



WINNING SCHOOL BOARD ELECTIONS
FOCUS ACADEMY DAY 2



EDUCATION  **VOTES**



ELLEN

NEA MEMBERS & SUPPORTERS

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EDUCATION  **VOTES**

NEA STANDARD OF CONDUCT

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EDUCATION  VOTES

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

FEEDBACK ON FEEDBACK

- Comments from evals

TODAY'S OUTCOMES

- Fundraising
- Voter Contact
- Member Engagement
- Volunteer Recruitment

RISK OF *Awesome*
TODAY





MEIGHAN & MELISSA



EDUCATION  VOTES



PAC FUNDRAISING & BUDGETING



EDUCATION **VOTES**

PAC FUNDRAISING/BUDGETING DISCLAIMER

- Every state is different on how they give
 - Payroll or EFT?
 - Reverse Dues Check-off
 - One-time/Events
- Every state is different on how they spend
 - Coordinated vs. Independent Expenditure
 - Candidate Donation or In-Kind Contribution
 - Issue Advocacy with Dues Money
- There is reporting, you can't pass the plate like church
- You MUST coordinate with your GR Department

MJD

YOU ARE GOING TO LEAD THIS WORKSHOP

GROUP BREAKOUT

MED

Right side of Room: You want to discuss how we raise more money from members for our PAC to fund our union's program

Left side of Room: You want to discuss how we raise money for candidates for their PAC (from community or members)

GROUP BREAKOUT DISCUSSION

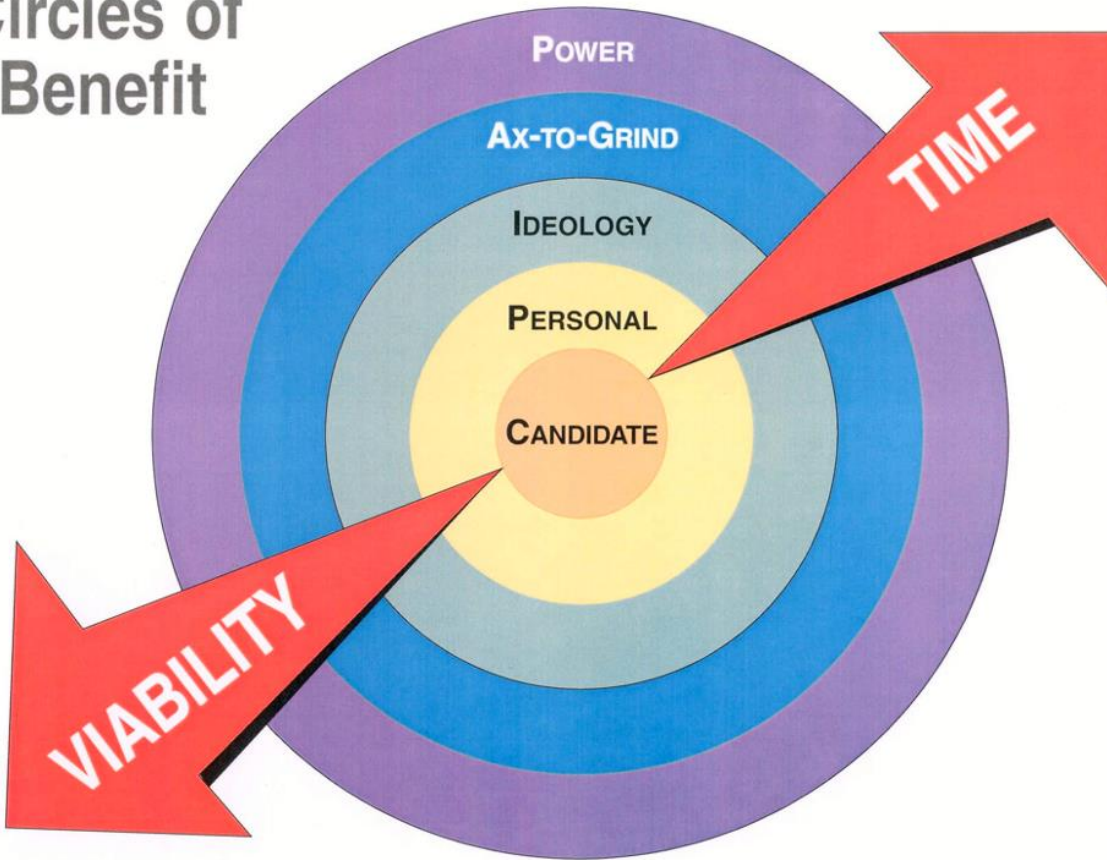
MED

- Create a list of best practices (record on flipchart)
 - Who you ask
 - How you ask
 - When you ask
 - Other helpful tips (blitzes, online, events, etc.)
 - Spending principles
- Designate someone to report-out

PRO-TIP: TARGET DONORS

MJD

Circles of
Benefit



- Further out from the circle, those donors give the latest
- Those donors take more time to solicit
- Your campaign becomes more viable with more levels of donors

PRO-TIP: MAKE IT ORGANIZING CONVO p.37-38

MED

Hi _____, we're talking to members about our upcoming contract.

