

# WINNING SCHOOL BOARD ELECTIONS 2024



## PARTICIPANT HANDOUTS

Organizers must distinguish between worksite and local political campaigns, with school board elections having a significant impact on public school employees. To win, they need to develop strong leaders and build relationships with external groups, while also mobilizing voters and finding candidates, using member engagement plans, and exploring best practices.

The NEA Center for Organizing and Affiliate Support in partnership with the NEA Campaigns and Elections department created a training designed to build participants' understanding of political campaigns that increases the power and organizing capacity of their locals and community. Participants will deepen their understanding of campaign planning, candidate recruitment, coalition building, PAC fundraising, member engagement, voter contact, and messaging.

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# **Community Agreements for Our Time**

## **Awareness and Self-Knowledge**

This requires self-knowledge and self-awareness. Self-knowledge allows you to see what causes you pain and conflict and enables you to embrace your contradictions and inconsistencies. It allows the space to work on things about yourself that you are not happy with. In turn, self-knowledge helps to prevent you from projecting your negative aspects onto other people. Bringing your best self also requires that you have a positive attitude, are willing to deeply explore your perspectives and remain open to the perspectives and experiences of others.

## **Listening for Understanding**

Be an active listener. Active listening involves paying full and careful attention to the other person, looking him or her in the eye, avoiding interruptions, reflecting your understanding, clarifying information, summarizing the other person's perspectives and sharing your own. Remember that most people need time to open up and might not be willing to immediately share their personal stories, hopes, fears and/or concerns.

## **Being Gracious**

Being kind is a vital way of bringing meaning to our own lives, as well as the lives of others. Kindness is about caring genuinely for others around you, wanting the best for them and recognizing in them the same wants, needs, aspirations and even fears that you may have. Being kind and generous allows us to communicate better with others, to be more self-compassionate and to be a positive force in other people's lives. We are gracious when we accept and genuinely work to use the pronouns that others ask us to use. Being gracious includes following the COVID protocols that are in place to protect the health of this learning community.

## **Staying Engaged**

Staying engaged requires you to be morally, emotionally, intellectually and socially involved in the conversation. Staying engaged means that you are listening with curiosity and willing to deepen your understanding. Staying engaged might also require you to sustain the conversation even when it gets uncomfortable or diverted. This means a commitment to keeping your electronic communications to a minimum with folks not present in this learning community. This also means being present for all portions of the learning agenda.

## **Being Open and Suspending Judgment**

Listening with an open mind includes being receptive to the influence of others. You can suspend judgment by becoming aware of preconceived notions and listening to everything someone has to say before jumping to conclusions. Most importantly, suspending judgment also means listening to what the speaker has to say for understanding, not just to determine

whether the speaker is right or wrong. This means that we recognize each of us will make mistakes and that we have the capacity to grow. We should expect imperfections.

### **Saying “I”- tell your truth**

Speaking your truth in authentic and courageous conversations about race and other issues where experiences/perspectives may differ widely from yours requires a willingness to take risks. It means that you will be absolutely honest and candid about your own thoughts, feelings, experiences and opinions and not just saying what you perceive others want to hear. Speaking your truth will require you to speak from the “first person” and use “I” statements.

### **Seeking Discomfort**

Leaning in to discomfort will require you to let go of understandings and stereotypes that you may be holding onto in order to move forward. Leaning in means that you will avoid pre-judgment and be open to the kernel of wisdom in each individual’s experiences. Leaning in to discomfort will require you to sit through moments of embarrassment, confusion, anxiety, and/or fear.

### **Reaching Empathy**

Empathy and compassion allow you to understand the other person’s point of view. When you are empathetic, you are more understanding, patient and kind. Expanding your capacity to feel empathy will also allow others to enter your circle of human concern. Sharing, using, and respecting pronouns is a very simple form of empathy.

### **Expecting Non-Resolution and Non-Closure**

Expect and accept that there may not be closure. It is not likely that you will resolve your personal understanding about race or another person’s racial experience in a single conversation. The more you talk about race or other issues with another person, the more you learn and the more they will learn. Authentic and productive conversations about race and other issues where experiences/perspectives may differ widely from yours are continuous and always evolving. This means that sometimes we will have unfinished, unexplored, and shortened conversations about some concepts.

*\*Adapted from “Embracing equity and inclusion”, Annie E. Casey Foundation*

What questions do you want to ask about any of the ideas in these agreements?

What additional agreements do you need in order to be a fully participating member of our learning community?

Can you commit to these agreements? IF not, what would it take for you to be able to commit?

# DAY 1 HANDOUTS



**re:power**  
@repowerorg

..

No one:

Not a single solitary individual soul:

Organizers: We need a spreadsheet.



# EDUCATION OTES

## ARTICLE DISCUSSION QUESTIONS

1. What is their agenda?
2. What tactics do they use?
3. How will their policies harm our students, members, and community?
4. How did they communicate their priorities? (What was their narrative)
5. What was the result of their involvement in schools outlined?



# EDUCATION VOTES

## 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 % |
|------|---------|--------------|-----------|
|      |         |              |           |
|      |         |              |           |
|      |         |              |           |

