The Political Social Worker

Solutions to your advocacy & outreach problems...

The Political Social Worker is a consultancy practice providing services to nonprofits, for-profit social good organizations, higher education institutions, private practices, and individual social work professionals.

About me...

I hold a Bachelors of History from SUNY Stony Brook University and a Masters in Social Work from Adelphi University, School of Social Work. I have been a Licensed Master Social Worker in New York State since 2008.

In 2012 I founded The Political Social Worker, a blog dedicated to community practice social work and politics. I have presented at UConn’s NAHIPSW Campaign School where I lectured on the role of social media in political campaigns. I have also presented workshops on being a political social worker at SUNY Stony Brook, School of Social Welfare’s Advocacy Day.

I began providing consultation to nonprofits and private practices in 2013. My practice focuses on several issues related to advocacy and community outreach, including the use of social media as a community organizing tool. In addition to my consultancy work with organizations, I offer career coaching and training to macro social workers.

To learn more about my experience visit my LinkedIn Profile https://www.linkedin.com/in/rachelwestlmsw/.

Rachel L. West, LMSW
Owner/Advocacy & Community Outreach Consultant
The Political Social Worker
Workshops & Webinars

Job Search for a Macro Social Worker™
(1.5 hours)

As macro social workers, it can be hard to find information specific to the job search process. Most university career centers only provide information related to micro social work practice. The Job Search for a Macro Social Worker workshop covers the various types of community practice positions, job settings, and job search process. It includes a discussion on resume writing, digital networking, and personal branding. All attendees receive the Job Search for a Macro Social Worker booklet.

If you’re an individual who wants to be emailed when this workshop is offered again click here. If you want to book me to present this workshop to a group please call 1-631-615-1709.

Pricing:

Webinar $23.22/per person
Webinar group rate $150.00
In person workshop $150.00/hr + mileage

Job Search for a Macro Social Worker Pro Package™
(1.5 hours)

As macro social workers, it can be hard to find information specific to the job search process. Most university career centers only provide information related to direct social work practice. The Job Search for a Macro Social Worker workshop covers the various types of community practice positions, job settings, and the job search process. It includes a discussion on resume writing, digital networking, and personal branding. All attendees receive the Job Search for a Macro Social Worker booklet, resume review, and a 20-minute coaching session.

If you’re an individual who wants to be emailed when this workshop is offered again click here. If you want to book me to present this workshop to a group please call 1-631-615-1709.

Pricing:

Webinar $68.77/per person
Webinar group rate $150.00 +
$62.00/per person
In person workshop $150.00 + mileage
+ $62.00/per person

**Job Search for a Macro Social Worker™ Recording**

As macro social workers, it can be hard to find information specific to the job search process. Most university career centers only provide information related to micro social work practice. The Job Search for a Macro Social Worker workshop covers the various types of community practice positions, job settings, and job search process. It includes a discussion on resume writing, digital networking, and personal branding.

**Pricing:**

**Individual**
Recording only $12.00 [Order](#)
Recording + booklet (PDF) $17.45 [Order](#)

**Digital Branding for Social Workers™**
(1.5 hours)

This workshop discusses how social workers can use social media for professional banding. Whether your setting up a private practice, nonprofit, or carrying out a job search; social media can be a powerfully tool in successfully establishing your professional identity. The presentation will cover best practices, what platforms you should be on and how to use them. There will be a Q&A at the end of the session.

If you’re an individual who wants to be emailed when this workshop is offered again [click here](#). If you want to book me to present this workshop to a group please call 1-631-615-1709.

**Pricing:**

Webinar $30.80/per person
Webinar group rate $150.00
In person workshop $150.00/hr + mileage
Being a Political Social Worker™
(1.5 hours)

This presentation covers the NASW Code of Ethics mandate that social workers be politically engaged, what it means to be a political social worker, and the types of roles social workers play in the political arena.

If you’re an individual who wants to be emailed when this workshop is offered again click here. If you want to book me to present this workshop to a group please call 1-631-615-1709.

Pricing:
- Webinar $30.80/per person
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Pricing:
- $12.00 Order

Advocacy Planning 101™ Parts 1 & 2
(2 hours)

This workshop will teach emerging advocates about advocacy planning. The workshop will cover advocacy and outreach tools, tactics & activities, implementation, and evaluation.

If you’re an individual who wants to be emailed when this workshop is offered again click here. If you want to book me to present this workshop to a group please call 1-631-615-1709.

Pricing:
- Webinar $41.06/per person
- Webinar group rate $194.78
The Role of Social Media in Campaigns™
(60 min)

Barrack Obama’s 2008 presidential campaign was a game changer. It was the first time a political campaign had effectively leveraged social media. This workshop will examine the role social media plays in political campaigns. It will cover the platforms commonly used as well as providing an overview of best practices.

If you’re an individual who wants to be emailed when this workshop is offered again click here. If you want to book me to present this workshop to a group please call 1-631-615-1709.