For the last ten years our current school board member, Betsy, has voted to cut school funding, which has kept our salaries frozen. What do you think about that? What do you hope to see in our next contract?

All of our school board seats are up this year. If we organize our members and voters to vote pro-public education candidates and have the resources to run their campaigns, we can win on _____(reference their issue). We've seen it happen in _____(reference another district). We can do it too.

Campaigns are expensive, and we can't use our dues money on these elections. We need to start building our PAC fund now.

Can we count on you to give \$5 a pay period (or monthly if EFT)?



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PRO-TIP: DON'T DECIDE FOR OTHERS

MJD

- Look at research & contribution history – know what your average contribution is
- Give folks choices
- Ask higher than you think
- Pre-populated forms/donor report cards work

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

PLEASE PRINT CLEARLY

NAME: PRECIOUS HAMPTON

WORKSITE: ALTERNATIVE SCHOOL

CURRENT PAC AMOUNT: \$0

☐ **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.

PRO-TIP: USE HUMOR & HOPE

MJD

- Make it fun & inspiring
- Videos for 10 min mtgs or events
- Nobody wants to feel like they are going to a funeral





- Stay legal & find out the rules in your state & local
- Find out others best practices
- Target donors
- Make it organizing conversation
- Don't decide how much for others
- Use humor





Jasmyrn

@JasmyrnBeKnowing

Me without a voter contact plan



MONET & LINDSAY

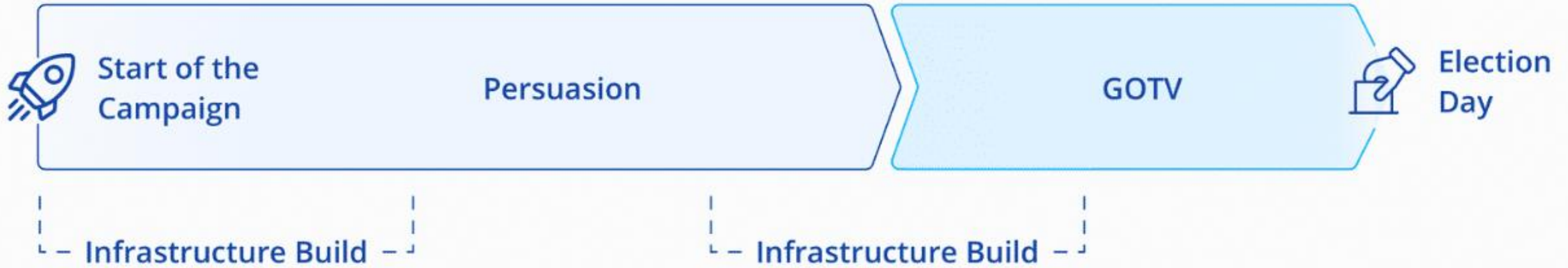


VOTER CONTACT TACTICS



EDUCATION **VOTES**

PHASES OF CAMPAIGN



THE VOTER FILE

- Voter files are public data that includes various levels of info on each voter
- There are vendors that offer access to voter files with more robust data sets (NEA offers VAN)
- In partisan races, local political party committee should give your candidate access to a database like VAN

▼ Voting History 

Include anyone who did of the following

☐ Voted	☐ Didn't Vote	☐ Absentee	☐ Polls		
☐ Voted	☐ Didn't Vote	☐ Absentee	☐ Early	☐ Mail	☐ Polls
☐ Voted	☐ Didn't Vote	☐ Absentee	☐ Early	☐ Mail	☐ Polls

▼ Age • Registration Date 

Age From To

Birthday  --Select a Date Range Type-- 

Date of Birth  --Select a Date Range Type--  

Zodiac Sign

▼ Scores

▼ National Education Association (1 Score)

NEA Public Education Support to

TYPES OF VOTERS

BASE VOTERS

Consistently vote with their party

PERSUADABLE VOTERS

Have history of splitting their ticket

FREQUENT VOTERS

Voted in 4 of the last 4 elections

INFREQUENT VOTERS

Voted in 3 or less of the past 4 elections

BUILDING YOUR GOTV & PERSUASION UNIVERSE

	BASE VOTERS	PERSUADABLES
FREQUENT VOTERS (ALWAYS VOTES)	Volunteer & Donor Universe	Persuasion Universe Tier 1
INFREQUENT VOTERS (SOMETIMES VOTES)	GOTV Universe Tier 1	Persuasion Universe Tier 2
LOW FREQUENCY VOTERS (RARELY VOTES)	GOTV Universe Tier 2	X

10 MINUTE TABLE BRAINSTORM

- Make Table Wall Chart
- List all the ways we can communicate with voters
- Come to consensus on most effective tactic & why

