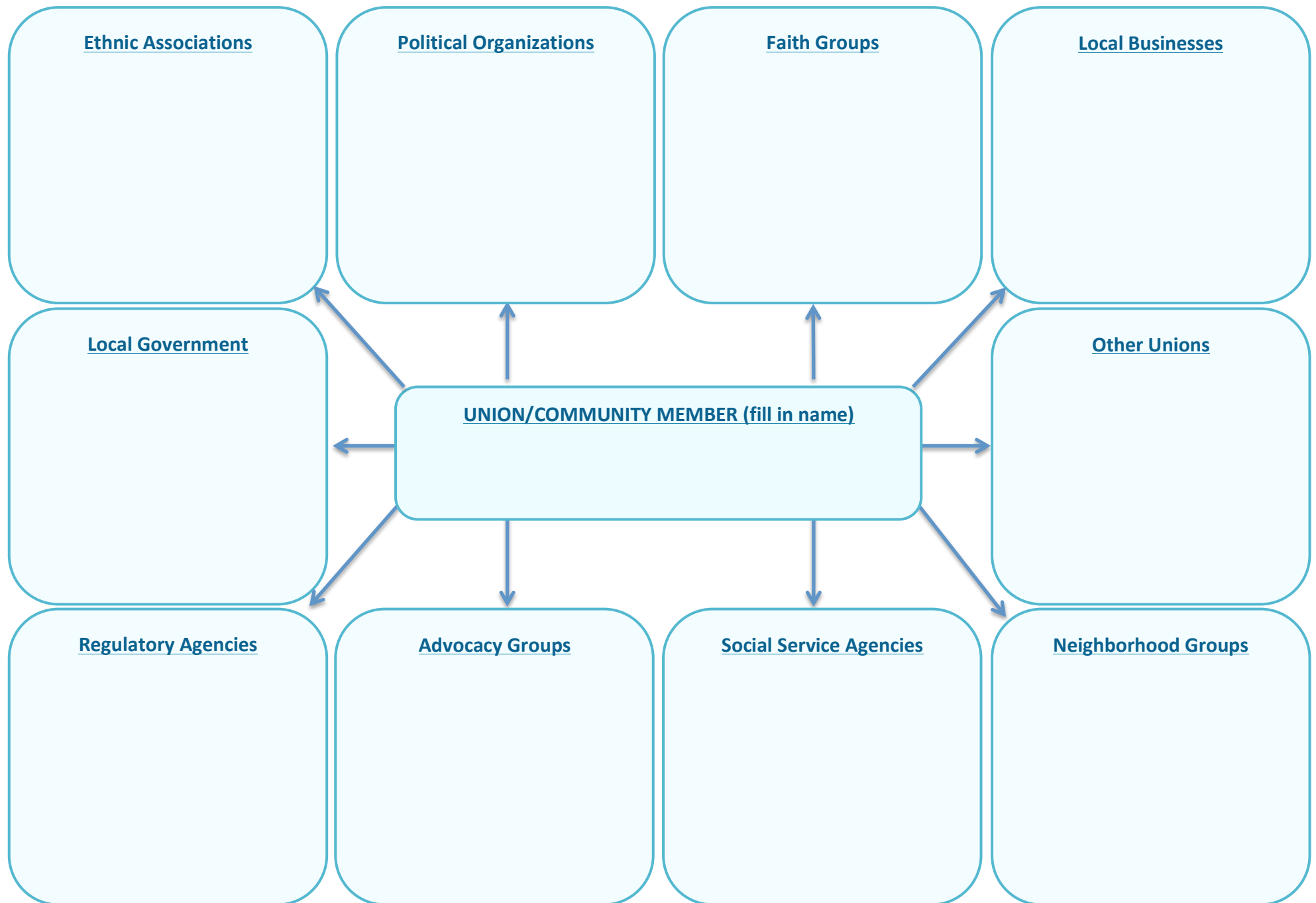


COMMUNITY MAPPING WORKSHEET





School Board Campaign Planning Template

*Internal planning document for Staff & Governance

Step 1: Map your school board, community & local

Mapping your School Board:

District/Seat	Term Expires	School Board Member Name	Ally, Neutral, or Opponent?	Other relevant information

What seats/districts will you focus on? What seats will help you build or strengthen your majority?

Local Association Mapping:

- Organization Capacity

Building/Committee	Rep/Chair	% Active	% PAC	% Cell	% Email

- Communication Tools

Tool	Administrator(s)	# of Subscribers/Likes/etc.

