



WINNING SCHOOL BOARD ELECTIONS

FOCUS ACADEMY DAY 3



EDUCATION  **VOTES**



ELLEN

FEEDBACK ON FEEDBACK

- Comments from evals

COMMUNITY AGREEMENTS

- Using Self-Awareness and Self-Knowledge
- Listening for Understanding
- Being Gracious
- Staying Engaged
- Being Open and Suspend Judgment
- Saying “I”- tell your truth
- Lean into Discomfort
- Reaching Empathy
- Expecting Non-Resolution and Non-Closure



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

AGENDA & OUTCOMES

Day 4

7:30-8:30am Breakfast

8:30am Convene

10:50-11:05amish Break

1:00pm Adjourn w/boxed
lunch

- How to craft your campaign message
- What to do if you win your election
- What to do if you lose
- Campaign Plan Presentations
- Goodbyes ☹️



ellie schnitt ✓
@holy_schnitt

sort of crazy that what will motivate
me to go vote today is the same
thing that motivated me to do
anything when I was 3 (sticker)

HEDY & ELVYSS

WORKSITE EXPERIENCE DEBRIEF

For Beaverton EA:

- Travel team:
 - Create a plus delta chart on flipchart paper
- How receptive were they to the conversations about school Board elections?
- Was there anything outside of the topic of elections that came up in your conversations?

WORKSITE EXPERIENCE DEBRIEF

For You:

- What did you learn?
- What are you taking home?
- What could we have done better?



julia reinstein 🗳️ ✓
@juliareinstein

whenever you see pics of adorable babies with "i voted" stickers today, remember: that's voter fraud

BETH & MEIGHAN

GETTING YOUR MESSAGE OUT

BB



IMPORTANT LEGAL DISCLAIMER

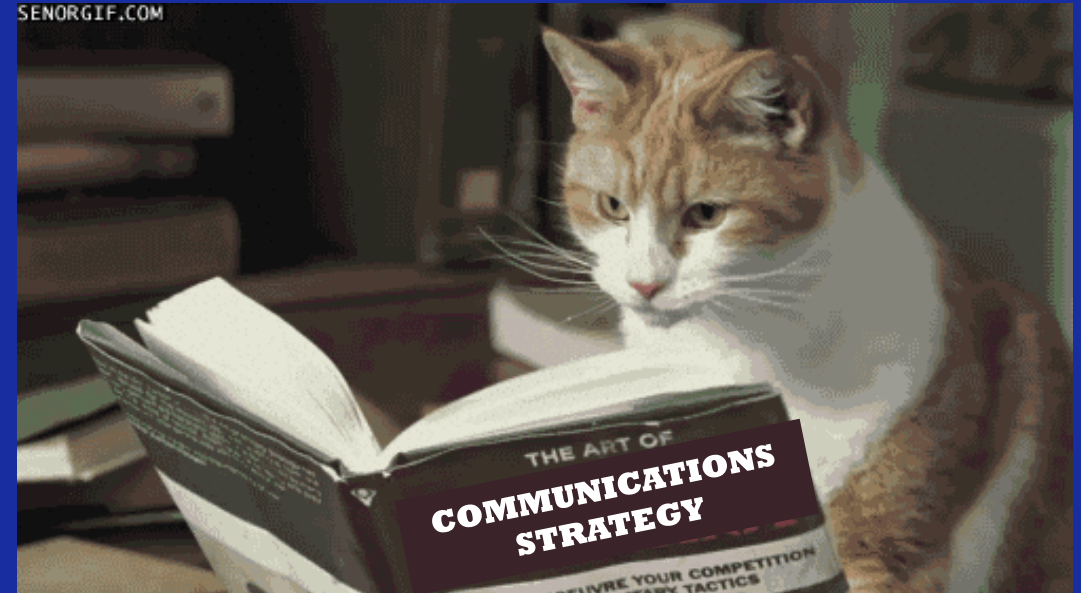
**DO NOT SPEND MONEY
OR POST ON SOCIALS
WITHOUT TALKING TO
YOUR GR STAFF & LAWYER**

FIRST



BUILDING YOUR STRATEGY

- What do you want? (your goal)
- Who can give it to you?
- Who do they listen to?
- Define your audience
- Define resources & timeline
- Define tools you will use



Stories allow us to find connection points.
Find ways to let your audience see themselves
in a story, in the details and in shared values.

- Similar backgrounds
- Similar life experiences
- Similar challenges
- Similar hopes and wishes
- Similar values and expectations





EDUCATION  **VOTES**

EARNED MEDIA

WHAT DO YOU
THINK THIS IS?

DIGITAL

WHAT DO YOU
THINK THIS IS?

OWNED MEDIA

WHAT DO YOU
THINK THIS IS?

EARNED MEDIA p.53-55


EDUCATION VOTES

SAMPLE MEDIA ADVISORY

Media Advisory Template

[Insert your organization's letterhead]

FOR IMMEDIATE RELEASE

Contact: [your name],
[Title]
[Phone number]
[Email address]

[Event Name]

WHAT: [what is the event?]

WHEN: [date]

WHERE: [location]

[Include a brief overview of your organization or coalition]

###


EDUCATION VOTES

SAMPLE PRESS RELEASE

Contact: ____, (email): (tel):

(Date)

Educators recommend candidate name; (mention some outstanding characteristic)

(City, State): Today the __ Education Association, representing (number of) public school educators in (community)—enthusiastically recommended (candidate name) for office.

Our students and community need leadership committed to the promise that every student in (community) have the opportunity to attend a strong public school where they have the support, learning opportunity, and passionate educators they need to grow into their full brilliance," said (Local) President _____. "Candidate name shares the values, the vision...etc., etc."

"I'm proud to receive this recommendation from (local) educators, who are doing the hard work each and every day to educate our children," said candidate name.

(Candidate name's background)

(Candidate name's vision for our schools. Candidate name's policy plans.

Candidate name values the union's recommendation. Educators plan to mobilize for candidate name (your organizing plans i.e. "at polling places across (state)" or "in upcoming precinct walks")

###


EDUCATION VOTES

SAMPLE LETTER TO THE EDITOR

SECTIONS

Q SEARCH

Capital Gazette

School board pick

I am a teacher at Chesapeake Bay Middle School and I am certain the best choice for the Board of Education in District 3 is Ken Baughman. In my experience as a teacher, I have seen the effects of increased poverty and trauma in our schools.

Baughman, a retired teacher, has been deeply invested in public schools and knows the issues. He devoted his life to teaching in classrooms across the county, fighting for the needs of our children, and lobbying for the needs of educators. Not only does he bring his past experience to the position, but he has current graduates and grandkids in the system. He understands the current needs that exist from decades of underfunding schools.

