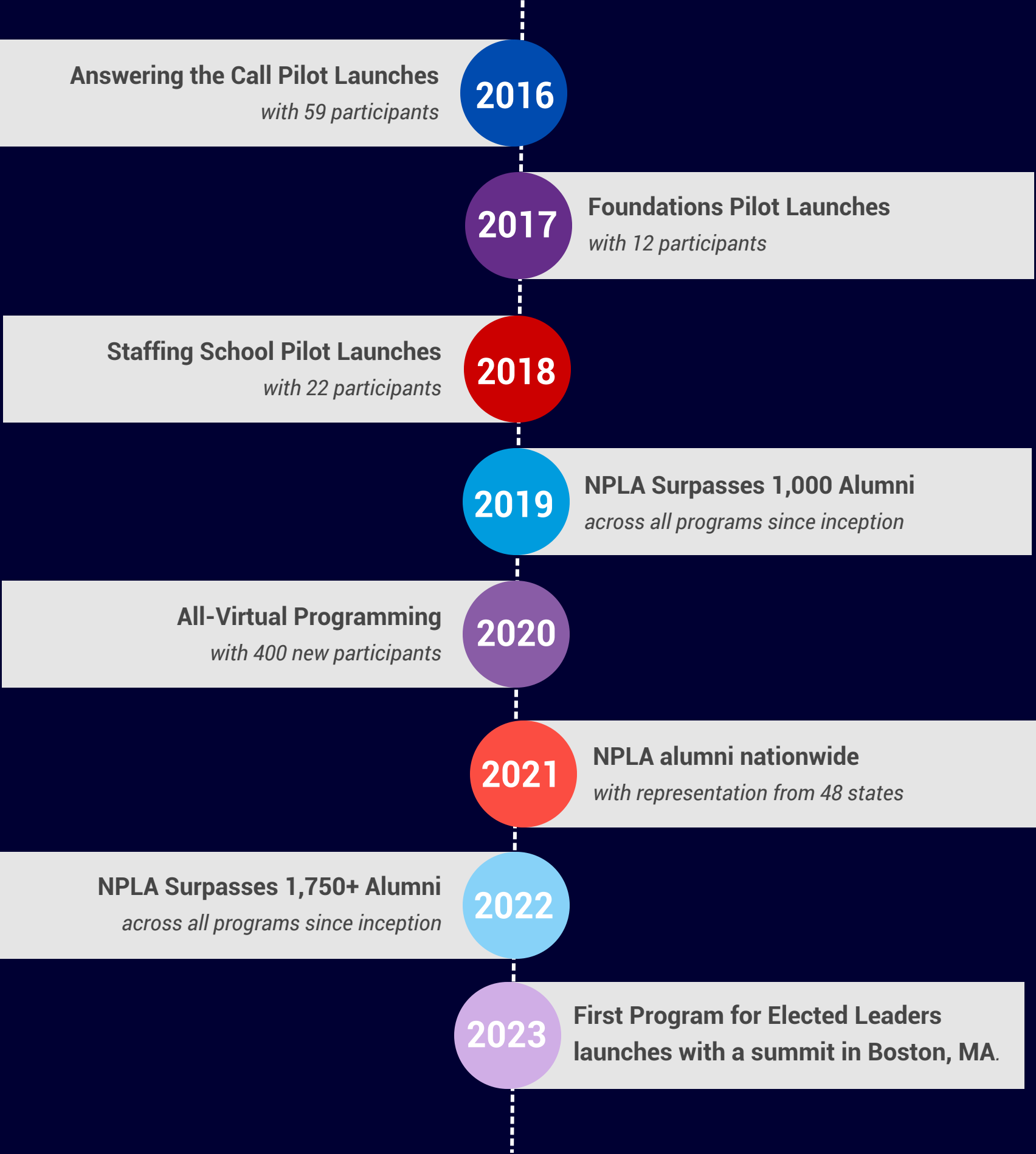
For much of our history, it's been the stories we've told about ourselves. That America was a nation of destiny; a beacon of liberty immune from the threats of despotism and decline to which others have fallen. The shining city on a hill.

If the instability of the last few years has taught us anything, however, it's that those stories are mere drafts of a yet unfinished manuscript. Cultural, economic, and political upheaval have dimmed the shining city's glow and imperiled its place atop the hill. American democracy, and the principles that sustain it— self-government; equality, justice, liberty for all— are neither certain nor guaranteed. They are vulnerable and must be defended by every new generation.