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

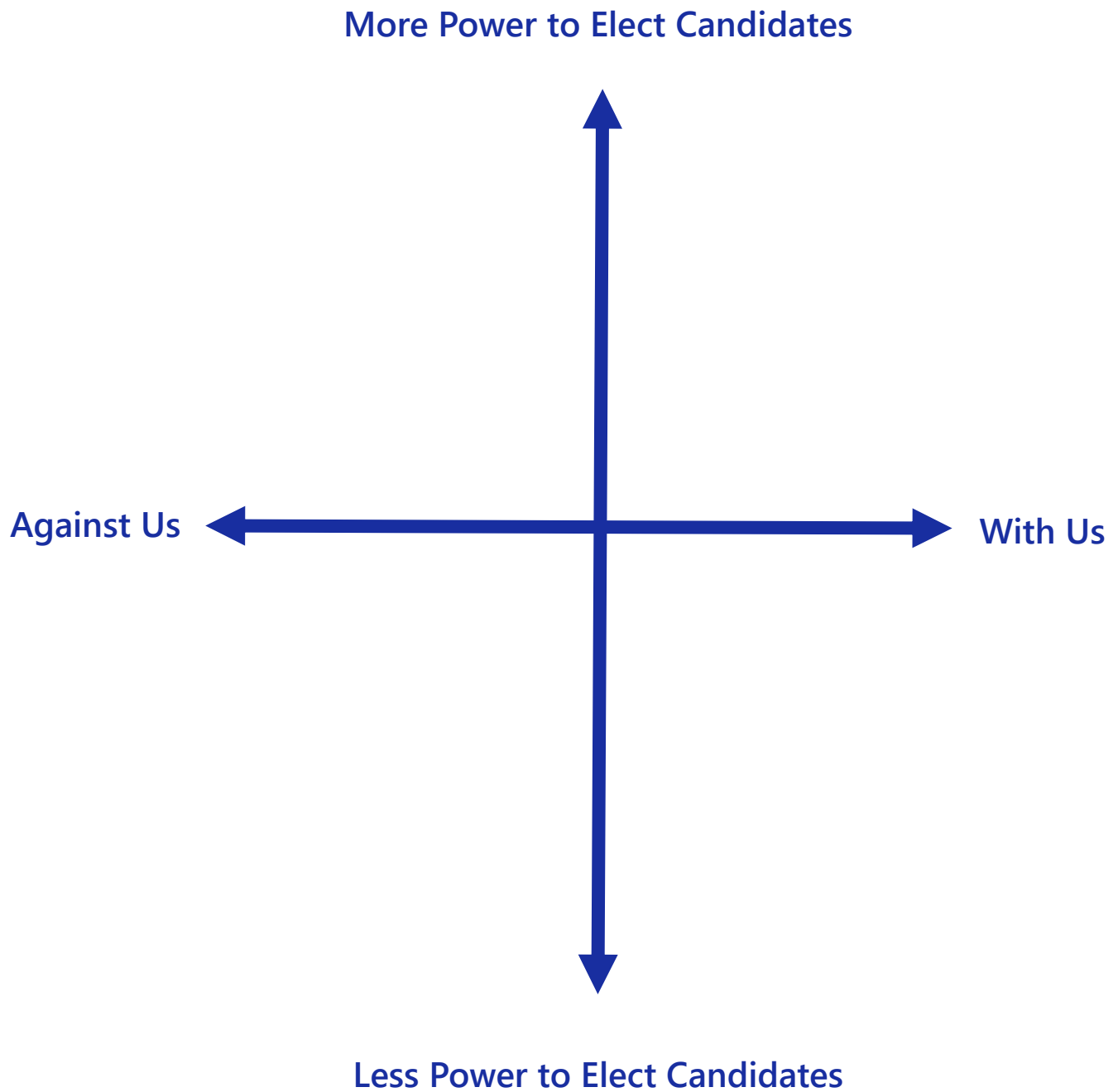
- Activity/Important dates here

October

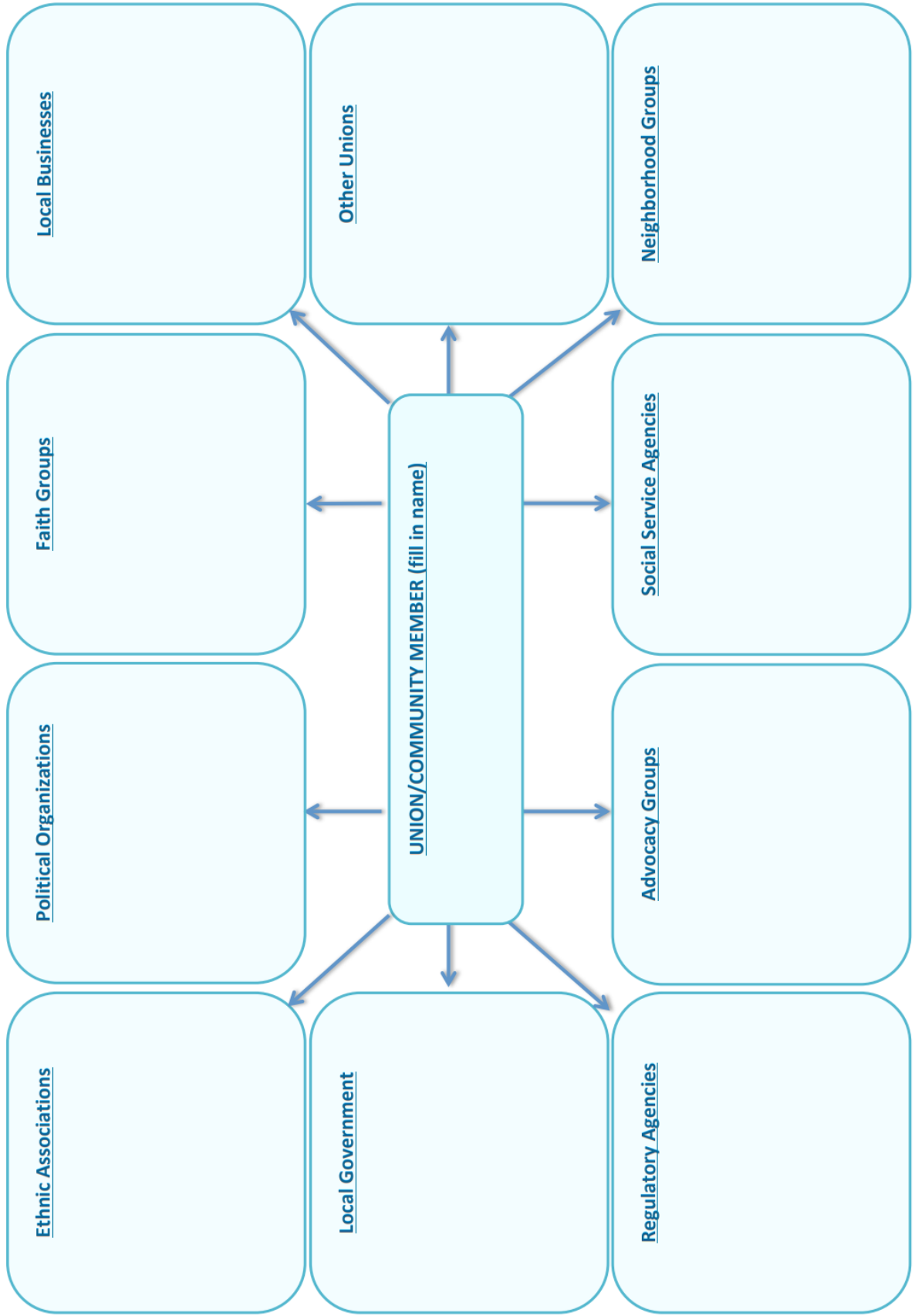
- Activity/Important dates here

November

- Activity/Important dates here



# COMMUNITY MAPPING WORKSHEET



## COALITION BUILDING

Joining with other unions, organizations, or political parties can bring our school board campaigns more resources, influence, and power. Below are important questions to consider before joining in coalition with others:

- What is the overall objective of the coalition?
- Will there be a sign-on document that outlines the values, priorities, and principles of the coalition?
- Will the coalition become a legal, independent body that requires legal documents? Does tax status prevent us from working on certain activities together?
- What will coalition members share? Research? Information? Polling? Canvass IDs?
- Will the coalition primarily inform the public or its membership? How will we present ourselves in the media?
- How will the coalition raise money?
- How will we work together and make decisions?
- How will each organization add to the group? What resources will they provide?