He will fight to expand pre-k and vocational programs, improve support for struggling learners and mental health services. As an educator, he will work to get educators living wages to retain and recruit the best. We need to stop the drain of teachers who leave the profession after just a few years.

Nearly half leave before their third year, and more than half work two jobs to support themselves.

I know that an election may seem a small detail during this coronavirus pandemic, but the reality is that strong schools, led by a supportive Board of Education, are important to recovering from the pandemic and always. Make sure you vote when your ballot comes in the mail. Remember to return it by June 2.

JAMIE SMITH

Need to pitch reporters
after you send

48 hrs before event

Send out day of

Find out LTE process

OWNED MEDIA

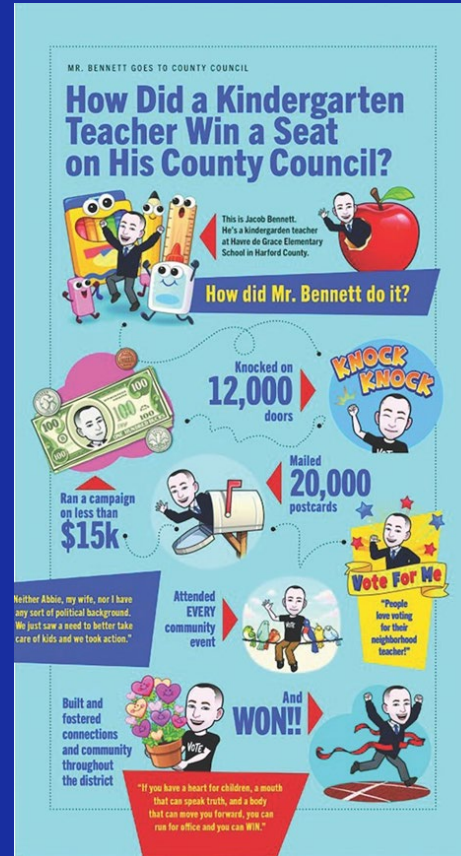
MD



Websites



Email



Magazines &
Newsletters

Hustle

SCALE
TO WIN

 Mobile Commons

Texts



EDUCATION  VOTES

BEST PRACTICES: EMAIL (additional resources)

MD

Dear Educators,
As PSEA UniServ Representatives from Southeastern Region, which comprises Delaware and Chester Counties, we assist your local associations with bargaining your collective bargaining agreement, advocate in grievances when your employer violates your contract, and help members in need.

Our upcoming general election is the most consequential in American history, particularly given the significant impact the outcome will have on public education and our schools. Considering how high the stakes are, we will share information, events, and what you can do up until the election to ensure the substantial progress that's been made in education policy, both in Pennsylvania and nationally, continues.

If you haven't heard about Trump's Project 2025 plans, please know that if Trump wins and implements even some of these Project 2025 policy initiatives, the outcome will negatively alter the future of public education in the United States. Here are four destructive Project 2025 Education Policies I want you to know about:

1. Elimination of the Department of Education: Without guardrails at higher levels of government, federal programs that impact the safety of school buildings, oversight and enforcement of nondiscriminatory policies, reduced and free meal programs, and more would be reduced or eliminated.

2. Expansion of Voucher Programs: We know that every dollar given through a voucher program is a dollar taken from our public school system. Expanding access to charter schools, private schools, and voucher programs may work for some families, but that shouldn't be at the expense of funding our schools.

3. Substantial Change to How our Schools are funded through IDEA and Title I: The ability of School Districts & IUs to accept block grants and not account for these programs can have a devastating impact for our special education teachers, related service providers, and support staff. Trump would enact extreme budget cuts, which would cut Title I funding by 80% and lead to more than 225,000 teachers losing their jobs, greatly exacerbating the effects of current staff shortages. Those Title I and NCLB cuts would cost Districts in our Region over \$25 million dollars in Federal funding.

4. Privatization of Student Loans and Grants & Ending Loan Forgiveness: Trump and Project 2025 seek to minimize or remove federal involvement in student loan and grant programs returning them to the private sector. This will increase borrowing costs and reduce access to an affordable education for many students in shortage where we need to encourage and support more people to enter into education. Project 2025 also proposes to phase out programs like Public Service Loan Forgiveness, which has been a lifeline for many educators to get their loans forgiven.

History shows us what will happen with another Trump presidency. In the words of Maya Angelou, "When someone shows you who they are, believe them the first time." These policies present a danger to the public education system which would reshape the way schools operate, negatively impacting educators, programs, and students in the Commonwealth of Pennsylvania.

If these proposals concern you, join with other PSEA colleagues and become a PSEA Education Defender. We will begin to share ways next week to get involved in the 2024 election: get a lawn sign, attend a rally, participate in a virtual text/phone bank, write postcards etc.

Sign up now to become an
Education Defender!

Thank you for your continued dedication to protecting public education. We look forward to working with you in the coming weeks to ensure that Pro Public Education Candidates are successful on Election Day.
Very truly Yours,

M. Shannon Moore, Region Field Director
Andrew Dixon, UniServ Representative
Wendy Leary, UniServ Representative
Monet Reilly, UniServ Representative
Kelsey Yutko, UniServ Representative
Zeek Weil, UniServ Representative



EDUCATION  VOTES

Grabs attention

%%[IF LENGTH(TRIM([first name])) > 1 THEN]%%%%=ProperCase([first name])=%%%%[ELSE]%%Hi there%%[ENDIF]%%,

Betsy DeVos failed to get a nationwide voucher program as education secretary.

Now she and other billionaires like Charles Koch are pushing vouchers at the state-level through the financial support of dark money groups.

Clear Ask

Well, we are pushing back against Betsy DeVos and her continued efforts to privatize our public schools. Support our efforts with a \$20, \$30, or more donation to the NEA Fund.

Explanation

Last year, 22 states either created or expanded school voucher programs.

And that momentum is continuing this year with lawmakers drafting or introducing school voucher bills in more than a dozen states.

Help us fight back against vouchers across the country by donating to the NEA Fund. Your donation today will help elect candidates who oppose voucher programs and who support our neighborhood public schools.

Button with clear CTA

DONATE ➤

Vision for the future

Voucher proponents frame debates around education “reform” and the inauthentic culture wars surrounding public schools, but we all know their real mission: to weaken unions who speak up for students, to privatize our public schools, and to funnel public dollars to private schools that are not accountable to the public.

I know that by coming together, we can stop them in their tracks.

Together, we will transform our public schools into not just places of learning, but centers of hope, where educators, students, and their families work together to overcome barriers and achieve dreams.