- Engaging Your Leadership
 - How will we engage the candidate on our policy priorities and the campaign work we are doing? Who will be the primary point of contact?

- What roles for member leaders will we have on the campaign? How will we recruit them?
- How will we communicate/update each other?
- How will we celebrate and create community?
- How are decisions made? Is it spelled out in our constitution & bylaws?
 - Who is on the interview team? How are they chosen?
 - How are recommendations approved?
 - How are budget decisions made?
- Legal: Consult with your Government Relations Department ASAP
 - Do we have PAC money? How do we access it? How can we spend it? What are the contribution limits? Who does the reporting?
 - Do we have dues money committed for member communication? If not, is there a crisis fund or re-appropriation of budget line item we can use?
 - What are the coordination rules?
 - What authority lines do we need to use?
 - Do we need a lawyer to approve items/literature we create?
 - Are there certain vendors we have to use?

Community Mapping:

- Make a list of all the organizations and influencers that care about your public schools and/or work on local elections.
- Take that list and put them on that X Y axis (template provided)
- Think about group's assets (email lists, PACs, etc) and ability to get involved in elections (tax status).
- What groups and influencers will you try to form coalition with?

Step 2: Goal Setting

Election Data & Vote Goal: Make sure to use data from the past 3 elections cycles for similar electoral years. For example, if the election is taking place during a presidential election cycle, you want to pull data from other presidential election years.

Year	Turnout	Registration	Turnout %

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Formula to calculate your Vote Goal:

Step 1. Election Year Turnout % = Total Votes Cast / Total Voter Registration

Step 2. Projected Turnout % = Sum of Previous Election Year Turnout % / Number of Elections

Step 3. Projected Voter Turnout= Current Voter Registration x Projected Turnout %

Step 4. Vote goal for two candidates*= Expected Voter Turnout x .52

Vote Goal for three candidates*= Projected Voter Turnout/3+1

*viable candidates, add 5% cushion

- Vote Goals:
 - Candidate X
 - Candidate Y

Member Voting History:

*contact your state affiliate GR department on how to access this data

Year	General/Primary	% Members Voted

Members that live in District:

*contact your state affiliate GR department on how to access this data

District	Members from Local	Members from other Locals	Retirees

Internal Goals:

- ____ new volunteers
- ____% of members voting
- Increase PAC fundraising by____

Step 3: Campaign Message

Message: Why does this election matter to voters? Why does this election matter to members*? What three points will we repeat over and over again?

*these may not be the same messages

Step 4: Vote Contact Tactics

How will we talk to voters? How will we talk to our members?

Tactic Examples: Canvassing, phone banking, direct mail, handwritten letters/postcards, texting, paid digital ads, 10-minute building blitzes, worksite one-on-ones, and organic social media posts

Tactic	Date	Target Audience	What is being communicated?	When is it being communicated?	Who is responsible?

Step 5: Budget

Budget: *make sure you consult with your state affiliate GR department to make sure you are spending money and reporting correctly

Item	Description	Dues/PAC	Cost

Step 6: Timeline

Important Dates (plug these dates into the timeline below or google calendar/template of your choice):

- Candidate Filing Deadline:

- Primary Election Day (include early voting, mail ballot requests/return deadlines)
- General Election Day (include early voting, mail ballot requests/return deadline)
- Holidays/school breaks
- Popular community events
- Candidate Recommendation Process Interviews/Votes etc.
- Recommendation announcements to members/public
- Monthly Building Rep Meetings
- Association events that are good opportunities to talk to members about election or recruit volunteers
- Events/activities you have promised candidates to turn members out for

Timeline:

