

# Alan Kaplan

Advocacy, Communications, and Political Strategist | Thoughtful Team Builder | Effective Writer and Web Developer

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## Summary

- Innovative leader, with extensive experience building powerful organizations, running incisive civic engagement campaigns, and gaining support for issues, candidates, and initiatives
- Resourceful coalition builder, skilled at bringing groups together for effective political, media, and legislative efforts or advocacy campaigns
- Creative strategist, with a knack for planning, clear messaging, and tactical use of targeted field contacts, online outreach, and integrated communications
- Tenacious fundraiser: raising over \$1,000,000 in the last 15 years
- Seasoned campaign, program, project, and event manager – building strong teams to deliver results on time and under budget
- Respected expert in consistent and effective engagement of the Rising American Electorate – with a special focus on women, youth, and Latino, Asian, Caribbean, and Middle-Eastern communities
- Engaging writer, speaker, graphic designer, web developer, and researcher
- Bilingual in English and Russian

## Skills:

Nationbuilder | Mobilizing | Op-eds | Communications Strategies Polling | Online Organizing | NGP-VAN | Fundraising Efforts | Talking Points | Legislation | Supervision | Planning | Grassroots | Team Building | Writing | Media | Research | Program Development | Technology | Testing and Analytics | Project Management | Graphic Design | Web: HTML, CSS, Wordpress, mySQL, Drupal, Databank, SALSA, MailChimp

## Training;

Rockwood Leadership Institute

- Leadership Development
- Management and Team Building

## Wellstone Action Center

- Campaign Management, Data Analysis, and Targeting
- Volunteer Recruitment & Hiring

## Center for Community Change

- Strategic Communications
- Organizing & Coalition Building

## Opportunity Agenda

- Framing, Messaging, Storytelling
- External Communications: Radio and TV

## New Organizing Institute

- VAN, Online Outreach, and Analytics
- A/B Testing & Email Campaigns

## SPIN Media Project

- Media Campaign Coordination
- Crisis Communications and Social Media

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## Honors and Awards

### **Social Justice Leadership Fellow**

Rockwood Leadership Institute: Selah Program

January 2008

Awarded a prestigious national fellowship for emerging social justice leaders, that included rigorous training in the 'Art of Leadership' management curriculum through the Rockwood Institute.

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## Skills & Expertise

**Press Releases**

**Media Relations**

**Blogging**

**Fundraising**

**Community Outreach**

**Nonprofits**

**Research**

**Strategic Communications**

**Newsletters**

**Community Development**

**Public Relations**

**Community Organizing**

**Social Media**

**Politics**  
**Event Planning**  
**Editing**  
**Volunteer Management**  
**Strategic Planning**  
**Social Networking**  
**Program Development**  
**Writing**  
**Public Speaking**  
**Grant Writing**  
**Copywriting**  
**Public Policy**  
**Integrated Marketing**  
**Electoral Campaigns**  
**Government Relations**  
**Coalition Building**  
**A/B testing**  
**Analytics**  
**Adobe Creative Suite**  
**Event Management**  
**Direct Mail**  
**Special Events**  
**Website Development**  
**Coalitions**  
**Political Campaigns**  
**Facebook**  
**Policy**  
**Proposal Writing**  
**Email Marketing**  
**Grassroots Organizing**  
**Policy Analysis**  
**New Media**  
**Program Management**  
**Speech Writing**  
**Grants**  
**International Relations**  
**Community Engagement**

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## Experience

### **Principal Consultant at sub)divide media**

April 2009 - Present (5 years 9 months)

Online outreach and web-development consultant specializing in integrating communications, outreach, organizing, and legislative advocacy efforts through the Nationbuilder Online Outreach system. (Can also make a killer Wordpress or Drupal site if you want!)

Plan, design, write, develop, and maintain an effective online presence to build engaged on/off-line communities.

Communications, public relations, outreach, and development adviser on media, legislative advocacy, civic engagement, community relations, and voter participation campaigns in New York, Colorado, and Nationwide.

Over 50 clients, including nonprofits, foundations, political campaigns, businesses, and individuals.

### **Director of Communications at Padres & Jovenes Unidos | Parents & Youth United**

January 2014 - August 2014 (8 months)

Member of 5 person organizational Leadership Team. Led all strategic communications and civic engagement efforts for the oldest national organization focused on education equity and ending the school-to-prison pipeline. Responsibilities included: managing a team of 5, developing and maintaining communication strategies for multiple campaigns, media work, online outreach, and consulting on strategic direction beyond the scope of communications.