In unity,

Becky Pringle
President
National Education Association

BEST PRACTICES: TEXTS

If everyone reading this contributed even \$5 to Mandela Barnes today, we'd reach our August deadline goal and beat Ron Johnson EASILY. But not everyone gives. That makes it important for people like you, who care about this race, to give. Donate here. It'd mean a lot:
<https://act.mandelabarnes.com/go/8-28>

Von here with big news from the Trudy Busch Valentine campaign: Trudy was just endorsed by the Missouri Nurses Association! We've got the momentum headed into next month's primary-can you help keep it up? Chip in here:
tbvmo.com/give
Stop2Quit

BEST PRACTICES: TEXTS

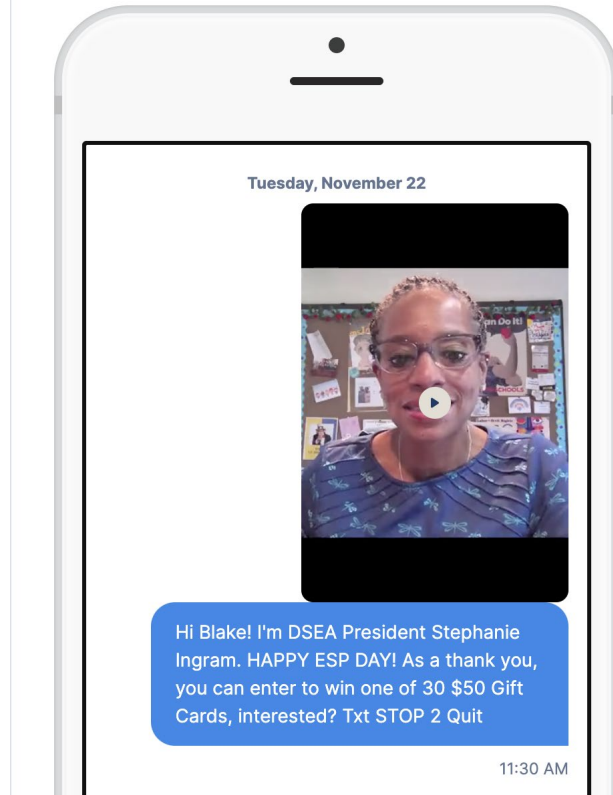
NO VOICE

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<https://act.mandelabarnes.com/go/8-28>

WITH A VOICE

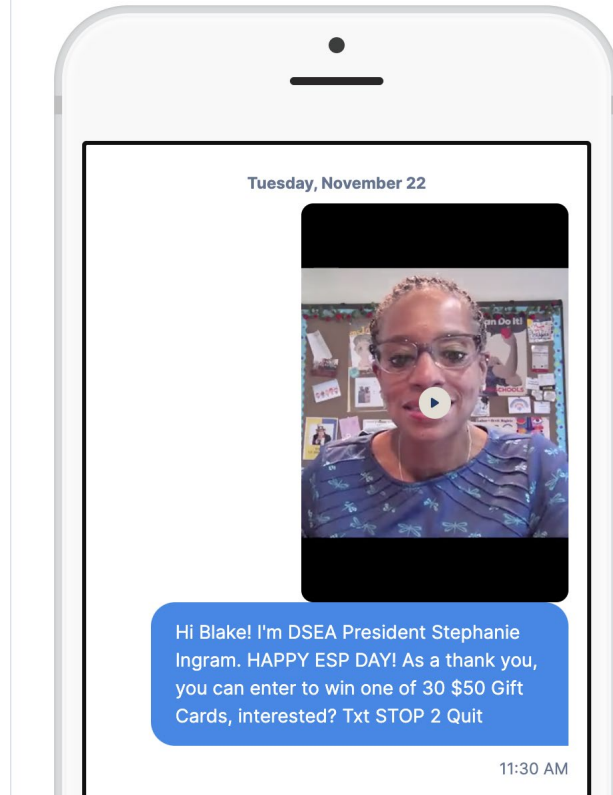
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tbvmo.com/give
Stop2Quit

BEST PRACTICES: TEXTS

A**B**

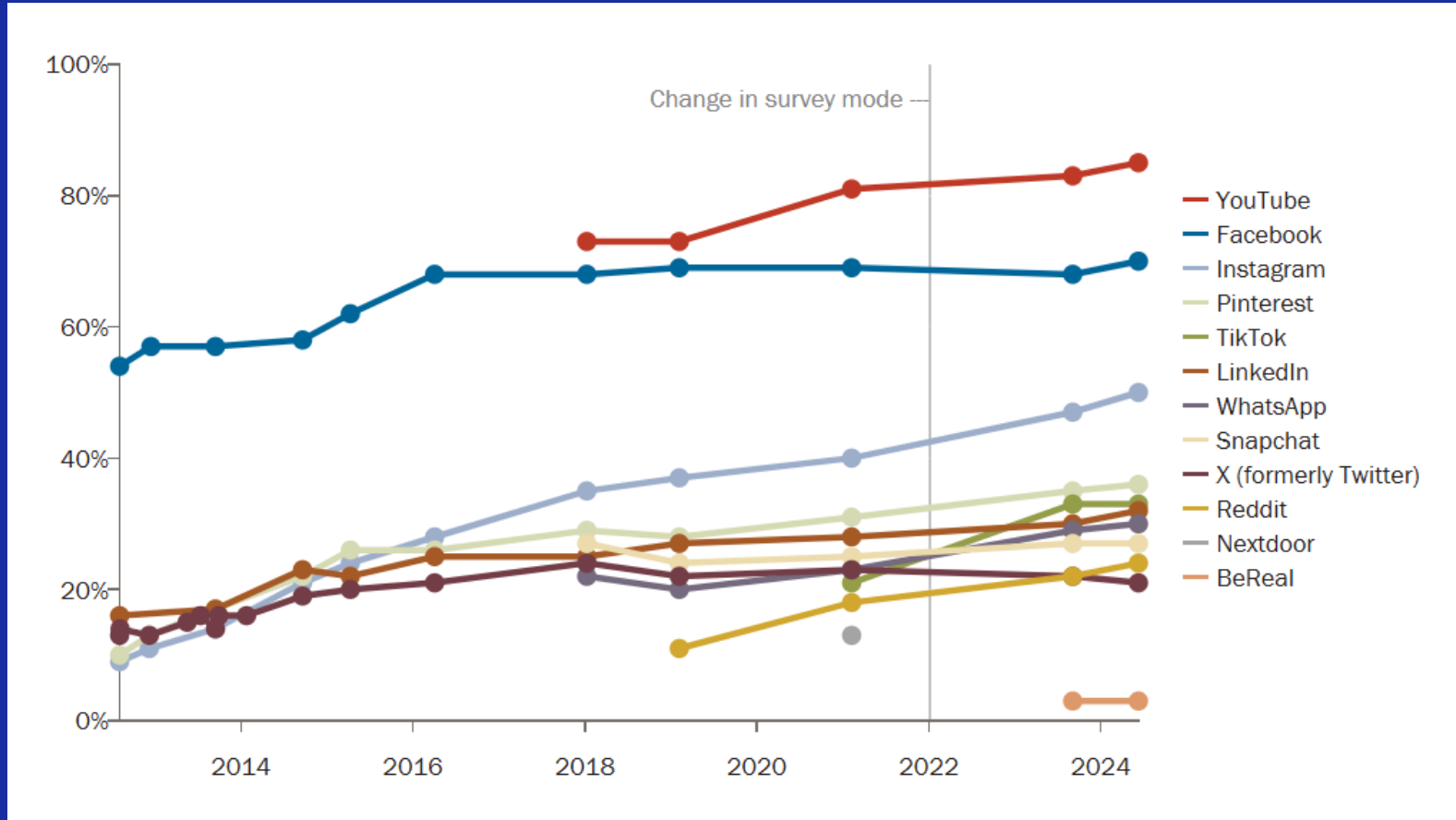
Support staff are critical to our schools and deserve professional pay for professional work. Reply with your state to find out how much ESPs make.
--Amy at NEA