Pricing:

Webinar $30.80/per person
Webinar group rate $150.00
In person workshop $150.00/hr + mileage

Social Media for Advocates™ Parts 1, 2, 3
(5 hours)

This workshop defines digital advocacy and covers the tools and platforms used including Twitter and mass text messaging. Attendees will also learn about social media planning, developing and implementing a social media campaign, using social media as a community organizing and community education tool.

If you’re an individual who wants to be emailed when this workshop is offered again click here. If you want to book me to present this workshop to a group please call 1-631-615-1709.

Pricing:

*Webinar $154.00/per person
*Webinar group rate $730.48
In person workshop $730.48/hr + mileage
Social Media Planning for Nonprofits & Social Action Groups: So, You Set Up Your Profile, Now what?™
(1.5 hours)

This workshop covers the key elements of creating a social media plan for your organization. Attendees will receive the social media plan template and editorial calendar template. This workshop is ideal for nonprofits and social action groups who are looking to use social media to raise awareness about their work, engage volunteers and donors, and organize constituents.

If you’re an individual who wants to be emailed when this workshop is offered again click here. If you want to book me to present this workshop to a group please call 1-631-615-1709.

Pricing:
- Webinar $30.80/per person
- Webinar group rate $150.00
- In person workshop $150.00/hr + mileage

Curation: You Need to Think About it™
(1.5)

This workshop looks at the importance of digital curation for your organizations varies social networking profiles. It is important to understand how a mix of original and 3rd party content can help you connect with and engage your online audience. Topics include: Finding content that fits your mission, setting up an efficient system for gathering the right content, and establishing an editorial calendar.

This presentation is geared towards nonprofit professionals, social workers, and mental health professionals in private practice.

If you’re an individual who wants to be emailed when this workshop is offered again click here. If you want to book me to present this workshop to a group please call 1-631-615-1709.

Pricing:
- Webinar $30.80/per person
- Webinar group rate $150.00
- In person workshop $150.00/hr + mileage
This workshop is geared toward nonprofit professionals, including board members. You will learn how to get the most of out of Twitter. Topics include building a professional profile, networking with potential donors and volunteers, and using Twitter to attract qualified job candidates. There will be a Q&A after the presentation. All attendees will receive a 20% discount on consulting service from The Political Social Worker.

If you’re an individual who wants to be emailed when this workshop is offered again click here. If you want to book me to present this workshop to a group please call 1-631-615-1709.

**Pricing:**

Webinar $30.80/per person  
Webinar group rate $150.00  
In person workshop $150.00/hr + mileage
Services for Nonprofit & For-Profit Social Good Organizations

Consulting Services

The Political Social Work can consult with your group or organization on the following:

- Organizational Change
- Cultural Competency
- Legislative Agendas
- Incorporating Technology into your Practice
- Community Outreach Strategies
- Community Organizing

Pricing:

$80.00/hr
Free initial consult

Social Media Plans

It is imperative for organizations to have a strong digital strategy. For the past 7 years, I have worked with nonprofits and professional associations to develop their social media presence. All plans include:

- Unlimited email support during the project
- 4 hours of phone support
- Assessment
  - Assessment of your current accounts (if applicable)
  - Recommend social media platforms
- Social media plan
  - Goals & objectives
  - Best Practices for each digital platform used by your organization
  - Tools for evaluation
  - Implementation plan
- Social media policy
  - Provides guidance to employees, volunteers, and board members about representing the organization online.
- Editorial calendar template
✓ One 90-minute training

*There is an additional fee of $30.00 per profile for setting up new social media accounts.
*All written material will be provided in both a Word doc and a PDF. There is an additional fee if you require hard copies.

To order please call 1-631-615-1709 or click here.

**Pricing:**

Sliding scale based on the organizations size.
Organizations $783.60 - $2,897.54
Private Practice (Therapist and consultants) $783.60-$807.10
Free initial consult

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**Updating an Existing Social Media Plan**

This service is for organizations that have an existing social media plan that needs to be updated; or who want feedback on a plan they have written. You will receive a report in Word and PDF. This package includes 2 hours of phone support in addition to unlimited email support during the project.

To order please call 1-631-615-1709 or click here.

**Pricing:**

$457.10-$470.80
Free initial consult

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**Design & implementation of a Social Media Campaign**

Need help with an important digital campaign? I will design and help with the implementation. This includes:

✓ 3 hours of phone support
✓ Unlimited email support during the course of the project
✓ Assessment
  - Best platforms
- Capacity
- Action Plan
  - Goals & objectives
  - Target audience
  - Messaging
  - Implementation
  - Evaluation
- Volunteer recruitment (if applicable)
- Team trainings as needed

To order please call 1-631-615-1709 or [click here](#).

**Pricing:**

- Sliding scale based on the organization's size
- Free initial consult
- $75.00/hr – $91.61/hr

**Social Media Management**

I offer social media management for all your accounts. This includes monitoring accounts, development of an editorial calendar, and content curation. Purchase of this service entitles you to a 30% discount on social media plans.

*Must agree to a minimum of 12 billable hours a month.

To order please call 1-631-615-1709 or [click here](#).