- Planned, designed, developed and launched a new Nationbuilder-based comprehensive internal and external messaging platform for use in outreach, recruitment, fundraising, education, media, and base-building: grew online reach by 65%
- Wrote and produced all written communications: releases, advisories, blogs, op-eds, LTEs, talking points, etc.
- Oversaw earned media, online organizing, and paid media
- Represented the organization to the press, movement allies, legislators, members, and partners
- Created campaign strategy for statewide expansion and led outreach and organizing efforts in 5 new locations

### **Strategist and Political Adviser at New York State Immigrant Action Fund**

January 2013 - May 2014 (1 year 5 months)

Planned strategy and political outreach for a statewide 501c(4) organization fighting for immigrant communities.

Helped lead an outreach campaign to engage 20,000 voters in Staten Island and Long Island.

### **Director of Political Engagement at New York Immigration Coalition**

June 2012 - March 2014 (1 year 10 months)

Led legislative and electoral efforts for the largest state immigrant coalition in the U.S.A. Coordinated national, state, and local civic engagement initiatives and tables. Developed online outreach and social media campaigns. Managed all organization-wide initiatives, special projects, and events. Supervised paid staff, interns, and volunteers.

- Managed team of 9 in directing all NYC advocacy efforts: developed policy, drafted legislation, directed lobbying efforts, wrote materials. Coordinated events, including debates and rallies with 10,000 participants/yr.
- Raised \$350,000 per year for program activities, led 100+ trainings and collaborative meetings per year
- Directed the largest non-partisan, immigrant political engagement campaign in New York: 23 groups, speaking 15 languages, in 14 areas of New York State, registering 12,000 new voters/yr. and contacting over 150,000

**Campaign Director | Senior Electoral Consultant at Immigrants Vote! 2012 Campaign (NY) || Our Vote, Our Voice Campaign (Colorado)**

June 2012 - May 2013 (1 year)

Immigrants Vote! 2012 Campaign (NY) || Our Vote, Our Voice Campaign (Colorado) 2012

Directed two non-partisan immigrant voter outreach campaigns, in two states, in the same election. Led outreach efforts, created strategy and tactics, wrote and designed materials, raised the funding, coordinated national support, hired and managed staff.

- In battleground Colorado, led first-time immigrant and Latino outreach effort for a statewide advocacy group: raised \$200,000, hired and managed 8 staff, registered 1000 New American voters, contacted 10,000 Latino voters.
- In New York State, led oldest New American voter outreach campaign in the US, working with 10 groups in 11 locations, speaking 12 languages: raised over \$400,000, managed 12 electoral hubs with 690 staff and volunteers, registered 11,520 voters, made 140,000 contacts to 42,000 voters, held 130 events and trainings

**Founding President and Board Chair at Colorado Immigrant Action Fund**

March 2012 - March 2013 (1 year 1 month)

Founding president of a 501c(4) dedicated to informing and mobilizing the immigrant and Latino vote in Colorado.

Raised over \$300,000 to contact 46,000 Latino voters.

Led hiring, fundraising, communications, and outreach.

**Director of Communications and Civic Engagement at Colorado Immigrant Rights Coalition**

May 2010 - June 2012 (2 years 2 months)

Created and led a multi-lingual communications and engagement department for a statewide advocacy and media coalition of 72 groups. Directed outreach projects including designing, and writing all print/digital projects, newsletters, video, audio, and web content.

- Wrote 220 press statements and releases, sent 643 e-blasts, generated 894 press hits. Increased media coverage 78%
- Grew Facebook by 64%, Twitter by 87%; traffic to site by 66%, with 75% growth in click rates
- Conducted 46 trainings; developed 34 media plans; led 15 advocacy and media campaigns; raised over \$650,000 in 2 years

**Director of Online Outreach | Civic and Electoral Participation Programs Coordinator at New York Immigration Coalition**

February 2006 - May 2010 (4 years 4 months)

Created and led online outreach department. Managed largest non-partisan, immigrant voter engagement campaign in New York State. Directed all operations for the only immigrant centered exit poll in the country. Coordinated a collaborative table with 30 groups, to engage immigrants in civic and political life.

- Events: Managed team of 24 for largest advocacy days in NYC – a march and rally with over 2,000 people.
- Campaigns: engaged more than 1,000,000 voters; registered 56,000 new voters; managed 150 phone-banks, 74 canvasses, and 86 mailings; planned & ran 200 events; recruited 945 volunteers.
- Online: increased Facebook by 85%, twitter by 75%, web reach by 230%. Created the ‘Finding America’ project, producing 65 blog entries, 20 videos, & 1,200 images in 1 week
- Polling: Led team of 260 pollsters and 70 data monitors in 33 locations for New Americans Exit Poll  
*7 recommendations available upon request*

**NY State Table Director | National Board Member at We Are America Alliance**

2006 - 2010 (4 years)

Sat on the National Board and directed the New York State table of the We Are America Alliance, a national coalition of groups working to educate and mobilize the immigrant vote nationwide. The alliance was responsible for registering over 100,000 and bringing out over 500,000 new immigrant voters nationwide in 2008.

