

CREW

Civically Re-Engaged Women



Executive Summary

CREW's concept began in 2015 as fresh content working in tandem with the old programming for the National Women's Political Caucus - NYC



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FLAGSHIP PROGRAMMING

MISSION

Achieving political parity | Igniting civic engagement | Embracing social responsibility

CORE PROGRAMS

#1 | Parity Politics

Professional Development & Leadership Training for specialty populations: CUNY and Pace Universities

#2 | Women's Equality | Women & Family Focus

Custom/targeted conferences for women, under-served/under-represented and families

#3 | SHEroes of NY

A social media & special events Coordinated Campaign of 12 women candidates either partisan or non-partisan

ABOUT CREW

Civically Re-Engaged Women (CREW) is incorporated in New York State as a not-for-profit corporation. Afro-Latino Inc, a 501(c)3 in culture and preservation of African-American and Latino heritage, is CREW's fiscal sponsor for 2018.

CREW is a national non-profit organization providing professional development with a political focus. CREW organizes special conferences for women and significant events for winning results. At the conferences, private and public sectors compare play books on leadership, efficiency, volunteerism, corporate social responsibility, and contemporary progress to prominent societal values and practices. Additionally, CREW offers subcontractor "branding" services to prominent organizations and institutions, and creates original programming for political and leadership disciplines. CREW focuses on constituent groups who are under-represented and under-served. CREW connects women and girls who are civically engaged and supports women in their efforts to win elected or appointed office. CREW is a non-partisan organization and does not take political sides on any issues.

FLAGSHIP #1 | PROFESSIONAL DEVELOPMENT & LEADERSHIP TRAINING



PARITY POLITICS

Collaboration with CUNY | Parity Politics Course

Candidate Training is geared to women interested in the political process and seeking public or appointed office. The class focuses on leadership development, campaign management, building a solid base/viable Candidate platform, and ethics. Guest lecturers compliment course content and offer simulations of real-world issues women candidates face. **This is a one-semester, 12-week boot camp.**

Collaboration with Pace University | Parity Politics & Stewardship

Under-served and Under-represented constituency groups are welcome to explore municipal aspects of leadership. This Candidate Training program is distinctly different as it employs traditional and new models of addressing collective obstacles/challenges leaders face in their quest for political office. The course follows NYC Campaign Finance Board and Board of Elections guidelines, compliance, and local rules/regulations as set forth in New York City. **This is a one-year program.**

FLAGSHIP #2 | Custom Conferences - FLAGSHIP #3 | Special Events



1848



2015 | Courtesy NYSE

#2 | WOMEN'S EQUALITY CONFERENCE & RETREAT will take place on Aug 23-26, 2018, at the invitation of the The City of Rochester, NY, The Frederick Douglass Bicentennial Committee and the Susan B. Anthony Museum. 350 Women throughout the 62 counties of New York State and elsewhere are invited to participate in a 3 1/2 day conference in celebration of the milestones women have made starting with the 170th Anniversary of the Historic 1848 Seneca Falls Convention to present. Renamed Seneca Falls Revisited - A Women's Equality Weekend this conference is the first commemoration of these important series of events in tribute to our lineage.

SHeroes (L-R: Rachel Honig (L-Candidate for City Council/Midtown), Lucretia Regina Potter (R-Candidate for City Council/Brooklyn), Vanessa Aronson (D-Candidate for City Council/Midtown), Helen Hines (Candidate for City Council/Bronx), Carlina Rivera (D- Candidate for City Council/Lower East Side), Margaret Chin (D-Incumbent City Council/Manhattan), Gale Brewer (D-Incumbent Manhattan Borough President), Assemblywoman Nicole Malliotakis (R-Candidate for Mayor), Tamika Mapp (D- Candidate for City Council/East Harlem), Rebecca Harary (R- Candidate for City Council/Midtown), Marjorie Velazquez (D-Candidate for City Council/Bronx), Cristina Furlong (D-Candidate for. Out Council/Queens). **POSTER FROM 2017 CAMPAIGN**

#3 | SHEroes, A social media & special events campaign, launched in July 2017 in conjunction with the NWPC-NYC. 2017 SHEroes was a fusion ticket of 12 Women running for office. There were eight Democrats, three Republicans and one Liberal Party Representatives. The women were a combination of incumbents, "newbies", seasoned, and fresh faces.