For the last eight years, New Politics has been forging this generation's armor. While few could have anticipated the degree to which bad actors would be willing to undermine the public's trust, Americans are beginning to understand, now, what has always been our guiding vision: the key to protecting and preserving American democracy is through servant leadership.



# Our Timeline



**Answering the Call Pilot Launches**  
*with 59 participants*

**2016**

**Foundations Pilot Launches**  
*with 12 participants*

**2017**

**Staffing School Pilot Launches**  
*with 22 participants*

**2018**

**NPLA Surpasses 1,000 Alumni**  
*across all programs since inception*

**2019**

**All-Virtual Programming**  
*with 400 new participants*

**2020**

**NPLA alumni nationwide**  
*with representation from 48 states*

**2021**

**NPLA Surpasses 1,750+ Alumni**  
*across all programs since inception*

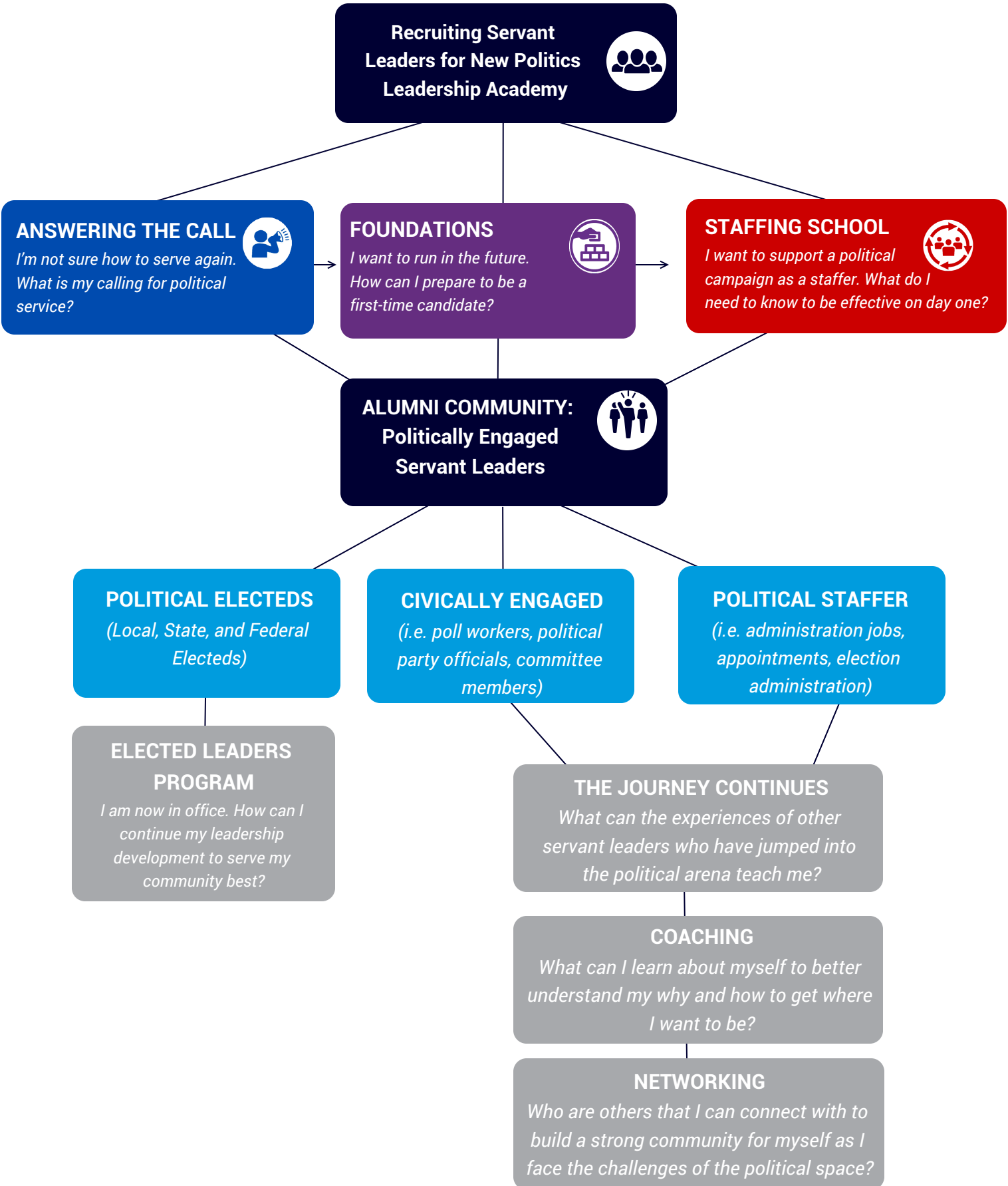
**2022**

**First Program for Elected Leaders**  
launches with a summit in Boston, MA.

**2023**

# 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.



# Our Programs

## *Guiding Servant Leaders on Their Political Journey*

We've meticulously curated a suite of leadership programs, all with one goal: to pave the way for servant leaders from both sides of the aisle to re-enter public service through politics.