BEST PRACTICES: TEXTS

A**B**

Support staff are critical to our schools and deserve professional pay for professional work. Reply with your state to find out how much ESPs make.
--Amy at NEA

DIGITAL: PLATFORMS



NEA members
primarily use
Facebook &
Instagram

CONTENT IDEAS



BB



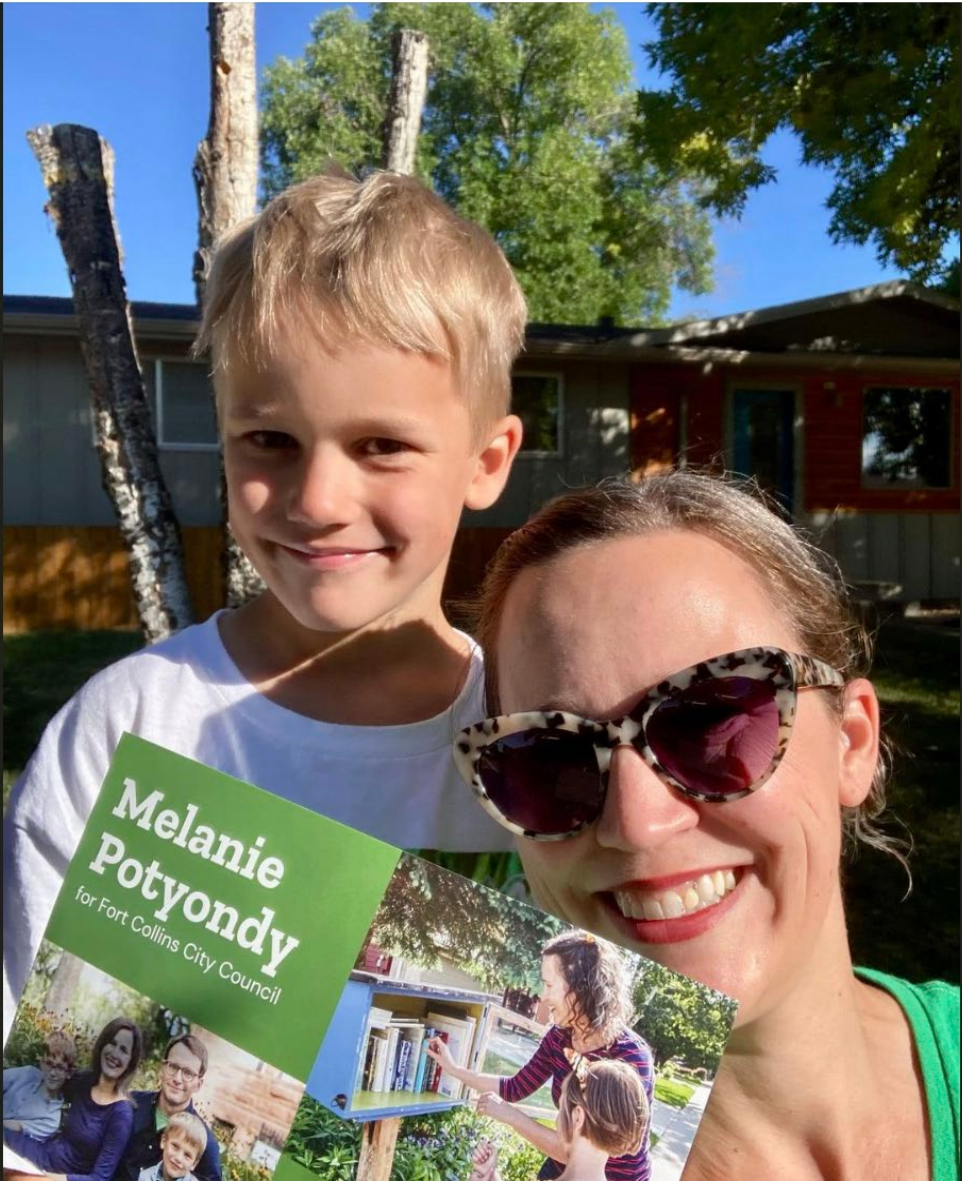
Melanie for Fort Collins City Council

October 15 · 🌐



This cute little canvasser and I sure got a workout dropping lit in the hilly Skyview neighborhood today!

[#melanieforfoco](#)