Poster of our 12 candidates



CREW LEADERSHIP

Sharon Nelson – CEO and Founder | Chief Executive Officer

After 30 years of being a political operative and strategist, Sharon has taken her knowledge and experience base to create CREW to empower Underserved and Underrepresented Constituency groups to seek real time opportunities for inclusion and intersectionality. She is a certified Democratic National Committee Finance Director.

Idelle A. Howitt – EVP | Executive Vice President | General Counsel

A top Civil Rights Professional, Idelle provides strategy, guidance and resources to optimize CREW opportunities and reach. Idelle has numerous distinctions including being Co-chairperson of a Leadership Committee at the National Association of Women Lawyers (NAWL) and she is currently serving as a Woodrow Wilson Fellow.

Rebecca Payne – COO | Chief Operating Officer

A Doctoral Student in Business Administration, Rebecca has many talents. Her background spans from Project Management to Technology to Communications Management. She is developing operation systems, refining the CREW business plan and interfaces with others to drive the fundraising strategy.

William Allen – CPO | Chief Program Officer | Lead Professor

With over 10 years teaching experience, William works with the CEO on Curriculum development and flagship programming. He has teaching privileges at several Higher Education institutions. Additionally, Prof Allen is a founder of a Political Club, a District Leader and former Deputy Chief for the NYC Board of Elections.

Norma Krieger – CMO | Chief Marketing Officer | Dir, Professional Development/Alumni Services

Leads CREW's fundraising programs by creating, implementing, and evaluating a comprehensive and strategic development plan.

Irma McClaurin, PhD – Educational and Leadership Services Consultant

Collaborates closely with CREW's CEO and CPO in the development of transformational leadership curriculum and coaching strategies. Takes the lead in gaining support from donors and alumni.

Aleida Castillo - Business Development Consultant

Yves Calizare - Comptroller

Responsible for the maintenance of accounting records.

Board of Directors

Anthony Beauzile | Juansito Elysee | Sharon Nelson

CREW | TESTIMONIALS



Except for having my son, taking this class is the best thing I've done in the past 10 years. I learned about so much more than what goes into running for office. I also got a good view of the inner workings of local politics, so good, in fact, that I feel I could hit the ground running if I were put on that beat tomorrow. But more than anything, I met some pretty amazing and inspiring people—both Democrat and Republican—who I expect to see in office someday."

—**Caroline Hwang, magazine editor and writer** | 2017 Graduate of NWPC-NYC Parity Politics



I truly feel this class was such a blessing, the timing was just right as I had been contemplating running for office as of recent and desiring to serve my community on a larger scale. This was such a great investment in myself I am walking away with the tools to run for office, to be a more effective leader and the belief in myself that I can take risks. I feel so empowered through this class and the group of woman I have had the privilege of sharing this experience with. I did not know what to expect I had no preconceived notions but I must say with each class, with each speaker the class became more and more captivating. The entire course was constructed in such a thoughtful and strategic way. I can walk away from this class knowing the key people I need to run a successful campaign, some of whom I will certainly call on and recruit in the near future; I now know the budgetary requirements necessary as well as the best way to build my network of support. I look forward to hearing more about these incredible women and we owe it all to the National Women's Political Caucus. Thank you to all involved. The



Parity for Women and Minorities is overdue and evident, given the lack of vision by the current administration. Women, it's time to step up! Enroll in the Parity Politics™ training program so you can be educated to Run for Public Office!"

---**Loida Nicolas Lewis**



Omg- it was fabulous!! If I had only known about this class before and what an amazing group of women- I am so very grateful that you introduced me to this group- I look forward to a long and fruitful relationship with you!, William is incredible

---- **Karen B. Schleimer, Esq.**