



## **2014 Legislative Process + Governance Program Application + Outreach Strategy**

ACYPL is pleased to announce that applications for the 2014 LFP program are now open and can be found on-line at <http://fluidsurveys.com/surveys/acypl/lfp-2014-application/>. While applying online is the preferred method, applicants can also fill out the application via Word and email the application to program manager, Erin Conwell at [econwell@acypl.org](mailto:econwell@acypl.org).

Upon completing the application form, the applicant must send their resume/CV and a copy of their passport picture and information page to [econwell@acypl.org](mailto:econwell@acypl.org). Upon receipt of all three documents, Erin will send a confirmation email to the applicant and (B)CC both the Embassy and the Program Partner.

Applications will close on Friday, February 21. Erin will be conducting interviews via phone or Skype/Google Hangout with applicants on a rolling basis. Please let Erin know if you are interested in being included in the interviews.

### **Outreach Strategy Suggestions**

In order to ensure that we reach a broad, diverse audience while still adhering to our minimum qualifications for this program please consider:

- Posting the application links to be published on websites of ACYPL, program partner (if applicable), and Embassy.
- Sending LFP Overview and application link to ACYPL alumni/ State Department alumni in the country to disseminate among their networks.
- Soliciting applications from within Program Partner's/ Embassy's networks based on their knowledge of the political scene in the country.
  - Universities
  - Political parties
  - NGO/ Civil Society Organizations
  - Associations
- Using any social media (Facebook, Twitter, LinkedIn) to publicize the opening of applications.
  - *Twitter tags*
    - State Department: #ProFellows @ProFellows
    - ACYPL: @ACYPL/ @ErinConwell
    - Philippines: @usembassymanila/ @nmyloffice
    - Malaysia: @usembassykl/ @tjek88
    - Burma: @ usembassyburma/@RicharsonInst
- Communicating with each other to avoid redundancy and duplication.