

Political Organizing/Advocacy Skills

Use the following lists to show your skills on your resume and cover letter. You may have additional skills not shown on this list. List your skills in a separate Skills/Qualifications section on your resume. Highlight the most relevant skills in the middle paragraph of your cover letter.

Sample Skills/Skill Headings

Activism	Outreach/Education	Networking
Advocacy	Consumer Protection	Outreach/Public Relations
Campaign Management	Education	Recruitment
Campaigning	Environmental Advocacy	Research
Canvassing	Events Management	Policy Analysis
Citizen Outreach	Fundraising & Development	Policy Advocacy
Civic Engagement	Grant Development	Political Organizing
Coalition Building	Grassroots Organizing	Presentation/Public Speaking
Collaboration	International Affairs	Program Development
Community	Leadership Development	Proposal Development
Education/Training	Lobbying	Public Affairs/Relations
Coalition Building	Marketing	Social Media
Community Mobilization	Media Preparation	Volunteer Coordination
Community Organizing	Negotiation	Writing/Publishing

By Issues: Environmental, Conservation, Human Rights/Civil Liberties, Immigration, Poverty, Women's, Youth, etc.

Computer & Language Skills

Excel, Access, Google Apps, PowerPoint, InDesign, Illustrator, Photoshop, Word
Social media: Facebook, Twitter, YouTube, LinkedIn, Pinterest, Tumblr, Flickr, GooglePlus+
Donor management tools: The Raiser's Edge, Salsa, Salesforce
Voter databases: VAN, Aristotle
Fluent in reading, speaking, and writing Spanish

Sample Skill Statements

Following is a long list of statements for specific skill sets in this field (scroll down to your interest area):

- **Advocacy**
- **Campaigning**
- **Collaboration**
- **Fundraising and Development**
- **Outreach/Public Relations**
- **Research**
- **Civic Engagement**
- **Leadership (Management)**
- **Cultural Competency**

Advocacy

Lobbied Ways and Means Committee members by talking personally with them and writing letters.
Collaborated with college faculty union organizers to work on bond measures, funding cuts, and support/opposition of ballot measures.

Participated in college committees to represent the student view.
Successfully lobbied Salem for more community college funding.
Trained students in lobbying.

Testified before a legislative committee on (issue).
Met with legislative staff to lobby on behalf of (issue/group).
Coordinated demonstrations, marches, rallies, pickets, flash mobs.
Coordinated college campus programs and events related to race, ethnicity, and culture.
Participated in interactive theater performances that addressed social justice issues by teaching audiences how to confront stereotypes, negotiate conflicts, and promote racial, gender and economic equity.

Campaigning

Assisted in planning a city commissioner election campaign.
Canvassed 1500 homes over a 60-day period.
Assisted with phone banks, canvasses, and voter registration drives.
Assisted in registering over 1,200 students to vote
Developed & executed campus voter registration, education, & get out the vote campaigns.
Assisted in all clerical duties of a presidential (legislative) campaign headquarters.
Maintained campaign database and tracking.
Co-developed long-and short-term political (activism) strategies.
Formulated campaign strategies and created action plans.
Created and facilitated forums to discuss candidates and policy issues.

Collaboration

Consulted with government officials, civic bodies, research agencies, and political parties. (be specific)
Networked with a variety of advocate groups, profit and nonprofit organizations.
Attended meetings of local school board, work union, city board and commission to network and stay informed about current issues.
Interfaced with city council members, state legislators, political party members, lobbyists.
Collaborated with teams of policy makers, officials, service providers, and volunteers.
Acted as liaison with numerous outside agencies (name them, if relevant).
Participated in strategy sessions regarding (budget crisis, etc.).
Experience working with diverse stakeholders, including groups from low-income communities, communities of color, and business interests.
Collaborated with college faculty union organizers on issues affecting students and the campus.

Fundraising and Development

Spearheaded efforts that raised \$15,000 for a _____ fundraiser on campus.
Researched, prepared, & submitted a grant proposal for _____.
Coordinated a fundraising/donation drive for students in need during holidays.
Crafted fundraising appeals, follow-ups, and thank you notes.
Improved & maintained membership & donor database.
Gathered data through research & direct communication (email, phone, meetings) & entered into Raiser's Edge database.
Launched phone, letter, social media, and canvassing appeals.
Sent confirmation & thank you letters to donors.
Reviewed and evaluated 12 grants to faculty for classroom speakers.
Served on fundraising committee for local school.
Worked with non-profit organization's director to develop & implement fundraising plans, with specific goals & timelines.
Assisted in growing a major gifts program, including identification, cultivation, & solicitation of major donors.
Conducted donor research and prospecting.
Set dollar goals and timetables, prepared feasibility studies, trained volunteers, and organized fundraising events.
Managed all details of fundraising events, including invitations, advertising, ticket sales, speakers, decorations, seating, refreshments, clean-up.

Organized various (numerous) fundraising functions such as a walkathon, sports tournament, merchandise sales, book drive, benefit concert, used-items sale, raffle, online auction for products/services.

Recruited & engaged members using social media, websites, email, & phone banks.