**Pricing:**

- 6 mon. contract
  - $55.00/hr
- 12 mon. contract
  - $45.00/hr
- Free initial consult

**Twitter Chats & Virtual Town Halls**

Twitter chats can be a great way to organize and educate. Virtually town halls can enable you to reach constituents that may not be able to attend live meetings due to their busy schedules or transportation issues. I will work with you
to develop a chat or virtual town hall that enables you to connect with constituents and grow your base.

To order please call 1-631-615-1709 or [click here].

**Pricing:**

$77.25/hr  
Free initial consult

**Briefs & Reports**

- ✓ Position papers  
- ✓ Issue Briefs  
- ✓ Policy statements  
- ✓ Fact Sheets  
- ✓ Discussion papers  
- ✓ Talking points memos

Includes unlimited email contact and 2 hours of phone support.

*All documents are delivered in a Word doc and PDF. If hard copies are required there will be additional charges.  
*After using up the 2 hours of phone support clients will be invoiced for additional calls exceeding 10 minutes.

To order please call 1-631-615-1709 or [click here].

**Pricing:**

$77.25/hr  
Free initial consult

**Trainings**

I can offer trainings on a variety of topics including:

- ✓ Working with LGBT clients  
- ✓ Community outreach  
- ✓ Social media  
- ✓ Grassroots lobbying  
- ✓ Community advocacy  
- ✓ Advocacy planning

Trainings are customizable and can be done online or in person.

*I can also develop an exclusive training for your organization’s use. Pricing depends on scope of project.*
To order please call 1-631-615-1709 or click here.

Pricing:

Webinar group rate $146.09
In person workshop $154.50/hr
+ mileage
Customization $77.25/hr

Manuals

Need customized training manuals? The following types of manuals are available:

✓ Volunteer training ✓ Referral ✓ Cultural competence

To order please call 1-631-615-1709 or click here.

Pricing:

$77.25/hr
Free initial consult

Coaching Services

Career Coaching for Macro Social Workers

I provide career coaching to students and professionals that help them plan their careers in community practice. I also provide tutelage in the following areas:

✓ Community organizing ✓ Social media ✓ Political social work
✓ Advocacy Planning

There are two packages to choose from:
Starter Package:

- 5 one-hour sessions
- Unlimited email support between sessions
- Job Search for a Macro Social Worker booklet
- 5% off the purchase of your next coaching package (this can be gifted)
- Recording of the Job Search for a Macro Social Worker webinar

If you have questions please email or call 1-631-615-1709.

Pricing:

Students, recent grads, & professionals making less than $40K
$257.20 Order
Professionals making $40-$60K
$303.55 Order
Professionals making $61K + $455.32 Order

Deluxe Package

- 10 one-hour sessions
- Unlimited email support between sessions
- Job Search for a Macro Social Worker booklet
- 10% off the purchase of your next coaching package (this can be gifted)
- 20% discount on other services including workshops

Pricing:

Students, recent grads, & professionals making less than $40K
$454.96 Order
Professional making $41-$50K $538.39 Order
Resume Review

Written feedback only....

Your resume will be reviewed and you will receive feedback in writing via email. Please send your resume in a word document, Google Doc, or PDF.

Pricing:

$40.05 Order

Written feedback plus meeting....

Your resume will be reviewed and you will receive feedback in writing via email as well as a 60-minute consult. The consult can be done by phone, Skype, or video conference. Please send your resume in a Word document, Google Doc, or PDF.

Pricing:

$87.49 Order

Coaching Session

A single 60-minute session by phone or video conference.

Pricing:

$64.00 Order

Sponsorship Opportunities

The Political Social Worker blog receives more than 3,000 unique visitors a month. The Twitter page has 2,731 followers, The Facebook page currently has 1,125 Likes, and there are 665 Linked In connections.

- Inclusion in the newsletter $40.00 each run
- Workshop sponsorship (1 Time) $150.00
  - Logo included on welcome slide
  - Sponsorship is mentioned at the start and end of the workshop
- Workshop sponsorship (1 Time) $300.00
- Logo included on welcome slide
- A thank you on Facebook, Twitter, LinkedIn before and after the workshop is presented
- Sponsorship is mentioned at the start and end of the workshop
  - **Workshop sponsorship (1 Time) $600.00**
    - Logo and URL on all materials including blog posts, social media announcements, and the newsletter
    - Logo included on welcome slide
    - A thank you on Facebook, Twitter, LinkedIn before and after the workshop is presented
    - Sponsorship is mentioned at the start and end of the workshop
  - **Exclusive Workshop sponsorship (12 months) $2,200.00**
    - Logo and URL on all materials including blog posts, social media announcements, and the newsletter
    - Logo included on welcome slide
    - A thank you on Facebook, Twitter, LinkedIn before and after the workshop is presented
    - Sponsorship is mentioned at the start and end of the workshop

*All Ads, job postings, and event postings will be clearly listed as sponsored content.*

To order please call 1-631-615-1709 or send an email.

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The Political Social Worker  
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