BB

CONTENT IDEAS



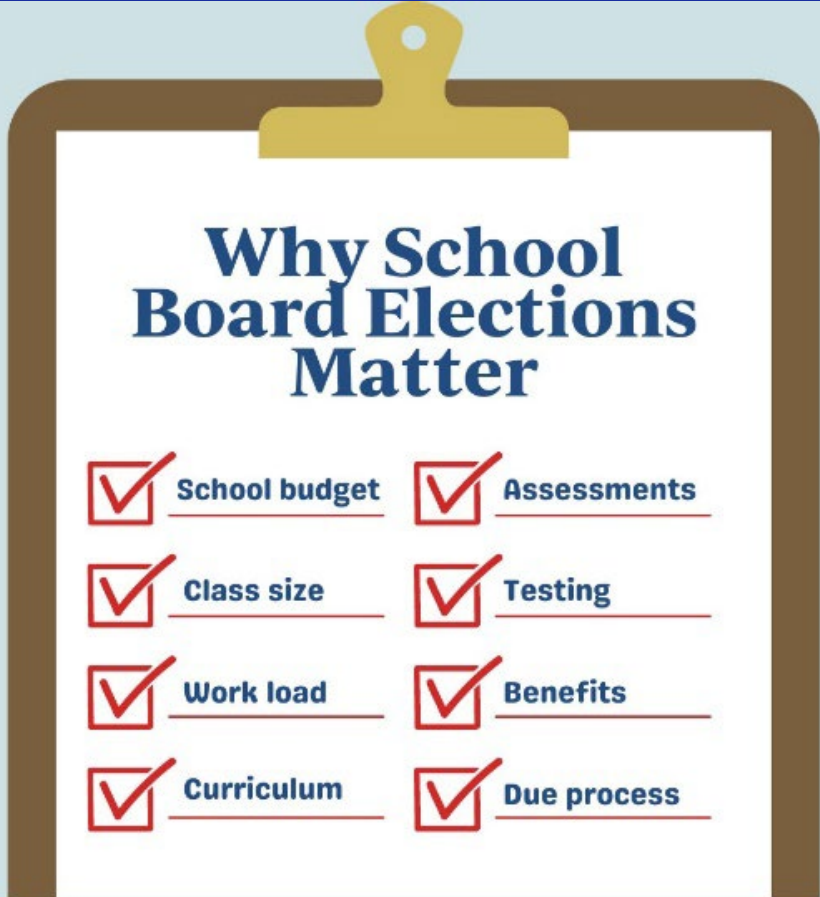
EDUCATION  VOTES

CONTENT IDEAS

BB

 **NEA Education Votes**
Published by Erin Wagner · April 17 ·

What is one thing you would tell elected leaders to do to fix the challenges you face in your public school?



Why School Board Elections Matter

☒ School budget	☒ Assessments
☒ Class size	☒ Testing
☒ Work load	☒ Benefits
☒ Curriculum	☒ Due process

APPLY FOR SCHOOL BOARD INSTITUTE [BIT.LY/SBI24](https://bit.ly/SBI24)

TROLLS

- Have community rules posted on Association pages
- Don't feed trolls or argue with them
- Organize volunteers to like, comment, and post
- Use Facebook word filter to hide egregious comments on local pages



BEST PRACTICES

What's wrong with this graphic?



BEST PRACTICES

What's wrong with this graphic?

- QR codes don't belong on digital graphics
- Off brand/hard to read colors
- Too much animation/text
- Wrong logo
- Non-transparent backgrounds



WHICH PERFORMED BETTER?

A

<  NEA Education Votes
May 9 · 🌐

**Appreciate teachers?
Give them a raise.**

B

**Educator
Working Conditions**



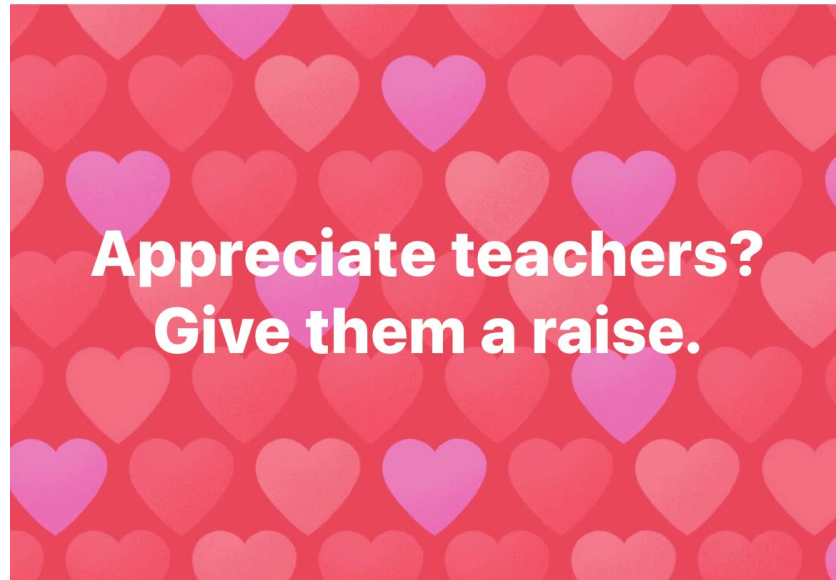
**Student
Learning Conditions**



WHICH PERFORMED BETTER?

A

<  NEA Education Votes
May 9 · 🌐

**WINNER!****B**

MORE BEST PRACTICES

A



Jacob Bennett, Harford County Councilman

May 7 · 🌐

Last week was a very productive week for comments and discourse about the budget. We heard a lot of great feedback both via public comment and via direct contact.

However, it was concerning to me that I had several people call my office and email me saying that the County Executive had called/texted them claiming that the County Council was preparing to raise taxes and they needed to contact me to vote no on the tax increase and support Bob Cassilly's budget. These people were confused, concerned and many in a panic.

In each instance I took the time to calmly talk each person through the budget process, what step we are in and also insure them that there has been no consideration of property or income tax increases by the county council or any community group that has contacted us asking for such. There have been two fee increases considered, but only because our County Executive introduced them for consideration.

I also talked them through my concerns with the budget, and how right now this is a season to discuss these concerns and see if the council and executive can find common ground to make the budget satisfactory to the county as a whole through compromise and discussion.

B



Jacob Bennett, Harford County Councilman

July 29, 2022 · 🌐

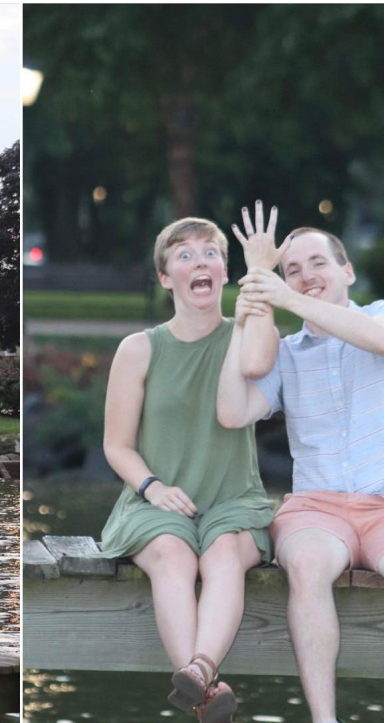
3 years ago I asked the wonderful [Abbie Bennett](#) to be my wife.

Best decision ever.

I love the town we call home and I love the life we've built together here.

It's that love that drives me to run for office.

When elected, I promise to be the fiercest advocate for our community that we've had in a very long time.



