



EDUCATION VOTES

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?

- ☐ 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?