NY State registered over 25,000 new voters and brought over 160,000 immigrant and ally voters to the polls.

**Associate Account Supervisor at Spector and Associates Public Relations**

May 2005 - January 2006 (9 months)

- Supported accounts specializing in renewable energy technology, optics, and consumer products
- Distributed press releases to extensive media lists and news wires
- Supervised the Museum of Public Relations website
- Collaborated on the design of multi-platform promotional and informational materials

- Increased Web traffic and site membership through population analyses and group specific ad copy

### **Business Representative | Field Agent at UNITE HERE**

November 2003 - May 2005 (1 year 7 months)

- Represented 900 workers at seven major NYC hotels in grievances, mediations, and arbitrations
- Handled negotiations on quotas, working hours, amenities, and wages
- Performed OSHA evaluations and Fire Safety inspections
- Created a comprehensive training program on workplace safety

### **Special Actions Agent at New York Hotel and Motel Trades Council, AFL-CIO**

December 2002 - November 2003 (1 year)

Led first internal action team for 27,000-member Union. Trained 100+ organizers and staff on OSHA health & safety rules.

- Conducted investigations on health and safety and workplace abuse violations
- Led teams of organizers to assess and create strategic follow through on abuses
- Created employee committees to negotiate wages and contracts or address health concerns

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## Projects

### **Nationbuilder System Implementation**

March 2014 to July 2014

Members: Alan Kaplan

Designed, developed, built, and implemented a Nationbuilder based system of outreach to help organization move to a statewide network in 100 days and planned an online outreach campaign to engage youth and communities in ending the school-to-jail track.

Built databases, designed templates, wrote over 100 blog posts.

### **NYC Municipal ID Campaign**

April 2013 to July 2014

Members: Alan Kaplan

Heavily involved in pulling together advocacy coalition, drafting legislation, and creating communications strategy to pass the most progressive ID law in the country. Passed by the city council and signed into law by Mayor De Blasio in July 2014.

### **Talking Transition: NYC in the Lead - Immigrant Integration**

November 2013 to December 2013

Members: Alan Kaplan, Fatima Ashraf, Karina Totah

Talking Transition is an unprecedented community engagement initiative that pioneered the first “open” transition to a new citywide administration in New York City history. Talking Transition is an experiment in innovative government and grass-roots organizing that seeks to transform the typically insular, closed-door

process between Election Day and Inauguration into an opportunity for broad civic discourse. Following the 2013 mayoral election in New York City, Talking Transition brought thousands of New Yorkers together to join open conversations about the most pressing public policy issues, ideas, and questions that affect communities across the city. Over the course of more than two weeks, starting immediately after Election Day, Talking Transition created a forum for these discussions by hosting live events in a pop-up on Canal Street, open to the public 9AM to 9PM daily, and by bringing the conversations to neighborhoods across all five boroughs through mobile “tents” and a team of more than 100 canvassers speaking 19 different languages.

The event I produced showcased a multi-media history of immigration in New York City, with immigrant communities highlighting their achievements and discussing the issues facing immigrant populations today. After the history, a series of panelists discussed the current state of the city's immigrant integration efforts. The event closed with a number of musical performances.

### **Immigrants Vote! 2012 Campaign Report**

February 2012 to December 2012

Members: Alan Kaplan, Manuel Castro

10 Immigrants Vote! 2012 Campaign partners, speaking 12 languages, working in 11 different communities, registered over 11,000 New American voters and made over 140,000 contacts to over 40,000 voters in New York State.

### **2011 Legislative Report**

2011 to 2012

Members: Alan Kaplan, Julie Gonzales

CIRC Defeated Every Anti Immigrant Bill in the Colorado Legislature. 13 total!

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## Publications

### **NYC Jewish Voters Welcome New Mayor Bill de Blasio**

Jewish News One November 20, 2013

Authors: Amelia Martyn-Hemphill, JN1, New York, Alan Kaplan

De Blasio has made it clear that he wants to lead the city in a new direction.

But making his ambitious ideas a reality looks set to be a long road ahead. Political engagement director and Jewish voter Alan Kaplan feels that making inroads into some Jewish communities will be a challenge.