Joining with others has advantages and drawbacks that you will need to weigh carefully.

| ADVANTAGES TO COALITION BUILDING                                                   | DISADVANTAGES TO COALITION BUILDING                                                                                       |
|------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------|
| You are able to accomplish more by splitting turf and pieces of the campaign.      | You may have to compromise to find common ground and reach consensus.                                                     |
| You will have more diverse stakeholders that represent the community.              | You have less power over message and tactical decisions.                                                                  |
| You can build partnerships that last past the election cycle and learn new skills. | The victory will not just be yours and you may be tied to negative aspects that may arise from your partners' activities. |

## CANDIDATE RECRUITMENT CHECKLIST

### STRATEGY

- ☐ Is it the "right" district?
- ☐ Are they viable? Will they gain support of community?
- ☐ Is it an open seat or are they running against opponent?

### PERSONAL STORY

- ☐ Why them?
- ☐ Why this race?
- ☐ Why now?

### DRIVE

- ☐ Do they want to win?
- ☐ Will they raise money?
- ☐ Will they take assistance?
- ☐ Will they work hard?

### RESILIENCE

- ☐ Will they take attacks personally?
- ☐ Do they have growth mindset?
- ☐ Will they keep pushing when it gets hard?

### VALUES

- ☐ Will they fight for what our members need?

### VALUES (CONT.)

- ☐ Will our members support them?
- ☐ Will they not support all of our issues?
- ☐ Do they have ties to problematic organizations or individuals?
- ☐ Have they made or received contributions to problematic organizations or elected officials?

### CONNECTION TO COMMUNITY

- ☐ Are they active in the union?
- ☐ Are they involved in other organizations?
- ☐ What issues matter to them?
- ☐ What potential groups should they be networking with?

### DIVERSITY

- ☐ Do we have reflective democracy?
- ☐ How can I make intentional efforts to recruit BIPOC & LGBTQ+ candidates?



# EDUCATION VOTES

## HOW TO HAVE A PERSUASIVE RECRUITMENT CONVERSATION WITH A POTENTIAL CANDIDATE

### I. BENEFITS OF RUNNING

"This is your chance to take a stand for [issue they're passionate about]. You could change\_\_\_\_\_ if you were elected."

### II. WHY THEY ARE QUALIFIED

"You are the best person to hold that office, and our community needs you. You've been educator for\_\_\_\_years and active in\_\_\_\_\_. You have what it takes to run a campaign and be an effective legislator."

"You don't have to be a political mastermind to run for office! In fact, almost every elected official started as a normal person who was passionate about their community. The important thing is to be able to speak authentically about what you care about, and you're great at that!"

### III. ROADMAP TO VICTORY

#### a. What it will take to win

"You'll file your paperwork to run for office at the Board of Elections by this deadline to run\_\_\_\_\_. They can walk you through reporting and what you will need to have in place.

"The primary (if applicable) is\_\_\_\_. Last election, \_\_\_\_\_ voters voted in this election. Election Day is\_\_\_\_. You'll need \_\_\_\_\_ votes to win."

"You'll need to raise in the ballpark of \$\_\_\_\_\_. That will pay for campaign literature to go door-to-door (or farmer's markets, forums etc.), yard signs, direct mail and digital advertising."

"NEA has a free candidate training called "See Educators Run" available for member to learn the nuts and bolts of winning a campaign."

**b. Time Commitment**

"I will be honest, this will take up most of your time till Election Day. Your weekends and evenings will need to be spent talking to voters."

**c. How the union could help if they are endorsed**

"Our state affiliate/local does \_\_\_\_\_ for recommended candidates. I can't promise anything because we need to go through the correct channels and processes, but I would definitely be one of your biggest supporters and I know our members would love to see an educator elected in this office."

**IV. Follow-up**

**a. Recruit others to call them**

Make sure to ask other community/union leaders to make persuasive calls to your prospective candidate.

**b. Set-up a check-in**

Set-up a check-in time after they have thought about and talked to their family.

**c. Get them involved in other organizations**

If now is not the right time for them to run, but they are interested in running in the future - mention other organizations they should get involved in now.



# EDUCATION VOTES

## CANDIDATE RECRUITMENT: OVERCOMING TOUGH OBJECTIONS

Running for office is a big step, and it's not for everyone. However, you'll find that a lot of members just need more information or some reassurance that they'll have the support they need to feel secure. Here are some common talking points for concerns they may have.

**Time Concerns:** "You're right, this is a big time commitment. You're going to have to spend a lot of time on the phone, attending meetings, or on the road. You should definitely talk it over with your family and get 100% buy-in from them.

**Family Concerns:** You'd be surprised at how much time you actually spend at home/with your family. Also, a campaign is a great experience for kids. You'll be teaching them about democracy and to fight for causes they believe in. Can I set up a call/coffee/dinner with [elected official you know + their partner] so you can hear their experience?

**Fundraising Concerns:** "Well, it looks like [incumbent] raised X last cycle, and Y the previous cycle. I think you can match or even exceed that. I understand that sounds intimidating, but we can get you a sample fundraising plan and training to help you meet these goals."

**Professional Concerns:** "We should look at our contract or talk to our UniServ Director to see if there are any issues with you holding this office. A well-run campaign can boost your profile and build your network, and our school district should want someone with your experience in this seat."

# DE CONTRACT/PAC MEETING SCRIPT/SLIDES/Form

## SAMPLE ACTION FORM:

**SPEAK UP FOR THE  
FUNDING AND POLICIES  
YOU AND YOUR  
STUDENTS DESERVE.**

**msea**

**BLUEPRINT  
for Maryland's  
FUTURE**

**2019 BACK TO SCHOOL TAKE ACTION FORM**

2020 is a big year for educators. We have an important opportunity to shape the future of our public schools. Over the next year, the General Assembly will revise how Maryland funds our schools. Locally, we will elect three out of the five seats on the Board of Education who will directly influence how these new resources will be spent. We cannot afford to sit on the sidelines. We must prepare now.

Organized people and organized money make the difference in making our voices heard. We need you to join with other educators at our Community Forum this Fall to discuss the needs in our schools and to donate to our Political Action Committee (PAC). Our PAC will allow us to do the work necessary to make sure the voices of educators are heard. Your participation will strengthen our voices in our community and pave the way for victory in 2020.

**NAME: PRECIOUS HAMPTON**

**WORKSITE: ALTERNATIVE SCHOOL**

**CURRENT PAC AMOUNT: \$5.00**

**Excel Mail Merge with the PAC file**

☐ **I WILL INCREASE MY CONTRIBUTION TO PAC!** We do not use our dues money to educate voters on our recommended candidates. Your PAC contributions pay for mailers, phones, and the apple ballots we use to elect pro-public education candidates.

Payroll Deduction Per Pay Period (please check one):  
\*This new amount will replace your current contribution, not add to it.

☐ \$3    ☐ \$5    ☐ \$10    ☐ \$\_\_\_\_\_ Other

☐ I agree to this voluntary, non-tax deductible contribution and acknowledge the legal disclaimer on the back of this form.

**SIGNATURE:** \_\_\_\_\_

☐ **I WILL ATTEND THE COMMUNITY FORUM!** I will be at the community forum at 6pm on November 7 at the DCTC to discuss the needs in Dorchester county public schools and how we can make our voices heard in Annapolis.

