

Leadership CONFERENCE

Brought to you by
California Freedom
Summer



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01

OUR PURPOSE



OUR SUMMER PROGRAM

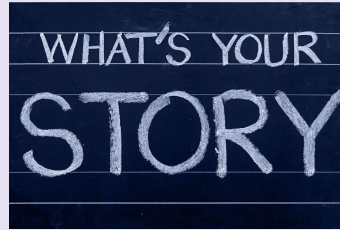
California Freedom Summer is UCLA/AHC program. It is inspired by the Civil Rights era 1964 Freedom Summer where northerners came to help southerners gain voting access. Their aim was to eliminate discrimination in the polls.

UNDERSTANDING THE OBJECTIVE



VOTER REGISTRATION

Our summer program
with California Freedom
Summer



OUR STORY

Everyone needs to know
how to tell their story. We
want



LEADERSHIP

This is the core of our
conference. When all is
said and done

A LOOK BEHIND THE SCENES

We hold weekly meetings on zoom and in person to brainstorm and discuss business.



OUR PATH



JUNE

Started meeting.
Learned what CFS was about



EARLY JULY

Began our voter registration internship.
Started doing first presentations



LATE JULY

Formulated the base plan for the conference as well as concluded our primary cycle of voter registration



AUGUST

Began more in depth planning with the conference and continued to spread the word about CFS

02

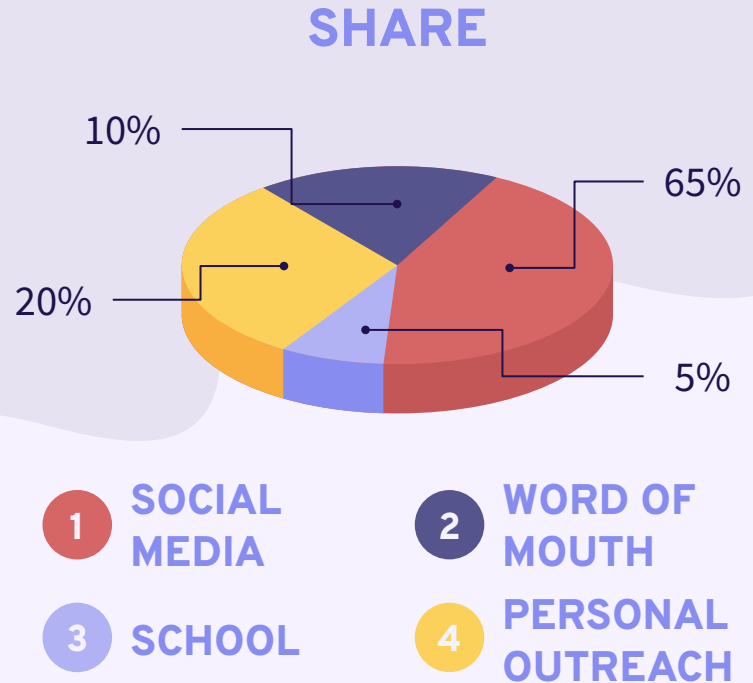


MARKETING STRATEGY

MARKETING EFFORTS

EVOLUTION THROUGH STRUGGLE

With going back to school being even more hectic than usual, and the risk of COVID still present, we have relied heavily on Social Media, when marketing. Being back to school however, does give us a new avenue to market.





03

CONFERENCE LAYOUT

AGENDA

OUR PARTNERS



FUTURE FOR
LOMPOC
YOUTH



LHS



UCLA

IMPORTANT FIGURES



CHUCK MADSON



TIM HARRINGTON



EARL MURRAY



DR. VERONICA
TERRIQUEZ



EDER GAONA
MACEDO



CELESTE PICO



04

BUDGET AND GOALS

10,000.00

is our budget for this conference

100 youths

aged 14 to 18 is our target audience

Lompoc High

is the venue



GOALS

GOAL 2

Secure the facilities at Lompoc High School

GOAL 1

Have 50 - 100 youth attend our conference

GOAL 4

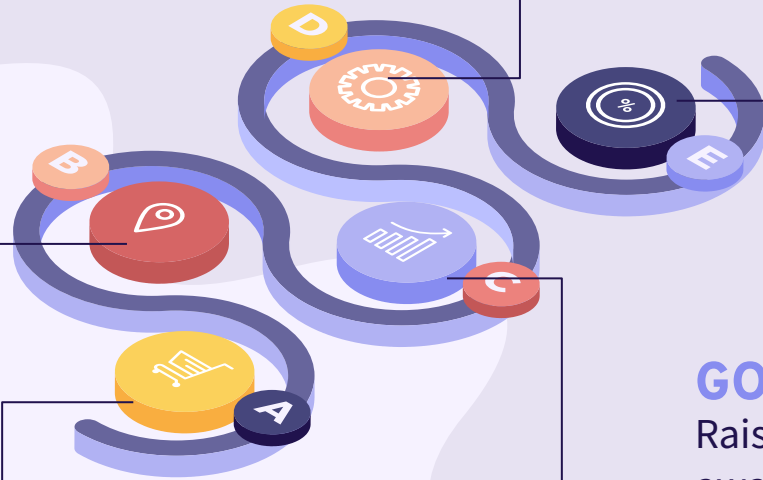
Secure all jobs and logistics for the conference

GOAL 5

Stick to a budget of 10,000

GOAL 3

Raise interest and awareness in both CFS and our upcoming conference



Thank you for listening!

ANY

QUESTIONS?

@future_forlompcyouth