Let's walk through the journey:

### Answering the Call (ATC)

Your Introduction to Political Service



### Foundations

Crafting your Political Identity



### Call Time Manager Boot Camp

Mastering the Art of Fundraising



### Elected Leaders Program

Beyond the Election Victory



**Our commitment is unwavering:**

from the first inkling of political interest to the day they're sworn in office and beyond, we're there every step of the way.



# Answering the Call (ATC)



## Your Introduction to Political Service



**Purpose:** ATC serves as the first touchpoint for servant leaders considering entering the world of politics.



**Achievements:** This year, we hosted 27 sessions, ushering 220 participants towards their potential political futures. We also expanded our team with 8 new facilitators, amplifying our reach for the years ahead.



## VOICES OF NPLA

*“My Answering the Call experience was a wonderful feat of analysis and synthesis of the political arena, a guided introspection and inspection of myself, my values, and my surroundings. This experience has certainly contributed to my political development.”*



**Arshia Papari**

*Spring 2023, ATC*

# Foundations

## Crafting your Political Identity



**Purpose:** For those who've decided politics is their calling, Foundations helps crystallize their narrative and preps them for the tactical aspects of campaigning.



**Achievements:** 40 leaders graduated this year, armed with a clearer vision, a compelling narrative, and a strategy for their campaigns. Their testimonials speak volumes about the program's efficacy.



## VOICES OF NPLA

*"Every time that I doubt I have what it takes, the instructors and my peers in New Politics Leadership Academy remind me that I have exactly what it takes."*

**Christianna Golden**  
Summer 2023, Foundations

*"The Foundations program and staff did a splendid job at exactly what it is designed to do: provide the foundations of running for elected office. I walked away with a much better understanding of exactly what it will take to campaign/run for office"*

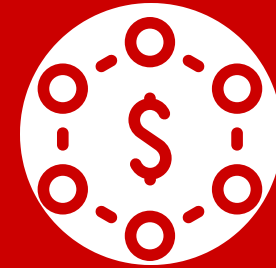


**Zack Linick**  
Summer 2023, Foundations



# Call Time Manager Boot Camp

Mastering the Art of Fundraising



**Purpose:** This is where early-career individuals get a deep dive into the world of political fundraising, a pivotal aspect of any campaign. It's not just about making calls; it's about making them count.



**Achievements:** We've run this program three times with 21 total graduates prepared to do call time on day one with a candidate.

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**100% of CTMB graduates** in the summer of 2023 responded "Very Likely," when asked how likely are you to recommend this program to qualified friends or colleagues?

# Elected Leaders Program

## Beyond the Election Victory



**Purpose:** Winning an election is just the beginning. This program provides a continuous learning path for elected leaders, ensuring they remain effective and connected to their purpose.



**Achievements:** This year saw two specialized programs focusing on state-level elected leaders in New England and the Mid-Atlantic. From reflective sessions to negotiation skills training, we made sure our leaders were equipped to excel.



## VOICES OF NPLA

*Rep. Jake Auchincloss (MA-04): "New Politics understands that winning an election is only one part of making our democracy more healthy. They're not just putting points on the board, they're investing long-term in top-tier candidates at every level. Emily and her team at New Politics are dedicated to recruiting, training, and mentoring (through campaigning and beyond) the type of leaders who can restore faith and civility to our democracy."*



**Rep. Jake Auchincloss**

# How do we fill our programs?

## We commit to finding the right people.

Outstanding programming is only one half of the NPLA equation. What good is a model of leadership development without a leader to mold, after all? That's why bold and proactive recruitment strategies are so crucial. Our Recruitment Team is the bridge that connects our community of servant leaders to the start of their respective journeys into political leadership.



### Revitalizing Personal Connections

This year, we doubled down on the idea that genuine human connection is irreplaceable. By allocating resources to foster in-person interactions, we ensured our message reached potential leaders in the most impactful way.



### Events that Drive Engagement

Our 'Alumni Happy Hours' were more than just casual gatherings. Through collaborative alumni dinners, events, and happy hours spanning the country, we cultivated a space where folks in our network could share their stories and inspire a new wave of servant leaders.