CALENDAR YOUR CONTENT

MD

DAY	TOOL TYPE	TOPIC/ISSUE	LINK	GRAPHIC
Monday	Facebook Live	Budget Hearing	N/A	N/A
Tuesday	Email petition	Vote Pledge	taaac.org/votepledge	N/A
Wednesday	RSVP	Join us for Sat Canvass	FB RSVP Link	N/A
Thursday	Press Release	Recommended Candidates Announced	Mdappleballot.com	N/A
Friday	Website on Prez Corner	Talking with students at worksite visit	N/A	iphone pic
Saturday	Insta Post	Canvassing	N/A	iphone pic
Sunday	Email	Read my Op Ed from today	capgazette.org	N/A



EDUCATION  **VOTES**

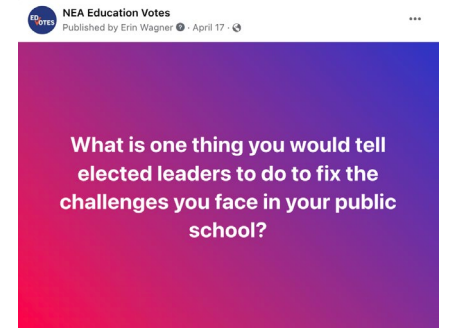
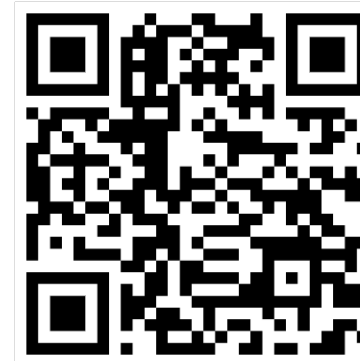
EXERCISE

MD

You have 15 minutes to create a social media post. You can:

- Film direct to camera video
- Create question or use a template in canva

Email mdavis@nea.org when you are done



**BREAK
TIME**



- Know your goal & choose right tools
- Always tell stories
- Remember best practices
- Layer
- Coordinate with your affiliate on the rules and how you pay for things & any disclaimer requirements

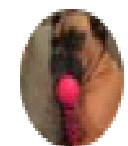




actually it's good
@yungchomsky

I love voting. as a former
gifted child it reminds me of
taking standardized tests

ADIA



Bradley Whitford

@BradleyWhitford

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

10:11 PM · Nov 2, 2021

POST-ELECTION



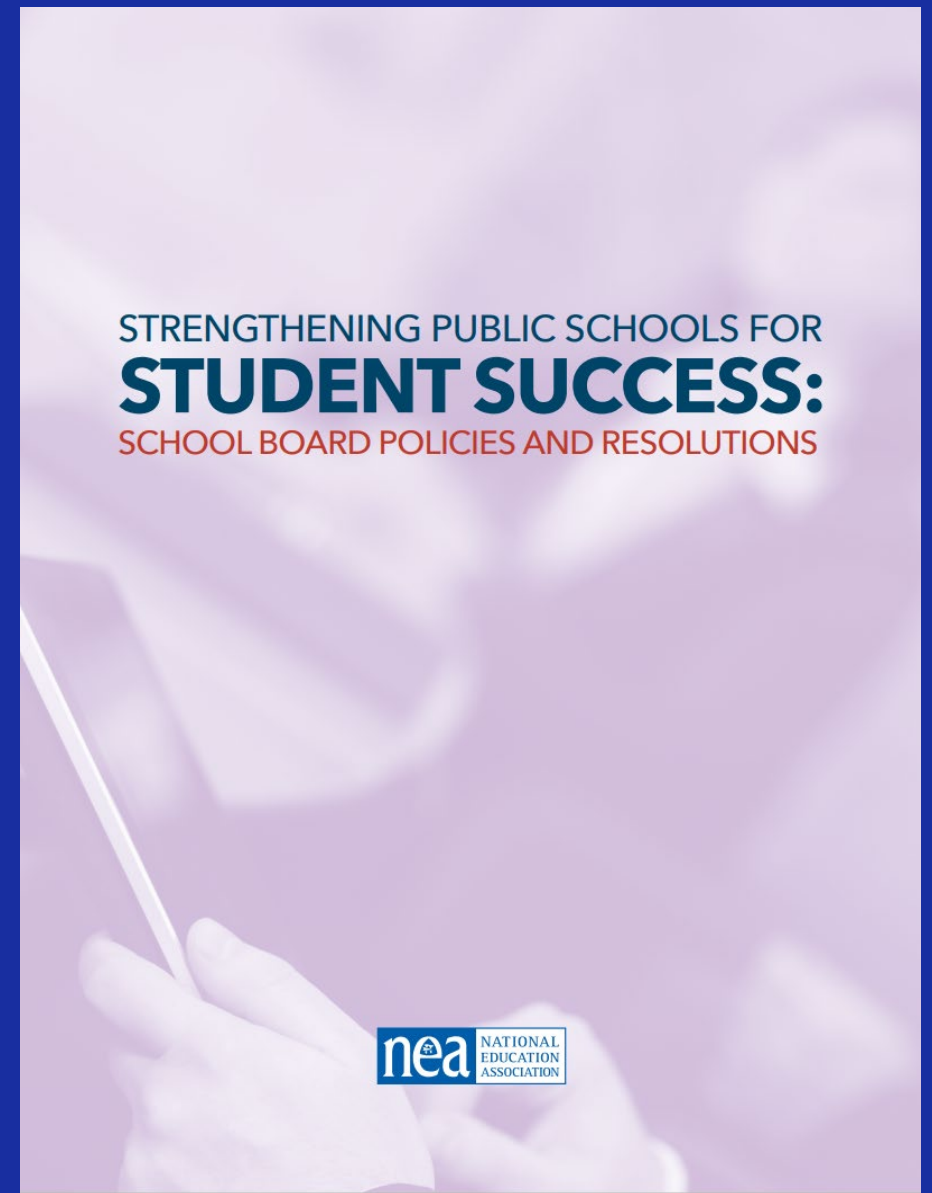
EDUCATION  **VOTES**

TABLE TALK

- Brainstorm all of your policy asks for your newly elected school board members
- Think about what your members would want and what would inspire them to volunteer knowing the candidate was committing to it
- Designate a note-taker & someone to report out
- [Schoolboardpartners.org](https://schoolboardpartners.org)

POLICY RESOURCES

- NEA Policy & Resolutions guide in Additional Resources Module
- Sample memo to elected in packet – Additional Resources #5 PDF
- SchoolBoardPartners.org



WHAT TO DO IF YOU WIN

- Visibility at Party/Election Day
- Calls to candidates
- Post-election brag meeting
- Swearing-in turnout
- Illustrating demand for policy asks
- Member thank you/what's next
- Coalition thank you/what's next

Teacher-backed slate wins GCSD election, budgets pass handily

Wednesday, May 18, 2022 - 09:01

GUILDERLAND — The school and library budgets sailed through on Tuesday while the hotly contested school board race — with 10 candidates running for four seats — was won decisively by the slate that the Guilderland Teachers' Association supported.