[ASK BUILDING REP TO HELP YOU PASS ACTION FORMS OUT, IF YOU HAVEN'T BEFORE MEETING STARTS TRY TO LINE SOMEONE UP FOR MEMBER TESTIMONY AT THE END]



[SLIDE 1] Hi, I'm \_\_\_\_\_ from MSEA. First off, I wanted to welcome you back to school. We're here to help your

President Katie Holbrook deliver lunch to you and give you important updates about your job.

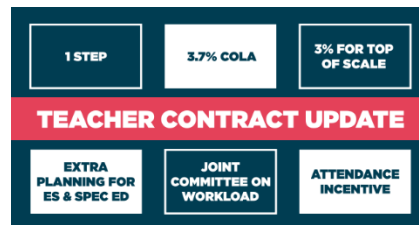
I promise to only take 10 minutes since I know how busy getting ready for students can be. The Association is busy getting ready for what will be a very important year for the future of educators and that's what we want to talk to you about today.

Make sure you get your custom form with your name on it or a blank form that are being passed out right now.

Since the world is so full of bad news, we wanted to kick-off with a fun video of DE colleagues reading some headlines we wish were true, headlines we believe about you, and headlines that make us laugh about our jobs.



[SLIDE 2] [Play video]



[SLIDE 3] Here's some real good news! We have some contract updates. Contract questions can get really specific to individuals and we want keep this a short meeting so please save your questions till the end. Here are some of the highlights from the agreement for certificated employees:

- 1 step for eligible employees w/\$500 added to step 2, \$600 to step 3
- 3.7% COLA added to scale

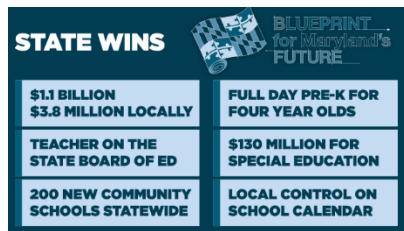
- For certificated employees not eligible for a step, you will receive 3% and \$1k for longevity pay w/26 or more years of service
- Extra Planning for ES teachers and extra 45 minutes a week for paperwork for Special Ed teachers
- Joint committee to make recommendations for reducing workload
- Attendance incentive of \$1,000 for perfect attendance, \$500 for folks who use three sick days.



[SLIDE 4] For ESP members:

- 1 Step
- 1% COLA
- Education Specialist additional pay for certifications
  - \$400 for Level 1 CPR & First Aid
  - \$600 for Level 2 Student Trauma & Med Tech
  - \$900 for Level 3 Student Trauma, Med Tech & TACT 2
- Employees on the Maintenance I scale will move to the Tradesman I pay scale
- Holiday and Severe Weather pay will be paid at rate of 1 ½
- Same attendance incentive pay as teachers

There's a handout going around that summarizes more of the contract wins.



[SLIDE 5] Our victories this year were really tied not only to our work on the local level but going to the state advocating for more funding with the Blueprint for Maryland's

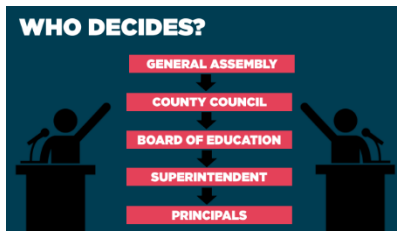
Future. While the Blueprint funding that helped fund our salary improvements was the major headline from Annapolis this year, we also put an active, certificated teacher on the State Board of Education, added 200 new community schools statewide, and won full day PreK for four-year old's, \$130 million for special ed, and local control over the school calendar.



[SLIDE 6] Getting raises and economic victories are always good news, but the truth is our kids and our schools deserve more. The Blueprint was a good start, but

we still have a lot to do, especially for our ESPs. Since we've already talked about the raises we're getting, we'd love to hear about other issues you would like to see changed in education [get issues out]?

[SHORT DISCUSSION, find out what people care about – move on if it meanders or 1-2 members dominate discussion, hot buttons issues might include –top down decision making, workload, discipline]



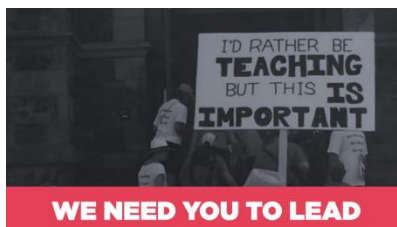
[SLIDE 7] These are all important issues, but look at who makes the final decision about what should be happening in the schools?

Look at the organization chart and who is at the top. If we want to see changes relative to [reference issues], we have to make sure we have a seat at the table with elected officials.



[SLIDE 8] Here are the biggest non-fake headlines we'll be facing in 2020: The state will be re-writing the formula for how we fund schools for the first time in 20 years

and we'll be electing 3 of the 5 seats on the school board. These campaigns will be critical to our future because it's who we bargain with and how much funding we receive from the state to bargain with.



[SLIDE 9] Does anybody want to take a guess at how many voters skip Board of Ed on the ballot? Close to 50%. Anybody want to take a guess on how much money we receive from the state? Close to 70%. We have two choices, we can be the leaders in public education our students and community need us to be – or – we can sit on the sidelines and let others decide for us.



[SLIDE 10] Are you ready to win on the issues you mentioned before? Here's how we do it.

The first thing we need to do is to organize our community to make sure we have elected officials who know what policies will make a difference for our schools and are ready to fight for them.

Almost every county in the state will be hosting Community Forums this Fall, where we'll ask educators, coalition partners, parents, and community members to come together to keep the pressure on the General Assembly to take action next year. Your attendance at these events are vital, but it's also important that you reach out to your neighbors and networks to engage non-educators in these important conversations, too. DE will be doing ours on Nov 7 at 6pm at DCTC.

Getting the General Assembly to do the right thing is only half the battle though. We also need local elected officials to ensure that new funding makes it to our classrooms. That will take organizing our voters to vote for pro-public education Board of Education candidates next year.

Our tool to run our own campaigns to elect these candidates is our Political Action Committee, or PAC, the Fund for Children and Public Education.

The reason our PAC is so important is because we cannot spend our dues money on advocating for or against any candidate. Our PAC is about pooling our resources so we can have more of an impact at the ballot box.



[SLIDE 11] The public listens to educators on elections and education issues because they know we do our homework. Your PAC contributions give us the resources to make sure the right people get elected.

This is your PAC: these are decisions made by DE members just like you. Our first step, no matter what the office or party, is to get the candidate's stance on important issues facing our profession. It's not about democrat or republican, it's about what's right and wrong for educators and students.

Once the candidates return their questionnaire, they meet with a committee of members to discuss these issues. If you are interested in serving on this interview committee, please let me know before you leave.



[SLIDE 12] You've seen the stakes. You've seen why this is important. Now we need you to sign-up to attend the forum and/or give to our PAC.

(MEMBER TESTIMONY) - I'm putting my money where my mouth is and joining at the \$\_\_\_/per pay period amount (or attending forum) because\_\_\_\_\_.

