A Stronger SNP
together for **Scotland**

SNP Activist Academy

Education - Engagement - Empowerment

Active Campaigner
Campaign in a Box

- ➜ Campaign in a Box
- ➜ Know your campaign logistics
- ➜ Framing your message
- ➜ Ear to ground campaigning

Active Leaders
Leaders Inspiring Leaders

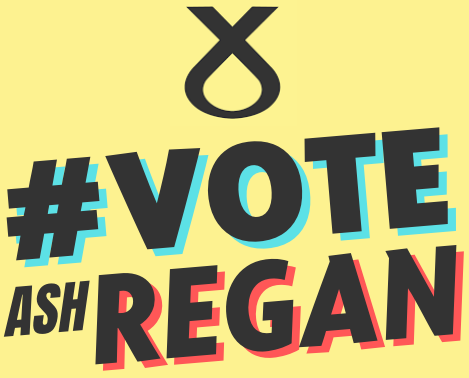
- ➜ Training best practice from proven leaders and experts
- ➜ Public Speaking training
- ➜ Media training
- ➜ Vetting training
- ➜ SNP Tutors for ongoing support

Active Representative
Root and Branch pathways

- ➜ Understanding roles and pathways at branch, CA, regional and national levels
- ➜ Practical supporting skills from experts - from IT skills to Conference Resolutions
- ➜ Certification for key roles
- ➜ Duolingo style learning pathways
- ➜ Example materials to get started

Connecting The Team

- ➜ Contributions by prominent members of SNP
- ➜ Videos, podcasts (stories)



Powerful members + Powerful activists = Powerful SNP

"SNP Academy will ensure that we harness and share skills across our party to build a powerful team at all levels. Access for all our members to the best in class political education and practical campaigning skills, built up across our membership from decades of breaking new ground in political campaigning and policy setting. New members onboarding skills, to familiarise with the party structure, how to get things done and opportunities to get actively involved at whatever level members are comfortable with." **– Ash Regan MSP**