Incumbent Barbara Fraterrigo, the board's longest-serving member, was ousted.

"I'm always appreciative to this community for stepping up and supporting our students," school Superintendent Marie Wiles told The Enterprise after the unofficial budget-vote results were projected on the wall of the Guilderland Elementary School gymnasium Tuesday night.

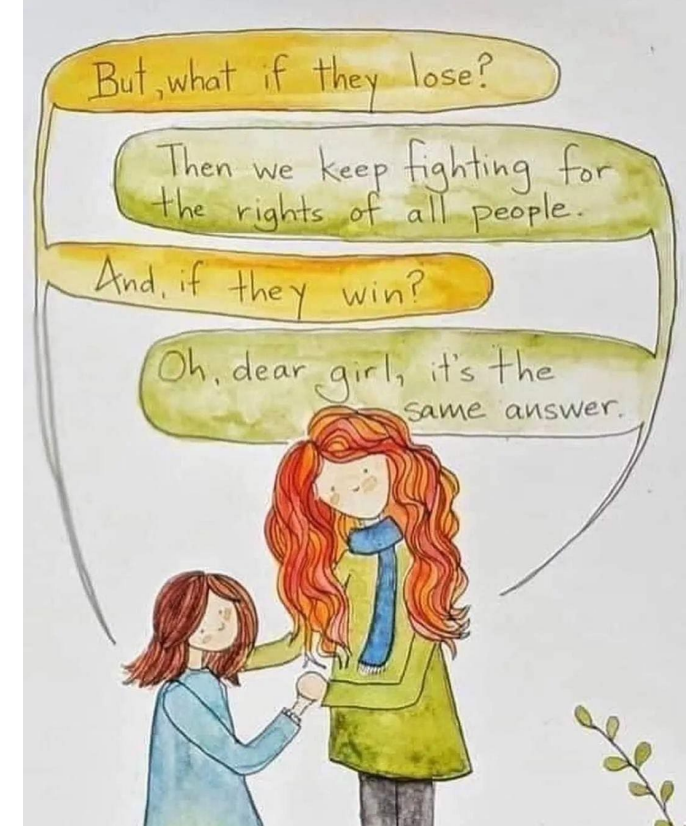


The Enterprise — Melissa Hale-Spencer

School board members and candidates cluster around the first available election results. From left are board President Seema Rivera; incumbent Kelly Person, who came in first; trustee Rebecca Butterfield; incumbent Gloria Toule-Hilt, who came in second; candidate Katie DiPierro, who came in third; and trustee Blanca Gonzalez-Parker.

WHAT TO DO IF YOU LOSE

- Calls to candidates (the ones who won too)
- Build bridge with newly elected and/or prepare for fights ahead
- Members thank you/what's next
- Coalitions thank you/what's next



KEY IDEAS

- Know your policy ask
- Ask BEFORE the election
- Create your post-election plan & prep leaders for your calls
- Communicate with candidates on what we did for them
- Thank you, debrief, & what's next meetings with members & coalition - win or lose





JACKIE & MONET

EXERCISE

- Teams or Individuals?
- Everyone makes a chart
- You have 15 minutes to prepare your own or a team chart.
- You will THEN be presenting your campaign plan on a chart in a group (directions to come).
- Your group will give feedback.

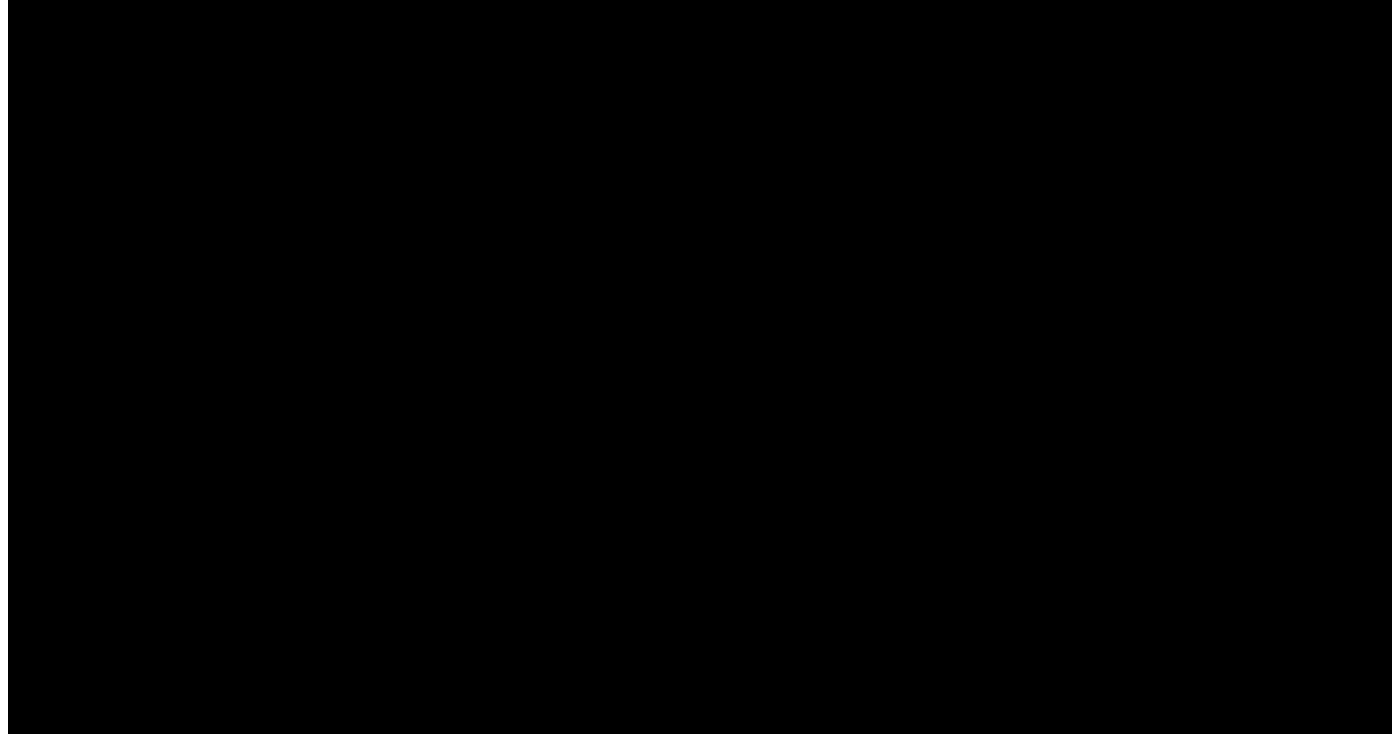
CHART TEMPLATE

- A. What races are you targeting?
- B. Goals (Vote Goal + Internal)
- C. Campaign Message & Issue
- D. Tactics
- E. Budget
- F. Timeline
- G. The biggest challenge you/your local is facing