### Strategic Alliances

True change comes when like-minded individuals and initiatives unite behind a shared cause. This year, we cemented collaborations with organizations that share our passion for servant leadership and civic engagement. From educational institutions to AmeriCorps and veterans groups, our partnerships were crucial to amplifying our reach and our mission.

- As part of this initiative, we joined forces with AmeriCorps organizations, offering an enriching session, "Leading With Purpose," dedicated to life beyond AmeriCorps.
- Our alliance with the National Network of State Teachers of the Year not only allowed us to support their journey but also opened doors for those looking to venture into political service.



### Team Reinvention

This year saw a concentrated emphasis on partnerships, data analytics, and innovative program design. Additionally, we onboarded an experienced department head to guide and enhance our outreach efforts.



### Bridging with Future Leaders

By positioning ourselves at key conventions, conferences, and professional development events, we connected directly with potential leaders already on a path towards continued service.

**Through these strategies, we're not just recruiting;  
we're reshaping the future of servant leadership in America.**

# A Year of Innovation

Transformational leadership requires a willingness to try new methods. For us, that means we focused our efforts this year on innovation. We looked to improve our existing systems while exploring new ways of addressing the evolving needs of our community of servant-leaders. The injection of new staff had the added benefit of energizing us to think more creatively, take risks, and explore new opportunities.

Here's what we came up with:

**Our Country Needs Servant Leaders Like You to Revitalize Our Democracy**  
The New Politics Leadership Academy Can Help You Do It

When you answered the call to serve our nation, it took real courage. You've already proved yourself to be someone who puts your country first, no matter what. That's the kind of leadership we need here at home—and that's why we started New Politics Leadership Academy.

The lack of leadership in government is not due to a lack of leaders. Our country is full of experienced leaders who served in the military, AmeriCorps, the Peace Corps, and other mission-driven organizations—because they live by the values of service and sacrifice.

The New Politics Leadership Academy is dedicated to helping servant leaders like you embark on a new mission—political leadership.

Our Answering the Call program is a great place to start. We'll help you decide which path is right for you, whether it's as an elected official, campaign staffer, or community leader.

Join the 1,750+ servant leaders like you who have answered the call.

We're here to help you choose your new mission:

- ✓ Elected Official
- ✓ Policymaker
- ✓ Campaign Staffer
- ✓ Community Leader

Answer the Call Today! Visit [www.NewPoliticsAcademy.org](http://www.NewPoliticsAcademy.org)

Printed for by New Politics Leadership Academy, Inc.  
3 East Street, Suite 2  
Boston, MA 02111  
MPNEW01

**You Answered the Call Before, Your Country Needs You Again...**

The problems we're facing as a nation are big. That's why we need servant leaders like you in elected office who know how to get big things done.

New Politics Leadership Academy is dedicated to helping those who have served in the military, AmeriCorps, the Peace Corps, or other mission-driven organizations to continue their service by developing their political leadership and becoming more engaged citizens.

**Our Country Needs You for a New Mission**  
Are You Ready to Answer the Call?

Learn more here:

[www.NewPoliticsAcademy.org](http://www.NewPoliticsAcademy.org) [JoinNewPolitics](#) [NewPoliticsAcad](#) [New Politics Leadership Academy](#)

**For a New Mission Here at Home**

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## Direct Mail Campaign

In 2023, Development and Recruitment partnered to try something new with direct mail messages and marketing. Using a generous restricted grant for this purpose, we explored options that would allow us to:

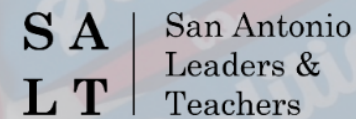
- Test our messages with a servant-leader audience
- Use a state or regional filter that would allow the scale of the project to achieve some level of message penetration, impact, or reach
- Do a series of pieces instead of a one-off approach
- Incorporate a free response piece to see what people may share if given the opportunity
- After close consultation with a direct mail expert firm, we chose Arkansas veterans who voted in 2020 with mailable addresses as our target for this experiment. As of this writing, the series of 4 pieces are designed and in the process of being mailed. Over time we will be able to discern if there is an uptick in applications, meeting requests, web traffic, etc from Arkansas.

## Partner Learning Lab

In 2023, building off the conviction that partnerships are how we will be able to reach more servant leaders more quickly with the current resources, we knew that one-sided asks were not going to be effective or align with our values.

