



Black Elected Officials of the East Bay is a non-profit organization founded in 2001 by Alameda County Supervisor Keith Carson. Later, the Black Elected Officials of the East Bay expanded to include the entire State of California to strengthen efforts to effect greater change in the region’s black community. Over a decade, the goal of the organization has been to increase the quantity and quality of African-American elected, appointed and spiritual leadership in the Black community through networking and relationship building.

Today, the organization consists of over 100 elected and appointed officials from throughout the State of California. BEO strives to improve the quality of life for all African-American communities. To support its vision, numerous activities are planned to engage and empower members’ initiatives in the communities they serve. Activities include, but not limited to: regular Community Breakfast Forums featuring guest speakers; succession Planning Committee Meetings to identify potential candidates for elected and appointed offices; and Issue Forums with special guests.

My name is Demnlus Johnson III and I currently serve as the Board President for BEO. We’re hosting our first ever virtual statewide **Black Campaign and Candidate Boot camp on July 23-24, 2022**. The Black Campaign and Candidate Boot camp will be the first and only statewide training program for African Americans in California. The Black Campaign and Candidate Boot camp will feature workshops for individuals interested or already involved in being a candidate or campaign operative. In addition, there will be panels featuring Black political organizations from throughout the state. Policy presentations will also cover topics impacting the African American community. Below is the proposed curriculum and agenda for the Black Campaign and Candidate Boot camp.

PROPOSED SCHEDULE:

DAY ONE: JULY 23RD

Time	Stage One	Stage Two
9AM-10AM PST	WELCOME & INTRODUCTIONS	
10AM-11AM PST	I Want to Run for Office, but Which Office	Campaign Roles & Strategy
11AM-12PM PST	PANEL DISCUSSION	
12PM-1PM PST	What to expect from consultants	Communications
1PM-2PM PST	Endorsements	GOTV & Field Strategy
2PM-3PM PST	How to Communicate Your Message Through Virtual Live Events	Election Law & Compliance
3PM-4PM PST	PANEL DISCUSSION	



DAY TWO: JULY 24TH

Time	Stage One	Stage Two
10AM-11AM PST	How to Raise Money When you Can't Meet in Person- Virtual Events	Fundraising
11AM-12PM PST	PANEL DISCUSSION	
12PM-1PM PST	How to calculate win number	Opposition Research
1PM-2PM PST	How to build/ pass policy agenda	Polling & Market Research
2PM-3PM PST	WORD FROM SPONSORS & NETWORKING	
3PM-4PM PST	KEYNOTE & CLOSING	