Please pass back your forms, whether you are upgrading, signing up for the first time, or choosing to keep your current PAC status amount the same. This helps us track that we've asked all of our members.

For folks who signed up for the forum, we'll give you a couple of reminders before Nov 7.

If you have any questions, I'll be here for another 5-10 minutes if you want to see me up front. If you are not a member and would like to join, I also have membership forms with me. Thank you for all you do and welcome back.

## HOW TO MAKE A PAC ASK

There isn't a "one size fits all" script to ask a member to do anything. However, there is a tested formula that we use for most organizing conversations. Below is an outline to ask your members to contribute to the PAC either in a one-on-one conversation or in a 10-minute meeting.

- **Frame Problem:** Politicians make decisions about our students, jobs and future.
  - **Sample Talking Point** – "Our funding, curriculum, and paychecks are governed by the politicians we elect. The sad reality is many politicians have no idea of the struggles we go through, have never stepped foot into our school, or know what our students really need to succeed. I need to talk to you right now about standing up for education and our profession."
- **Discover Issue:** Find out what they care about or want to see changed.
  - **Sample Talking Point** – "If we had a politician stuck in the elevator - what would you tell them needs to change in our public schools?"
- **Agitate Around Targets:** Polarize around elections.
  - **Sample Talking Point** – "Educators can't rely on politicians to make all of the right choices when it comes to our profession and students' success (or refer to issues member mentioned). The best part about having jobs that are dependent on decisions by elected officials is that we can always elect and un-elect them. Elections have consequences."

- **Explain Solution:** We need to keep building our power. We build power two ways – organizing our money and organizing our people to elect pro-public education candidates and hold them accountable.
  - **Sample Talking Point** – “If we return to that elevator with that politician and you and I asked for (refer to issue) - would they listen to us? What if we had thousands of educators with us? What if our members had run their own campaign to contact voters and they were there? What if we had a strong independent political action fund that could train and run our own members for office? Would they listen to us then?”
  
- **Take Action:** I need you to put your money where your mouth is.
  - **Sample Talking Point** – “Elections are the primary way we contest for power. If we’re serious about fixing what’s broken in public education (refer to issues they mentioned) - we need to contribute to our political action fund (PAC) so we have resources to run our own independent campaigns and get more educators elected. Most members are giving \$5 per pay period to make a difference.”
  
- **Ask:** Make a direct and confident ask with a specific \$ amount. Avoid passive language.
  - **Sample Talking Point** – “Can I count on you to give \$5 per pay period and join the Political Action Committee? Here is the form to join today.”



## AHUY: DEVELOPING A RAP

The acronym "AHUY" is a helpful shorthand for what it takes to move someone to act: **A**nger, **H**ope, **U**rgency, and **Y**ou.

**1. Opening:** Introduce yourself and ask a question to get the other person talking about a workplace issue. *How will you strike up the conversation?*

**2. Anger:** "There is an injustice. We have to fix this." Tap into righteous anger at the injustice and create determination to do something about it. *What questions will you ask to learn how the issue affects this person?*

**3. Hope:** "Change is possible. We can fix this. Here's our plan." Inspire hope by conveying a clear, credible, worthwhile plan and sharing why you feel hopeful. *What are the steps we need to take together?*

**4. Urgency:** "Now is the time. We can't wait any longer." *What will happen if you don't act?*

**5. You:** "You can make a difference. Your participation matters." *Why is this person's support critical? What concrete action are you asking them to take?*

## OVERCOMING PAC TOUGH OBJECTIONS

Every NEA member who wants a great public should be signing up to build our political voice by joining our Political Action Committee (PAC). Below are some common objections with suggestions on how to respond.

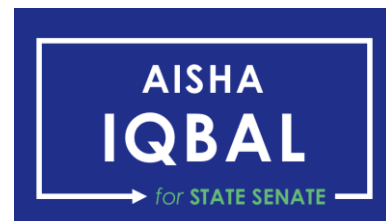
| MEMBER'S RESPONSE                                                                                 | BUILDING REPRESENTATIVE'S RESPONSE                                                                                                                                                                                                                                                                                                                                                                             |
|---------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| "Can I just write a check?"                                                                       | "Our members make a long-term commitment b/c our public schools need pro-public education politicians from the White House to the School Board. By building a stable PAC of monthly contributors, we can continue to fund our organization with no outside money. That's why we ask members to sign-up on payroll deduction/recurring. It stabilizes our PAC and gives us ability to plan more strategically." |
| "I can't afford it."                                                                              | "We can't afford not to. Our PAC is how we bargain stronger contracts and pass good public policy. The stronger our PAC is, the more power we have."                                                                                                                                                                                                                                                           |
| "I don't like payroll deductions/EFT."                                                            | "Almost all of our members pay their dues this way. It's easier, safer, and frees our time so we can do more organizing."                                                                                                                                                                                                                                                                                      |
| "I'm a Republican. Doesn't this money just go to Democrats?"                                      | "No. Our PAC isn't about parties, it's about public education pure and simple. We only endorse candidates who stand with us. Right now, we're being attacked by the left and the right. We have no permanent enemies or friends, just permanent interest to protect our public schools."                                                                                                                       |
| "I have to think about it."                                                                       | "What is holding you back? I thought you wanted see change (refer to issue they care about)? We'll never make those changes unless we begin the fight, right? The first step is joining the PAC."                                                                                                                                                                                                              |
| "Politicians are all the same. It's all money and power games. They don't listen to real people." | "You're right. They only listen to organized voters and funders. That's what we are trying to do with our PAC. The stakes are too high for us to stand on the sidelines. If we're not at the table, we're on the menu."                                                                                                                                                                                        |

## DAY 2 HANDOUTS



## Issue Identification

### Script Example



Hi, can I speak to (Voter Name)?

Hey (Voter name), my name is (Your Name) and I'm a volunteer with Aisha Iqbal's campaign for State Senate. How are you doing?

**(Respond Appropriately)** As you might know, Aisha's a mom, non-profit leader, and former teacher running for our State Senate seat. I'm out knocking doors in our neighborhood to find out about what issues matter most to families in our community and share solutions that Aisha's already considering.

**[Issue Ask]** What are some concerns you have about our community? What are good things you would like to see more of?

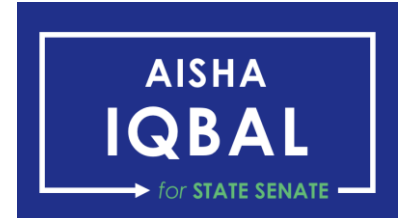
*(Actively listen to their concerns and respond appropriately: if you know Aisha's stance, share that with the voter; if not, proceed ahead)*

**[If can't name three/Unsure, use personal example or continue]** Well for my family, I'm really worried about the funding our public schools get. I really like Aisha's promise that she'll work to invest in our schools, pay teacher's for their hard work, and expand educational support for our children.

