



MARYLAND
DEMOCRATIC PARTY

Maryland Democratic Party Digital Internship Curriculum

Program Description

The Maryland Democratic Party's Digital Internship will give you the opportunity to play a crucial role in building up our digital strategy for the upcoming 2020 Presidential Election. Over the course of your internship, you will learn about and implement the components of a successful Digital Program. From writing fundraising emails, to engaging audiences on social media, to honing your visual-storytelling aptitude through graphic design, to channeling grassroots energy into political action through digital organizing tools and much more, you will gain an in-depth understanding of the Digital Communications field within the context of local, state, and national politics. This position will additionally build your creative portfolio—and foster a well-rounded perspective of politics along the way. This is a paid internship.

Expectations

A successful intern will bring a professional work ethic, deep curiosity, and sense of humor to the office! All Interns are expected to come to each shift on time and with a positive attitude, and will always adhere to the expectations and rules outlined in the Maryland Democratic Party Intern Handbook.

Optional Article and Film Recommendations

Though there is no required reading for this internship, nurturing a well-rounded perspective and staying up-to-date on the cutting-edge developments of your field are crucial for any successful career. The following articles and films are **highly recommended** for gaining deeper insight into Digital Communications and Politics:

- **Fast Company:** [“How the Alexandria Ocasio-Cortez campaign got its powerful design”](#)

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- **Design Observer:** [“I’m With Her: What I learned designing a logo for Hillary Clinton”](#)
- **Vice News:** [“Meet the progressive team making campaign ads great again”](#)
- **The New York Times:** [“Viral Videos Are Replacing Pricey Political Ads. They’re Cheaper, and They Work.”](#)
- **Blue State Digital:** [“How do you improve on the world’s largest grassroots political movement?”](#)
- **The New York Times:** [“Tracing a Meme From the Internet’s Fringe to a Republican Slogan”](#)
- **Best of Enemies (2015).** [Trailer.](#) Available on Netflix. This documentary is must-see viewing on the origin of modern shouting-head TV news punditry.
- **Get Me Roger Stone (2017).** [Trailer.](#) Available on Netflix. This documentary provides a fascinating glimpse into one of the most influential insiders of Trump’s 2016 campaign—recently indicted by Robert Mueller!!

Miscellaneous

School Credit and/or Letters of Recommendation: If you wish to receive school credit for this internship, we are more than happy to complete evaluation forms, sign time cards, etc. that are necessary for your school or institution. Just find out what your school requires, assemble the materials you need, and present them to us to complete for you. Additionally, all interns who successfully complete the program are eligible for a letter of recommendation from the Party; contact your supervisor at the conclusion of the internship about this if you are interested.

Program Outline

- March 1: Overview & Welcome to the Team; Press Clips
- March 6: Canvassing, Phonebanking, and the Role of Direct Voter Contact
- March 10: Email Program, Social Media, and Digital Fundraising Overview
- March 20: The Art of Email Writing
- April 4: Visual Storytelling Through Graphic Design
- April 18: Going Viral: Telling Your Authentic Story on Social Media
- April 25: Digital Organizing and Get Out The Vote
- May 1: Reflection and Feedback

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- May 6: Digital Career Paths in Politics and Beyond

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