Conducted door-to-door membership drive and educated citizens about (issue).

Outreach/Public Relations

Assisted in press releases and conferences.

Wrote press releases, news-related stories, op-ed pieces, presentations, and proposals.

Wrote and sent out action alerts to inform citizens about issues of concern.

Produced direct mail and broadcast mail solicitations.

Created brochures, newsletters, flyers, PowerPoint presentations, and blogs to explain issues and motivate involvement.

Coordinated, fielded, and tracked incoming calls and correspondence.

Assisted with drafting written and e-mail responses to citizens; filed and archived them.

Assisted a women's rights organization in focusing public policy through letter-writing and education about issues.

Facilitated student and staff focus groups on campus smoking issue.

Posted information on city's website detailing mayor's press conferences and community meetings.

Disseminated information about community events, services, and issues.

Maintained city website, including electronic newsletter, blog, community calendar, and social media sites.

Drafted correspondence and website content.

Assisted with website updating and maintenance of program outreach databases.

Publicized accomplishments of city councilor (mayor).

Wrote and sent out action alerts with a form letter to sign, then forwarded to policy maker.

Researched and analyzed policy issues and communicated by e-mail, phone, and in person with voters, lobbyists, and the press on behalf of legislator.

Responded to constituent requests and letters.

Secured media coverage for various city events.

Prepared volunteers for media activities.

Motivated and mobilized local constituents to advocate and lobby on behalf of (issue or political candidate).

Educated community members about (issue) and encouraged them to contact representatives.

Provided education to students (the community) through presentations, workshops, and tabling events.

Facilitated student discussions on a variety of issues: political, racism, conservation, poverty.

Prepared and developed workshops and trainings for students.

Recruited and confirmed speakers and presenters.

Registered and educated students; assembled voter education materials focusing on post-secondary education.

Maintained database of community stakeholders.

Assisted with preparations for meetings and forums with constituents and organizations.

Assisted in organizing and carrying out assemblies, workshops, events, and meetings. (be specific)

Scheduled speaking engagements and recruited spokespeople.

Generated opinion pieces and letters to the editor about (issues).

Arranged public appearances, lectures, contests, exhibits and displays to increase issue awareness/support.

Identified, recruited, & prepared community stories & voices for media & other communications purposes.

Increased interest and support through social media and blog/RSS feed.

Familiar with the voter database VAN for use in fundraising, recruitment, issue tracking, & get out the vote (GOTV)

Tracked & recorded data in the voter database VAN.

Promoted events on college campus and in community with website postings, social media, posters and postcards, press releases, radio interview, TV appearance, etc.

Research

Analyzed and interpreted results of studies and prepared reports detailing findings, recommendations and conclusions.

Tracked policy and legislative issues and presented information to legislator(s).

Created a survey to poll staff and students about campus parking and food vendor issues.

Designed a questionnaire (survey) to determine _____.

Organized and conducted public opinion surveys and interpreted results.

Conducted surveys, polls, and class discussions to obtain information for college budget and policy decisions.

Led campus research committee on _____ (smoking policy, parking, sales tax) issues.

Researched information regarding ballot measures and their impact on students.

Conducted policy and opposition Internet research for a (city commissioner) re-election campaign.

Analyzed public policy related to low-income housing and national health care.

Developed draft legislation.

Collected data from numerous resources and drafted preliminary conclusions.

Wrote research reports and newsletter articles.

Followed _____ issue in the media and summarized legislation, then produced fact sheets.

Conducted polling and statistical analysis on voter issues.

Collected and compiled qualitative and quantitative data on community resources, networks, and systems.

Monitored state policy developments to identify (health) issues and opportunities for advocacy.

Read press releases, received e-mail bulletins, and checked activism web sites for new developments that impact the environment.

Tracked and researched community events, key stakeholders, and current issues in Oregon communities (or city, etc.).

Researched the _____ issue, interest groups, previous legislation, and arguments.

Civic Engagement

Served as a grand jury member for one month, hearing 25 cases.

Participated in New Orleans relief efforts: gutted houses, removed invasive trees, cleaned and mowed parks.

Leadership (Management)

Promoted from canvasser to field organizer after one month.

Directly oversaw # entry-level staff associates.

Created agendas and facilitated weekly student government meetings.

Delegated tasks to student government leaders according to their goals and work schedules; created various rewards to motivate members.

Recruited, screened, trained, and managed volunteers and interns.

Cultural Competency

Ability to work with diverse communities utilizing a social justice framework.

Sensitivity to and experience working with vulnerable populations

Experience working with low-income and ethnically diverse communities

Ability to work with diverse populations (race, ethnicity, class, culture, age, gender, sexual orientation, religion)

Experience working with a diverse set of stakeholders, including groups from low-income communities, communities of color, and business interests.

Gained cross-cultural knowledge by studying abroad (travelling) in (country).

Fluency in speaking, reading and writing Spanish.

Proficiency in written and oral communication in both English and German.
Bilingual fluency in English and Vietnamese.
Bilingual (Spanish/English) and bi-culturally competent.