**[If unsure of Aisha's stance]** I'll be honest with you: I'm not sure where Aisha stands on this, but when I get back to the campaign I'll ask about it and get back to you. You know for my family, I'm really worried about the funding our public schools get. I really like Aisha's promise that she'll work to invest in our schools, pay teacher's for their hard work, and expand educational support for our children.

**[Closing]** It was great chatting with you! Here's some literature on Aisha and if you have any questions you reach out to us at our website - [aishaiqbal.com](http://aishaiqbal.com). Have a great day!

## Sample Persuasion Script Example



Hi, can I speak to (Voter Name)?

Hey (Voter name), my name is (Your Name) and I'm a volunteer with Aisha Iqbal's campaign for State Senate. How are you doing?

(Respond Appropriately) As you might know, Aisha's a mom, non-profit leader, and former teacher running for our State Senate seat. I'm out knocking doors in our neighborhood to find out about what issues matter most to families in our community and share solutions that Aisha's already considering.

[Persuasion Ask] Can Aisha count on your support this November?

[If Yes] Thanks so much for your support! (*continue to Volunteer Ask*)

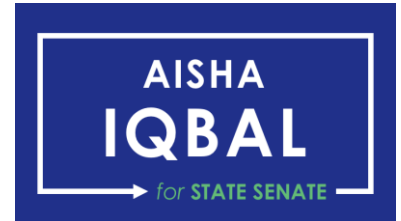
[If No] I understand, have a great day! (*be polite and end the conversation!*)

[If Unsure] I understand, the election is still a ways out! I've been talking to a lot of our neighbors and it sounds like a lot of folks are considering voting for Aisha. (*Share the reason why you're supporting Aisha, or continue*)

I'm supporting Aisha because I believe we need a teacher in the State Senate. I believe that our teachers should be better paid and that our students deserve more individual support - Aisha does too. I also believe that we should raise the minimum wage and support our local farmers - so does Aisha. Can I answer any questions about Aisha for you? (*Answer any questions if possible, but when it doubt direct them to the website: aishaiqbal.com*)

[Closing] It was great chatting with you! Here's some literature on Aisha and if you have any questions you reach out to us at our website - aishaiqbal.com. Have a great day!

## Early Vote Script Example



Hi, can I speak to (Voter Name)?

Hey (Voter name), my name is (Your Name) and I'm a volunteer with Aisha Iqbal's campaign for State Senate. How are you doing?

(Respond Appropriately) As you might know, Aisha's a mom, non-profit leader, and former teacher running for our State Senate seat. I'm out knocking doors in our neighborhood to find out about what issues matter most to families in our community and share solutions that Aisha's already considering. Can I count on you to support Aisha this November?

*(If yes, continue to Plan 2 Vote. If no/unsure, end conversation politely)*

[Plan 2 Vote] As I've been talking to our neighbors, I've heard that a lot of them are planning to Early Vote this year. Early voting is easy and convenient and certainly beats waiting in line on Election Day. Can I count on you to Early Vote with us this year?

[If Yes] Awesome! It looks like the closest early voting site is the (*their Early Vote location and address*). It's open from 7am to 7pm, Monday through Friday for the next two weeks - does this week or next week work better for you?

- Will you go before work or after work?
- Who will you bring with you to vote?

[If No] Aisha's asking all of our supporters to go ahead and early vote if possible - I'm early voting because I've got to work on Election Day and won't have time to vote on my lunch break. I also like the fact that I can vote on any day over the next two weeks, instead of just on Election Day. Can Aisha count on you to early vote for her?

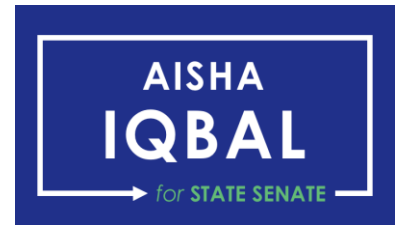
*(continue to Volunteer Ask regardless of their answer)*

[Volunteer Ask] Awesome! Thanks so much for being a voter. We also need a lot of help talking to our supporters to make sure they get out to vote like you and me. Can I count on you to canvass or phonebank with me?

[Closing] Thanks for being a voter and have a great day!

## GOTV

### Script Example



Hi, can I speak to (Voter Name)?

Hey (Voter name), my name is (Your Name) and I'm a volunteer with Aisha Iqbal's campaign for State Senate. How are you doing?

**(Respond Appropriately)** As you might know, Aisha's a mom, non-profit leader, and former teacher running for our State Senate seat. I'm out knocking doors in our neighborhood to find out about what issues matter most to families in our community and share solutions that Aisha's already considering. Can I count on you to support Aisha this November? *(If yes, continue to GOTV Ask. If no/unsure, end conversation politely)*

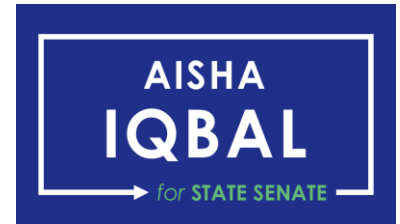
**[GOTV Plan 2 Vote Ask]** As you know, Election Day is THIS Tuesday! Polls are open from 7am to 7pm and this is your last opportunity to vote for Aisha. It looks like you vote at *(read off the voter's polling location and address)* - will you be going before work or after work? *(Ask the following Plan 2 Vote questions, encouraging them to answer as many as possible; when they've answered them all or stopped, move on to Volunteer Ask)*

- How will you get to your polling location?
- Is there anybody you can bring with you?
- Who are three friends or family members you can remind to vote for Aisha?

**[Volunteer Ask]** Awesome! Thanks so much for being a voter. We also need a lot of help talking to our supporters to make sure they get out to vote like you and me. Can I count on you to canvass or phonebank with me?

**[Closing]** Thanks for being a voter and have a great day!

## **Vote-By-Mail Request Script Example**



Hi, can I speak to (Voter Name)?

Hey (Voter name), my name is (Your Name) and I'm a volunteer with Aisha Iqbal's campaign for State Senate. How are you doing?

**(Respond Appropriately)** As you might know, Aisha's a mom, non-profit leader, and former teacher running for our State Senate seat. I'm out knocking doors in our neighborhood to find out about what issues matter most to families in our community and share solutions that Aisha's already considering.

**[Support Confirmation]** Can Aisha count on your support this November?

**[If Yes]** Great, thanks so much for your support! *(move on to VBM Education Ask)*

**[If Unsure/No]** Sure, I understand. Are there any questions I can answer about Aisha?  
*(Continue to Closing and end conversation)*

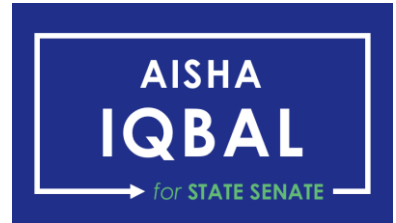
**[VBM Education]** I'm sure you're familiar with Voting-By-Mail: it's the easiest way to vote, and in Florida anybody can request a Vote-By-Mail ballot. I'm voting by mail this year so I can have time to consider my choices: if you request your ballot today, because the due date isn't until Election Day, you'll have an entire month to vote instead of just one day. I've also been talking to a lot of our neighbors, and it sounds like they're Voting-By-Mail as well. Can Aisha count on you to request a Vote-By-Mail ballot today?

