

Sponsored By: NASW-MI and the MSU, UM, WSU and  
CMU Schools of Social Work

# February 21 & 22, 2020

EAST LANSING, MI



Hannah Center  
Michigan State University  
410 Abbot Road  
East Lansing, MI 48823

FRIDAY  
8:30am Registration  
9:00am - 5:00pm

SATURDAY  
9:00am - 4:00pm  
lunch provided both days

### To Register

[https://socialwork.msu.edu/  
Campaign-School](https://socialwork.msu.edu/Campaign-School)

\$115 Students  
\$175 NASW Members  
\$199 All Others

Attendees eligible to earn 12 CECS.



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818-744-6445

Deciding when and how to Run for Office  
Campaign Planning · FUNDRAISING · Communicating Your Message  
USING SOCIAL MEDIA · Public Speaking  
**Career Paths for Social Workers in Political Settings**

The Campaign School for Social Workers is for anyone who wants to be more politically active as a candidate, staff, volunteer and/or advocate. Taught through the lens of the profession's values and Code of Ethics, this powerful workshop also addresses issues like race, identity and ethics in politics.

**Day One** focuses on how to prepare for and run a winning campaign, including messaging, voter contact, fundraising and leadership.

Led by Kate Coyne-McCoy, MSW, president of nationally recognized Campaign Fixer / KCM Consulting, who has trained more than 8,000 candidates and assisted with hundreds of successful elections.

**Day Two** features interactive workshops, small group activities and panel discussions with highly regarded political social workers and elected officials.

**Register early as space is limited!**

**UCONN** | SCHOOL OF SOCIAL WORK

NANCY A. HUMPHREYS INSTITUTE FOR  
POLITICAL SOCIAL WORK



WAYNE STATE  
School of Social Work