### **Activist incensed by citizenship questions**

Fort Collins Coloradoan October 27, 2012

Authors: Alan Kaplan, Patrick Malone, Fort Collins Coloradoan

Alan Kaplan, a former refugee who gained citizenship in 2001, is among the local voters questioned in Secretary of State Scott Gessler's verification push.



## **Immigration advocate, legal citizen gets Scott Gessler's non-citizen letter**

Denver Westword October 26, 2012

Authors: Alan Kaplan, Sam Levin, Denver Westword

"That's the worst thing about it. Do you really need to be doing a purge...literally a month before the election?" Kaplan says. "I'm just really worried about people who have gotten the letter and people who have heard about it. People in the immigrant community talk to each other."

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## Education

### **Trinity College-Hartford**

Bachelor's Degree, International Studies: Middle East, 1995 - 1999

Activities and Societies: - Coordinated a yearlong lecture series and colloquium on Migrations and Diasporas.

- Volunteer Coordinator for the 1999 International Social and Continental Philosophy Conference.

- President of the Cleo Arts and Literature Society

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## Languages

**English**

(Native or bilingual proficiency)

**Russian**

(Native or bilingual proficiency)

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## Interests

politics, environment, management, innovation, community engagement, technology, new media and web tools

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## 7 people have recommended Alan

"Alan is the guy to turn to for exceptionally creative ideas and solutions for various kinds of electoral, organizing, and new-media campaigns. He combines creative artistic energy, technical know-how, and political savvy in a single package. And he's truly a pleasure to work with."

— **Norman Eng**, *Director of Media Relations, New York Immigration Coalition*, worked directly with Alan at New York Immigration Coalition

"Alan brings extraordinary creativity, energy, and smarts to his work--as he did while running our civic participation program and expanding our communications efforts. He is a real find, and it was--and still is--a blast to work with him and benefit from his innovation and passion!"

— **karen kaminsky**, *Director of Communications and Development, New York Immigration Coalition*, managed Alan at New York Immigration Coalition

"Alan is an intelligent and innovative professional with great leadership skills. He is a dedicated and hard worker who is not afraid to think out of the box and take on difficult tasks."

— **Silvett Garcia-Tsuang**, *Parks Advocacy Coordinator, The New York Immigration Coalition*, worked directly with Alan at New York Immigration Coalition

"Alan is very committed to immigrant's integration and success in US. He is very professional and successfully coordinated numerous NYC agencies campaign to involve civically and educate immigrant voters. Alan always supported our efforts and solved all problems quickly and creatively. I highly recommend him"

— **Vladimir Vishnevskiy**, *Immigrant Services Director, Marks JCH*, was with another company when working with Alan at New York Immigration Coalition

"It is with a great pleasure that I write my recommendation for Alan Kaplan. By working with him, I learned that he is a dependable, diligent, and always a motivated and wonderful worker and a human being. In his work, he is thorough, detailed, and demands best from others as he demands the same from himself. This is true either when he supervised Exit Poll data or when he submitted Voter Registration forms to the Board of Elections in New York City. Furthermore, he has always shown his respect to co-workers and to groups with whom he worked. He is thoughtful and never shies away from providing an opinion when it is true and just. I

highly recommend Alan Kaplan. I believe he will be an integral part of any organization."

— **Eugene Dmitriev**, *Program Assistant, The New York Immigration Coalition*, worked with Alan at New York Immigration Coalition

"I've served as the Co-Chair of the NY State Citizens Coalition for Voter Participation and Fair Elections for the past eight years and had the pleasure of getting to know Alan as the representative of the NY Immigration Coalition. He showed a tremendous interest and expertise in his work and demonstrated a real understanding of complex electoral reform issues. While some advocates might take a narrow view of just focusing on those discreet issues that had apparent and obvious ties to their work, Alan realized the the bigger picture and the impact a wide range of topics had on both his constituency and the electorate as a whole. That willingness to work in coalition is a quality I wish more advocates possessed. Responsible and a good communicator, I wish him well in his endeavors and welcome further inquiries about our association."

— **Neal Rosenstein**, *Government Reform Coordinator, New York Public Interest Research Group (NYPIRG)*, was with another company when working with Alan at New York Immigration Coalition

"I've worked with Alan Kaplan at NYIC for over two years. During this time, Alan's devotion to his work and his energy is apparent in every project and campaign that he was involved in. I had the pleasure of working with Alan on coordinating several major organizational events. His professionalism and dedication to each and every detail seeps into the project and the rest of the planning team."

— **Jackie Wong**, *Administrative Manager, New York Immigration Coalition*, worked directly with Alan at New York Immigration Coalition

[Contact Alan on LinkedIn](#)