*(If Yes, continue; If no or unsure, go to closing)* Great! Is *(their address on the worksheet)* also your mailing address? What's a good phone number for the board of elections to reach you at? *(once the form is completed)* Great! If you'll review this form and sign it, I'll turn it in!

**[Closing]** It was great chatting with you! Here's some literature on Aisha and if you have any questions you reach out to us at our website - [aishaiqbal.com](http://aishaiqbal.com). Have a great day!

## **Vote-By-Mail Ballot Chase**

### **Script Example**



Hi, can I speak to (Voter Name)?

Hey (Voter name), my name is (Your Name) and I'm a volunteer with Aisha Iqbal's campaign for State Senate. How are you doing?

(Respond Appropriately) As you might now, Aisha's a mom, non-profit leader, and former teacher running for our State Senate seat. I'm out knocking doors in our neighborhood to find out about what issues matter most to families in our community and share solutions that Aisha's already considering. Can I count on you to support Aisha this November? *(If yes, continue to VBM Chase Ask. If no/unsure, end conversation politely)*

[VBM Chase Ask] Thank you for your support! According to our records, you have signed up to receive an absentee ballot. Thank you for voting by mail this year! Have you had a chance to return your ballot yet?

[Have Not Returned]

No problem! It's really important that you get your ballot returned as soon as possible. A lot of people I've talked to want to do it right away. Can you fill out your ballot and return it today? Will you be dropping your ballot off in-person or mailing it back?

[Ballot Returned]

Thank you so much for being a voter! We really appreciate you making sure your voice is heard this year. *(Move on to Volunteer Ask)*

[Volunteer Ask] Awesome! Thanks so much for being a voter. We also need a lot of help talking to our supporters to make sure they get out to vote like you and me. Can I count on you to canvass or phonebank with me?

[Closing] Thanks for being a voter and have a great day!

## Sample Costs for Election

\*estimates based on past campaigns, price may go up/down based on your voter universe, labor printer, lit size, match to voter file, and media market

| ITEM                                                                      | COST                                                     |
|---------------------------------------------------------------------------|----------------------------------------------------------|
| Direct Mail                                                               | \$1-1.50 per piece                                       |
| Predictive Dialer                                                         | \$.04 per call, \$.02 per voicemail                      |
| Yard Signs                                                                | \$4-5 per sign                                           |
| Digital Ad                                                                | Production Cost \$1-4k<br>Placement Ratio 7k voters/\$4k |
| Texts to Voters (need to set-up account, cannot use NEA hustle to voters) | \$.02 - \$.18 per text                                   |
| Paid Canvass using a consultant                                           | 6 weeks, 11k knocks, 168 canvass shifts = \$133k         |
| Bottled water                                                             | \$.50                                                    |
| Clipboard                                                                 | \$1.50                                                   |
| Voter record (if in-kindling turf packet to a candidate)                  | \$.06 per record (\$.01 for printed page)                |
| Door hanger                                                               | \$.75-1.00 per piece                                     |
| T-shirt (soft, USA/Union made)                                            | \$10-15 per shirt                                        |



# EDUCATION VOTES

## COMMUNICATING WITH MEMBERS

Tactics for communicating with members fall into three categories:

1. Direct contact with members (most targeted and impactful)
2. Small group contact
3. Mass communications (least targeted and impactful)

How you plan to communicate with member matters, especially for the success of recruiting volunteers to help your candidate. Mass communications, while easy to reach many people, may not do the trick if you need members to attend an event or sign a petition. Instead, layering your approach is a smarter way. For example, a building visit to educate members on an issue and learn about their priorities can be followed with conversations during building rep meetings about key events and texting to make sure those interested turn out.

### Direct contact with members

- One-on-one conversations
- Building visits (to educate on issues)
- Phone calls
- Canvassing member doors
- Home visits
- Direct texting with interaction (such as Hustle)

### Small group contact

- Building rep meetings
- Board meetings
- Association events

### Mass communications

- Blast emails
- Blast texting (such as Remind)
- Social Media – Facebook posts, twitter, etc.; paid or unpaid
- Newsletters
- Mailers/postcards/letters
- Robo-calls

| Tactic                             | Pros                                                                                                                                                                             | Cons                                                                                                                                                                                                                                                                                         |
|------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Direct Communication<br>One on one | More personal<br>Inexpensive<br>Most effective<br>Can get an immediate response<br>Builds capacity for the association                                                           | Requires more volunteers<br>Time-consuming<br>Can be intimidating to volunteers<br>Difficult to monitor                                                                                                                                                                                      |
| Direct Communication<br>Groups     | More personal<br>Inexpensive<br>Effective<br>Can get an immediate response<br>Builds capacity for the association<br>Requires fewer volunteers<br>Less time-consuming            | Less personal<br>Can be intimidating to volunteers<br>Requires members to come to you                                                                                                                                                                                                        |
| Telephone                          | Uses personal contact<br>Requires fewer volunteers<br>Takes less time<br>More easily measured<br>Can get an immediate response<br>Can be centralized to one location             | Less personal<br>Requires accurate phone numbers<br>Must have access to a bank of phones or computers<br>Reaching some members may be difficult<br>Fewer people answering phones<br>Prevalence of caller ID may make it more likely callers only reach voice mail<br>Requires more resources |
| Direct Mail/Print                  | Requires few volunteers<br>Can contact large number of members                                                                                                                   | Can be expensive<br>Impersonal<br>Easily ignored/ no guarantee of response                                                                                                                                                                                                                   |
| E- mail/ Texting/ Electronic       | More effective than direct mail, with younger members<br>Inexpensive<br>Requires little time or resources<br>Can be done immediately<br>Some tools allow for easy back and forth | Can be easily ignored<br>Need members' personal contact info<br>Generally, cannot be done on school e-mail<br>Some people are wary of spam and may delete any message from a sender they don't know<br>No guarantee of a response<br>Impersonal                                              |

# DAY 3 HANDOUTS



**Bradley Whitford**  
@BradleyWhitford



Elections are parentheses, not periods. Don't agonize. Organize.

10:11 PM · Nov 2, 2021

## Message Guidance: Navigating the Political Environment on Education Issues

### Background: Political Environment on Education Issues

Public education has become an increasingly high-profile political issue. As we saw in the 2022 and 2023 elections where the vast majority of pro-public education candidates won up and down the ballot, pro-public education candidates must be clear and firm about their values and proactively run on a positive, solutions-oriented vision for our public schools and students, which addresses the real challenges facing students, educators, parents, and schools.