Throughout the year we iterated three times on a short, virtual, experiential session in which a partner org's team can wrestle a key question they are facing using some of our programmatic methods and modalities. The model provides a service, a chance to learn by experiencing instead of being told or reading materials only, and allows us to sharpen our pitch.

## NPLA PARTNER ORGANIZATIONS





## ATC IN ONE DAY

Facilitated by NPLA Staff



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## One Day Answering the Call

Seven years in, we continue to innovate around our core programming. This year, we piloted a one-day ATC program that allowed participants to complete all the reflections in dialogue over the course of a single Saturday. ATC usually involves five two-hour sessions that occur once a week over the course of five weeks. While that approach allows lots of time for reflection and processing, we know that some participants find it hard to commit to that model. Our one-day approach compresses the curriculum into a single day in an effort to make it more accessible for some participants. It's a new take on the model, and interest in this approach to the program was high. We've learned that it is possible to engage participants in some transformational reflection in a condensed timeframe, and we are excited about how best to leverage and expand this new approach in 2024!

## Elected Leaders Program

This program ran for the first time this year with an in-person summit in New England. The program evolved from our experiences working with servant leaders and helping them transition into elected leaders. We first offered a toolkit and process for hiring and building their initial teams. We have since learned and seen the need for ongoing political leadership development. No other organization offers continued leadership development that helps elected leaders build their skills to serve their communities. We created the Elected Leaders Program to fill that gap and intend to run it in other regions nationwide for state and local electeds.



# Our Team

Click on the images below to learn more about our team members



Alicia Siddiqi  
Fundraising Manager  
[Read More →](#)



Lily Goldman  
Deputy  
Communications  
Director  
[Read More →](#)



Evan Chernack  
Advisor  
[Read More →](#)



Isha Lee  
Director of Servant  
Leader Recruitment  
[Read More →](#)



Alexandra Escobar  
New Power Advisor  
[Read More →](#)



Devon Myers  
National Director of New  
Power  
[Read More →](#)



Chris Costa  
Advisor  
[Read More →](#)



Alicia Washkevich  
Chief Operating Officer  
[Read More →](#)



Phoebe Nassar  
Digital  
Communications  
Specialist  
[Read More →](#)



Lucy Arthur-Paratley  
Director of Programs  
[Read More →](#)



Steven Craven  
Advisor  
[Read More →](#)



Cristina Flores  
Director of Partnerships  
& Growth  
[Read More →](#)



Tiffani  
Sykhammountry  
Director of  
Development  
[Read More →](#)



Gabe Ramos  
Director of  
Communications  
[Read More →](#)



Max Klau  
Chief Program Officer  
[Read More →](#)



Emily Cherniack  
Founder & Executive  
Director  
[Read More →](#)



Stephanie  
Armstrong  
Platform Manager  
[Read More →](#)



# Team Highlights



**Lucy,**  
*Director of Programs*

**Thinking back on 2023, what is the thing you're \*most proud\* of achieving yourself or as part of your team at NPLA or NP?**

Piloting programs to complete a full pipeline of programming, start to finish, for servant leaders. From considering running for office to being an elected official, we've got a program for that.

**If asked about your work by a stranger, what is the one thing you would tell them about NPLA?**

We're pro-democracy -- our country and communities will function more democratically when we the people in charge put service first.



**Cristina,**  
*Director of  
Partnerships &  
Growth*

**Thinking back on 2023, what is the thing you're \*most proud\* of achieving yourself or as part of your team at NPLA or NP?**

Increasing women representation! Fall 2023's cohort has the highest number of women applicants and enrollees we've ever had.

**What are three words you would use to describe our culture?**

Collaborative, nimble, and intentional



**Stephanie,**  
*Platform Manager*

**What values do you feel our community (or ecosystem or candidates) especially embodied this year?**

Courage, curiosity, consistency

**What is your favorite thing about our team or work in 2023?**

How collaborative everyone has become over the years. Sharing leads, helpful tactics, and what they do in the workplace. While I know not everyone has to get along for an organization to function, it's been a huge plus to see how well everyone works together, how pleasant it is to be at work, and how joyful our in-person retreats have become.

# Our Budget

Our strategy and goals remain ambitious because we're committed to breaking down every barrier to entry in the political arena. We need your help to ensure we can continue to reach thousands more across the country who will put people over politics.

**In order to scale our impact, in 2024 we need to raise \$3.2 million.**

All donations to New Politics Leadership Academy are tax deductible. You can donate online at [newpoliticsacademy.org/donate](https://newpoliticsacademy.org/donate), via check, or transfer stocks.

**We're deeply grateful for your consideration.**