MEIGHAN & ELLEN

NEA RESOURCES: SEE EDUCATORS RUN



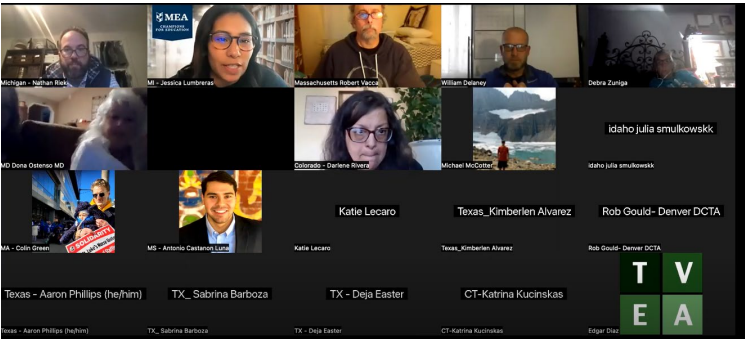
April 4 – 6, Philadelphia, PA
(Application Deadline 2/16)

June 20 – 22, Des Moines, IA
(Application Deadline 5/4)

Aug 1 – 3, Denver, CO
(Application Deadline 6/8)

nea.org/ser

NEA RESOURCES: neaschoolboard.org



WINNING:
THE 2022 ELECTIONS

FREDERICK COUNTY TEACHERS ASSOCIATION
Missy Dirks, President
Lindsay Beck & Ed Schoder - GR Committee Co-Chairs
NEA SCHOOL BOARD INSTITUTE - April 2023

MARYLAND STATE
EDUCATION
ASSOCIATION

EDUCATORS TOGETHER

nea
NATIONAL
EDUCATION
ASSOCIATION
nea.org

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	Atty, 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	% Coll	% Email

• Communication Tools

Tool	Administrator(s)	# of Subscribers/Beneficiaries

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ASSOCIATION
nea.org

EDUCATION VOTES

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
"Can I just write a check?"
"I can't afford it."
"I don't like paying deductions from my paycheck."
"I'm a Republican. Doesn't this money go to the Democrats?"
"I have to think about it."
"Politicians are all the same. It's all money and power games. They don't listen to real people."

BUILDING REPRESENTATIVE'S RESPONSE

"Our members make a long-term commitment but our public schools need your public education politicians from the White House to the School Board. By building a viable PAC of monthly contributions, we can continue to fund our organization with no outside money. That's why we ask members to sign-up on payroll deduction/everything is automatic and gives us ability to plan more strategically."

"We can't afford not to. Our PAC is how we bargain stronger contracts and pass good public policy. The stronger our PAC, the more power we have."

"Almost all of our members pay their dues this way. It's easier and saves time so we don't go around and collect cash. It's also much safer than collecting cash and checks and takes our time so we can do more organizing."

"Yes, our PAC isn't about parties, it's about public education 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."

"What's holding you back? I thought you wanted our change (prefer to issue they raise about)? We'll never make those changes unless we have the right money. The first step is joining the PAC."

"You're right. They only listen to organized voters and leaders. That's what we are trying to do with our PAC. The more we pay for so we stand out on the sidelines. If we're not at the table, we're on the menu."

Friends of Public Education

☒ Meighan Davis
(District 1)

☒ Ellen Holmes
(District 2)

Vote on Nov. 5

YOUR WEBSITE LINK FOR MORE INFO
(INSERT DISCLAIMER HERE OR DELETE TEXT)

Why School Board Elections Matter

☒ School budget

☒ Assessments

☒ Class size

☒ Testing

☒ Work load

☒ Benefits

☒ Curriculum, an ex. of text wrap

☒ Due process

YOUR WEBSITE LINK FOR MORE INFO

nea
NATIONAL
EDUCATION
ASSOCIATION
nea.org

1201 16th Street, NW
Washington, DC 20036-3290
Paid for by National Education Association
NEA021

MEIGHAN DAVIS

IS ENSURING SUCCESS FOR Annapolis students and teachers.

MEIGHAN DAVIS

will help Annapolis students succeed.

Meighan Davis is an education expert who has spent her career working to make Annapolis schools better by expanding funding, lowering class sizes, and ensuring rigorous curriculum so that every student is prepared to compete in a global economy.

Meighan's Plan for Annapolis Students:

- Support teachers, students, and families
- Engage parents and community members as educational partners
- Enhance classroom-to-career opportunities
- Keep our schools safe

MEIGHAN DAVIS FOR SCHOOL BOARD: Leadership focused on our students's success.

Vote by **NOVEMBER 5** | Vote Early **XXX- XXX**

EDUCATION VOTES

About NEA's School Board Election Resources

NEA's Campaigns and Elections department helps to develop and implement campaign strategies both at headquarters and in conjunction with state affiliates. C&E has two primary objectives: 1) Provide strategic resources that help affiliates build the long-term capacity necessary to engage members and allies in responding to threats and opportunities, and 2) prepare in advance the resources necessary to assist affiliates respond to anticipated threats and opportunities.

The site is designed for national, state, and local staff and leaders who have completed the NEA School Board Institute Training.

Here is where you'll find templates, resources, and recordings from the training. These materials have not been made in cooperation, consultation, or concert with, or at the request or suggestion of any candidate or party and are intended to serve as general resources.

It is imperative that before you begin using templates, engaging in political activity, or spending resources that you consult with your affiliate's Government Relations and Elections Department, in addition to your legal counsel, to ensure you are in compliance with state and local regulations.

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SCHOOL BOARD DOCUMENTS

Candidate Recommendation	Candidate Recruitment	Coalitions
Communications	Downloadable Templates	Member Engagement
PAC Fundraising	Voter Contact	Zoom Recordings

SCHOOL BOARD DOCUMENTS

Candidate Recommendation Candidate Interview Tips Sample Candidate Interview Questions Sample School Board Candidate Questionnaire	Candidate Recruitment	Coalitions
Communications	Downloadable Templates	Member Engagement
PAC Fundraising	Voter Contact	Zoom Recordings

CAMPAIGN LAB

- Google NEA Campaign Lab
- \$2500 Seed Grant
- Coach
- Networking

ENDING IT RIGHT

- Evaluations
- Travel dysfunction-
contact AmTrav
- Boxed lunches



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