April

- Activity/Important dates here

May

- Activity/Important dates here

June

- Activity/Important dates here

July

- Activity/Important dates here

August

- Activity/Important dates here

September

- Activity/Important dates here

August

- Activity/Important dates here

October

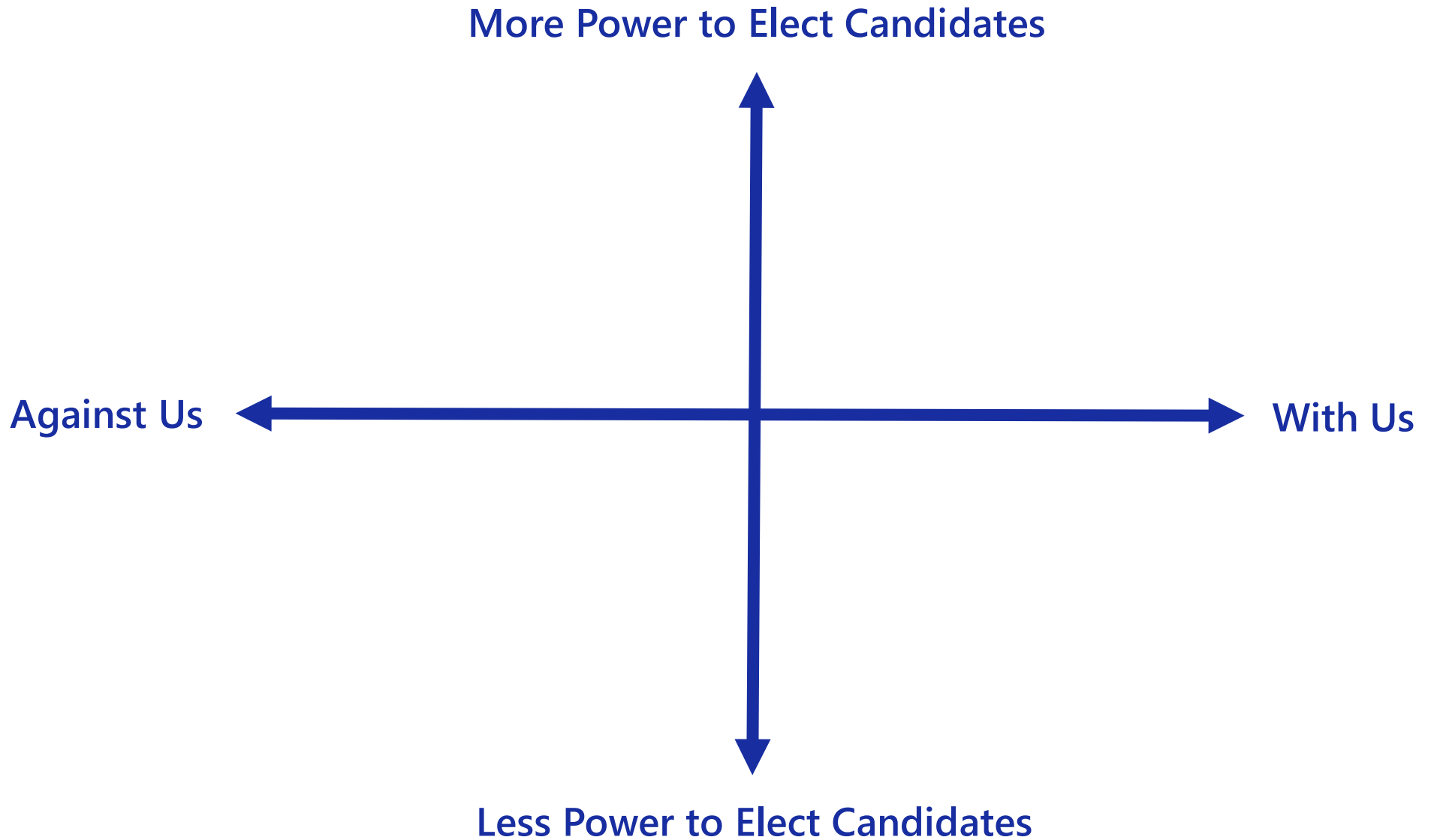
- Activity/Important dates here

November

- Activity/Important dates here



EDUCATION VOTES





EDUCATION VOTES

ELECTION DATA & VOTE GOAL: Make sure to use data from the past 3 elections cycles for similar electoral years. For example, if the election is taking place during a presidential election cycle, you want to pull data from other presidential election years.

Year	Turnout	Registration	Turnout %

Formula to calculate your Vote Goal:

Step 1. Past Election Year Turnout % = Total Votes Cast / Total Voter Registration for the last 3 elections

Step 2. Projected Turnout % = Sum of last 3 Election Year Turnout % / 3

Step 3. Projected Voter Turnout= Current Voter Registration x Projected Turnout % from Step 2

Step 4. Vote goal for two candidates*= Expected Voter Turnout from Step 3 x .52

Vote Goal for three candidates*= Projected Voter Turnout/3+1

*viable candidates, add 5% cushion

My Vote Goal is_____.