

2017 Community Partner Toolkit



Dear Community Partners,

The Chicano Latino Youth Leadership Project offers various leadership programs to develop students' political and cultural awareness, and prepare for college. Students have a unique opportunity to connect with education, business, political and community leaders, and receive encouragement in their pursuit of post-secondary educational opportunities.

Whether you are a nonprofit, community business, or legislative office, you can encourage students to apply to CLYLP's programs! We thank you for believing in your students and helping them along their journey of becoming California's future leaders!

In this toolkit you will find:

- Sample social media messages
- Sample newsletter language
- Sample outreach email
- Printable flyer

Help us spread the message!

- Have your organization's Facebook page like the CLYLP page:
<https://facebook.com/CLYLP>
- Sign up for our newsletter by visiting:
www.clylp.org

PROGRAM	CLYLP High School Programs CLYLP offers four (4) leadership program opportunities for high school 10th and 11th grade students.	WHO CAN APPLY?
Sacramento Leadership Conference	One week conference: July 22 – 29, 2017 Sacramento State University	ALL 10th and 11th grade students living in California may apply.
San Joaquin Valley Institute	3-day institute: June 23 – 25, 2017 UC Los Angeles	Only students living in the following counties may apply: Fresno, Kern, Kings, Madera, Mariposa, Merced, San Joaquin, Stanislaus, Tulare, Tuolumne. Students can apply to both SJVI and Sacramento Leadership Conference
Bay Area Institute	3-day institute: June 23 – 25, 2017 Fresno State University	Only students living in the following counties may apply: Alameda, Contra Costa, Marin, Mendocino, Monterey, Napa, San Benito, San Francisco, San Mateo, Santa Clara, Santa Cruz, Solano and Sonoma. Students can apply to both BAI and Sacramento Leadership Conference
Los Angeles Institute	3-day institute: August 11 – 13, 2017 UC Berkeley	Only students living in Los Angeles County may apply. Students can apply to both LAI and Sacramento Leadership Conference

Deadline: Application packets must be submitted online or via U.S. mail post-marked on or before

April 19, 2017

Social Media Messages



If your organization has a Facebook page, please encourage the page administrator to “like” the CLYLP Facebook page at www.facebook.com/CLYLP.

Here are some sample social media posts:

- Great opportunity for high school students: The Chicano Latino Youth Leadership Project offers leadership development programs for 10th and 11th grade students. Programming includes a mock legislative session, interaction with legislative staff and community leaders, and receiving college resources—all for FREE! The deadline to apply for CLYLP’s programs is April 19, 2017. Visit www.clylp.org for more information.

- Calling all high school sophomores and juniors! Want to learn about public policy and sharpen your leadership skills? The Chicano Latino Youth Leadership Project is now accepting applications for their leadership development programs. Programming includes a mock legislative session, interaction with legislative staff and community leaders, and receiving college resources—all for FREE! The deadline to apply for CLYLP’s programs is April 19, 2017. Visit www.clylp.org for more information.

Sample Newsletter Blurbs:

- Know an outstanding high school student? The Chicano Latino Youth Leadership Project offers several leadership development opportunities for 10th and 11th grade students. Programming includes a mock legislative session, interaction with legislative staff and community leaders, and receiving college resources—all for FREE! The deadline to apply for CLYLP’s programs is April 19, 2017. Visit www.clylp.org for more information.

- The Chicano Latino Youth Leadership Project is now accepting applications for their 2017 summer high school programs. CLYLP offers several leadership development opportunities for 10th and 11th grade students. Programming includes a mock legislative session, interaction with legislative staff and community leaders, and receiving college resources—all for FREE! The deadline to apply for CLYLP’s programs is April 19, 2017. Visit www.clylp.org for more information.

Sample Outreach Email



If you would like to create an outreach email to spread the word about CLYLP's high school programs, the email below offers ideas you can use.

TITLE: Application for CLYLP Programs Now Available!

Dear Partners,

The Chicano Latino Youth Leadership Project offers unique leadership programs to develop students' political and cultural awareness, and prepare for college. Programming connects young people with education, business, political and community leaders. After completing a CLYLP program, students join the CLYLP *familia*, with a robust alumni network that continues providing support throughout their academic and professional careers.

Celebrating 35 years of developing California's Future Leaders, CLYLP invites current 10th and 11th grade students to apply to participate in CLYLP's summer programs:

- Sacramento Leadership Conference July 22 - 29th:** One hundred and twenty applicants from across California will be selected to participate in the SLC. Conference participants are housed on the CSU Sacramento campus for eight days.

- Bay Area Institute June 23 - 25th:** Fifty students from the counties of **Alameda, Contra Costa, Marin, Mendocino, Monterey, Napa, San Benito, San Francisco, San Mateo, Santa Clara, Santa Cruz, Solano, and Sonoma** will be selected to attend the Bay Area Institute for three days at UC Berkeley.

- San Joaquin Valley Institute June 23 - 25th:** Fifty students from the counties of **Fresno, Kern, Kings, Madera, Mariposa, Merced, San Joaquin, Stanislaus, Tulare, and Tuolumne** will be selected to attend the San Joaquin Valley Institute for three days in at Fresno State University.

- Los Angeles Institute August 11 - 13th:** Fifty students from **Los Angeles County** will be selected to attend the San Joaquin Valley Institute for three days in at UCLA.

The deadline to apply to all CLYLP programs is April 19, 2017!

For more information, please visit www.clylp.org.

Sincerely,

Name



CULTURE • COMMUNITY • COLLEGE • CAREER

ChicanoLatino
Youth Leadership Project Inc.

APPLY TO CLYLP'S HIGH SCHOOL PROGRAMS



APPLY ONLINE!

Program participants attend powerful workshops and seminars that will enhance leadership skills, academic preparedness, self-esteem, cultural awareness, and provide an understanding of state and local government.

Travel, housing, and meals are provided.

FREE of cost to all participants.

DEADLINE TO APPLY IS April 19, 2017

SLC

SACRAMENTO LEADERSHIP CONFERENCE July 22 - 29, 2017

Open to all California High School
Sophomore and Junior students.

Sacramento

SJVI

SAN JOAQUIN VALLEY INSTITUTE

June 23 - 25, 2017

Open to all High School Sophomores and Juniors
living in the following counties: Fresno,
Kern, Kings, Madera, Mariposa, Merced,
San Joaquin, Stanislaus, Tulare, and Tuolumne.

Fresno

BAI

BAY AREA INSTITUTE

June 23 - 25, 2017

Open to all High School Sophomores and Juniors
living in the following counties:
Alameda, Contra Costa, Marin, San Francisco,
San Mateo, Santa Clara, Santa Cruz, Solano,
Sonoma, Mendocino, Monterey, San Benito and Napa.

Berkeley

LAI

LOS ANGELES INSTITUTE

August 11 - 13, 2017

Open to all High School Sophomore
and Junior students living in Los Angeles County.

Los Angeles