*As extensive opinion research has shown, parents and voters are focused on the real issues facing students and public schools, not the rightwing culture wars that some politicians have tried to elevate over the past months and years.*

***That is why pro-public education candidates should proactively communicate with parents and voters about strengthening public schools, addressing educator shortages, getting students the one-on-one attention they deserve, expanding school-based mental health services to support students, and keeping our students safe in the classroom.***

In this memo, we offer both responsive and proactive message guidance to help neutralize false attacks and communicate a positive message about meeting the challenges facing our students.

### Message Guidance:

**Do: Lead with solutions:** Parents and voters understand the biggest challenges facing America's students and our public schools are: 1) getting students the one-on-one support they need, 2) addressing educator shortages, 3) ensuring students have the mental health services they need, 3) focusing on students learning the real world skills they need to be successful in life, and 4) keeping students safe from gun violence in schools. They want candidates to address these issues, and when they do, they reject the politicians trying to bring political culture wars into schools.

**Do: Directly respond before pivoting:** Opinion research shows that right-wing attacks on public schools are only effective in a vacuum and that most parents and voters disagree with these extreme attacks, especially after they've heard a positive vision for education. It is most effective to directly respond to the attack in the manner laid out below, forcefully and with clear values, before pivoting to the actual, top-priority issues facing our students and the solutions that parents and voters are looking for.

**Do: Be clear and specific about the right-wing radical agenda:** Name specific books or subjects that they have sought to ban. It is incredibly powerful to cite how some want to stop students from learning about slavery, the Trail of Tears, and important figures like Martin Luther King Jr., Rosa Parks, and Anne Frank, when that is spelled out clearly and explicitly.

**Do: Remind people that parents and educators are united for student success:** While some politicians try to drive a wedge between parents and educators, voters understand that parents and educators are united in their desire to see every student succeed. In every community across the nation, parents and educators are working together to build stronger public schools and create opportunities for students. Research consistently shows that educators (teachers and education support professionals) are among the most trusted and respected people in every community.

**Don't: Use their terms:** Avoid repeating or using terms like “critical race theory,” “CRT,” or “grooming” which have been co-opted and distorted by the far-right as catch-all, culture war dog whistles. Don't try to debate what CRT is or is not or whether it is or is not taught in K-12 schools. Instead of debating the terms, say what you are for and against plainly and clearly, without jargon.

**Don't: Be afraid of this debate:** While there is no need to directly debate or elevate the political operatives or astroturf groups pushing the right-wing culture wars, extensive opinion research has shown that the way pro-public education candidates can lose this debate is by ignoring it. The right-wing talking points on these issues only work in a vacuum. For parents and voters, silence on education issues is taken as indifference to students' well-being and future. That is why pro-public education candidates should proactively lay out their vision on education, and – if attacked – directly and forcefully respond before pivoting to the solutions for the real issues facing public schools.

### **Key Talking Points:**

#### **Positive Top Line:**

- Most of us want the same thing – strong, quality, welcoming public schools that give every student the freedom to reach their potential. All students - Black and white, Native and newcomer, Hispanic and Asian from rural, suburban and urban communities alike – should have the opportunity to learn and succeed.
- In every community across [America/State], parents and educators are coming together to support students and schools. Their goal is to make sure that our schools have the necessary resources and staff to provide students with safe, healthy environments and the individualized attention that they need.
- [Candidate name] is focused on getting all students the support they need to thrive.
  - o [He/She/They] are partnering with parents and educators to expand learning opportunities for students,
  - o Ensuring that students have access to the mental health supports they need and are learning the real-world skills they need to be successful, and
  - o Addressing educator shortages by demanding that there are enough talented and dedicated staff in schools so that students have the support that they need to learn and thrive.
- [Candidate name] knows that there are too many mass shootings in our schools, which is why [He/She/They] prioritize the safety of students and [are/is] working to keep weapons of war out of our schools and off our streets.

- And [Candidate name] knows that our public school educators are some of the most trusted and respected people in every community. [He/She/They] knows that to attract and retain the best teachers and education support professionals to support students, we need to pay our educators like the professionals they are and give them the respect they deserve.
- [He/She/They] trust parents and educators to work together to make education decisions rather than politicians who have never set foot in a classroom and who mandate one-size-fits-all approaches.
- [He/She/They] are working to strengthen our public schools to ensure our students are learning the skills they need to be successful in their careers, college, and lives. That means expanding instruction in practical skills and technical training. And it means investing in our community colleges and higher education institutions to ensure all students can learn the skills they need to enter the career field of their dreams.

#### Contrast Top Line:

- As Americans, most of us want the same thing – strong public schools that give every student the freedom to reach their potential. All students - Black and white, Native and newcomer, Hispanic and Asian, rural, suburban and urban alike – should have the opportunity to succeed.
- Sadly, rather than working to strengthen our public schools or helping educators and parents get our students the support they need, [Opponent name/“some power-hungry politicians”] is/are attacking our public schools, taking away opportunities for students to learn, and even trying to discriminate against some children in our community.
- We won’t let a handful of extremist politicians divide and distract us from what our students need to reach their full potential: an inspiring and age-appropriate curriculum that prepares each and every one of them for their future.
- [He/she/they] ignore the needs of students, parents, and educators and instead try to distract voters by dragging right-wing culture wars into our community’s classrooms, just when our students need our support the most.
- [He/She/They] are using our most vulnerable students as political pawns and attacking our educators as they try to privatize our public schools.
  - o Rather than working to keep our students and educators safe, [he/she/they] have fought to ban books about MLK and the Holocaust and whitewash our history,
  - o Rather than keeping weapons of war out of our classrooms and off our streets, [he/she/they] are driving passionate educators out of the profession, and
  - o Rather than working to solve the educator shortages, [he/she/they] are attacking LGBTQ+ students and educators.
- Students, parents, and educators deserve better. They need partners, not partisans. They need solutions, not strife.

### Response to Right-wing Attacks:

- There are some things every student should learn about, like the Trail of Tears, slavery, and important figures like Martin Luther King Jr., Rosa Parks, and Anne Frank.
- Our children deserve to learn accurate, age-appropriate lessons about America, from our greatest triumphs to our darkest moments. That includes slavery and how racism affects us today.
- Parents and educators agree that all our students deserve to learn the good and the bad about our history so we can learn from the past and come together for a better future. Students miss out when we allow politicians like [opponent's name] to whitewash our history.
- Instead of addressing the real issues our students and schools are facing, [opponent name/"some politicians"] is pushing their extreme political agenda into our public schools.
- [Opponent name/"some politicians"] wants to ban books and punish teachers, allowing them to be sued or fined, just for doing their job.
- Unlike some politicians, [candidate name] has listened to parents and educators, and understands the real issues that our students are facing. [He/She/They] knows that our local public schools work best when parents and teachers come together to collaborate on what children need.
- That is why [Candidate name] is focused on getting all students the support they need to thrive. [He/She/They] has partnered with parents and educators to expand learning opportunities for students. [Candidate name] is working to help solve the educator shortages with full-time, passionate teachers and education support professionals, while also expanding mental health support for students. This will help make sure that every student can have the individualized attention that they need to learn and thrive in school.

-###-