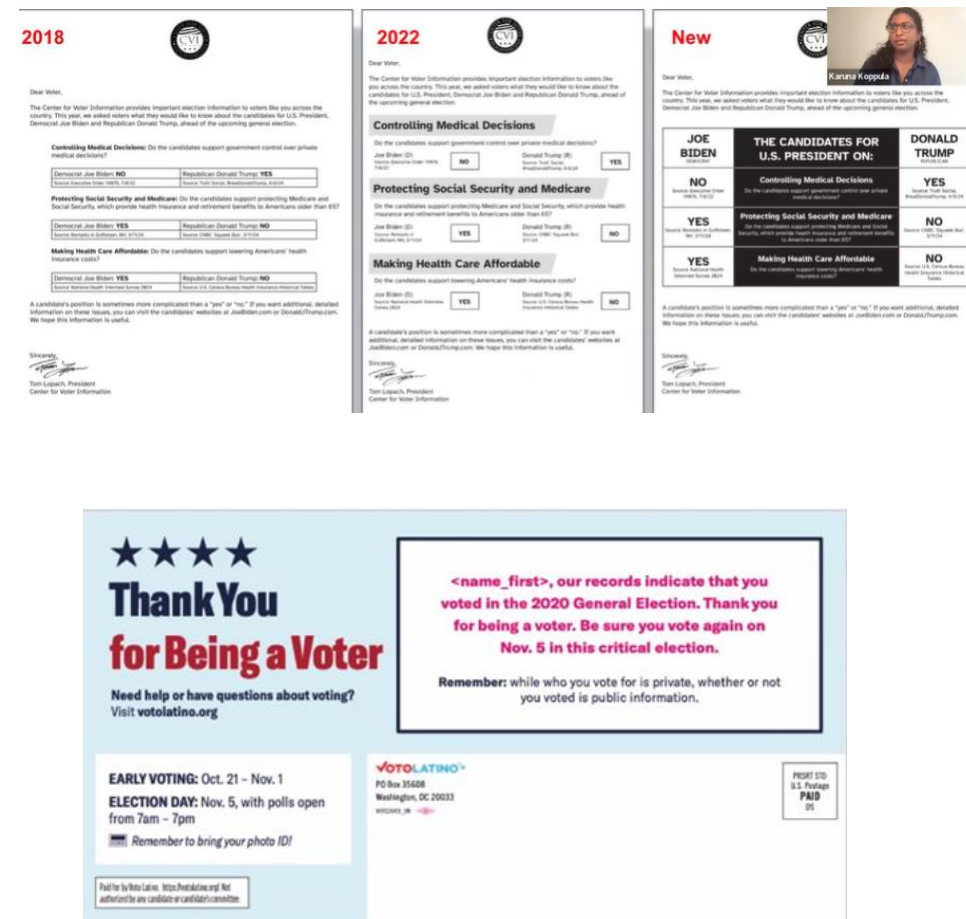
VOTER CONTACT TACTICS

Canvass

Phone Bank

NEW RESEARCH FINDINGS

- Use Black and white comparison mail for persuasion
- Relational Organizing
- Canvassing still works
- Social Pressure Direct Mail works best
 - Appreciate vote history
 - Highlight social behavior
 - Hold people accountable
- Use caution with social pressure report cards



SOCIAL PRESSURE

APPRECIATE VOTE HISTORY	"Public records show that you voted in 2024. Thank you for being a voter."
HIGHLIGHT SOCIAL BEHAVIOR	"We wanted to remind you that who you vote for is private, but whether or not if you vote is public record."
HOLD PEOPLE ACCOUNTABLE	"We may reach back out after the election to see how your experience was at the polls."

• LIBRARY •



TYPES OF VOTER CONVERSATIONS

- ID
- Persuasion
- GOTV
- Assessment Scale
 - 1 = Volunteer
 - 2 = Supporter
 - 3 = Undecided
 - 4 = Not Supporter
 - 5 = Opponent's Volunteer



CANVASSING DO'S & DON'T'S

CANVASSING DO

- Know your voter's interests before you knock on their door or ask
- Use scripts
- Look cheerful, motivated, and presentable
- Make sure volunteers feel comfortable & safe

CANVASSING DON'T

- Give incorrect answers
- Stay at unanswered doors for too long
- Leave your campaign literature in a mailbox
- Argue with anyone
- Go inside
- Be weird on a ring camera

**BREAK
TIME**



EXERCISE PART ONE p. 41

- Find a partner. Take 10 minutes to write an ID script modeled for a school board candidate after the sample Issue ID in the packet. You both need speaking parts of your script.

EXERCISE PART TWO

- Knock on as many trainer/voters' doors as you can in the next 20 minutes. Make sure to record their assessments.
- Assessment Scale:
 - 1 = Volunteer
 - 2 = Supporter
 - 3 = Undecided
 - 4 = Not Supporter
 - 5 = Opponent's Volunteer

DOOR-KNOCKING DEBRIEF

- How did that feel?
- What made you more confident as your door knocked?
- What are important things to remember as you train your members to do door knock back home?
- Trainer Feedback
 - Assessment Scale
 - 1 = Volunteer
 - 2 = Supporter
 - 3 = Undecided
 - 4 = Not Supporter
 - 5 = Opponent's Volunteer

DIRECT VOTER CONTACT MATH

CANVASSING

- Average knocks are 15 – 20 doors per hour
- If 1620 is your vote goal / 15 doors per hour = 108 hours
- 108 hours / 2 hour shifts = 54 volunteer shifts

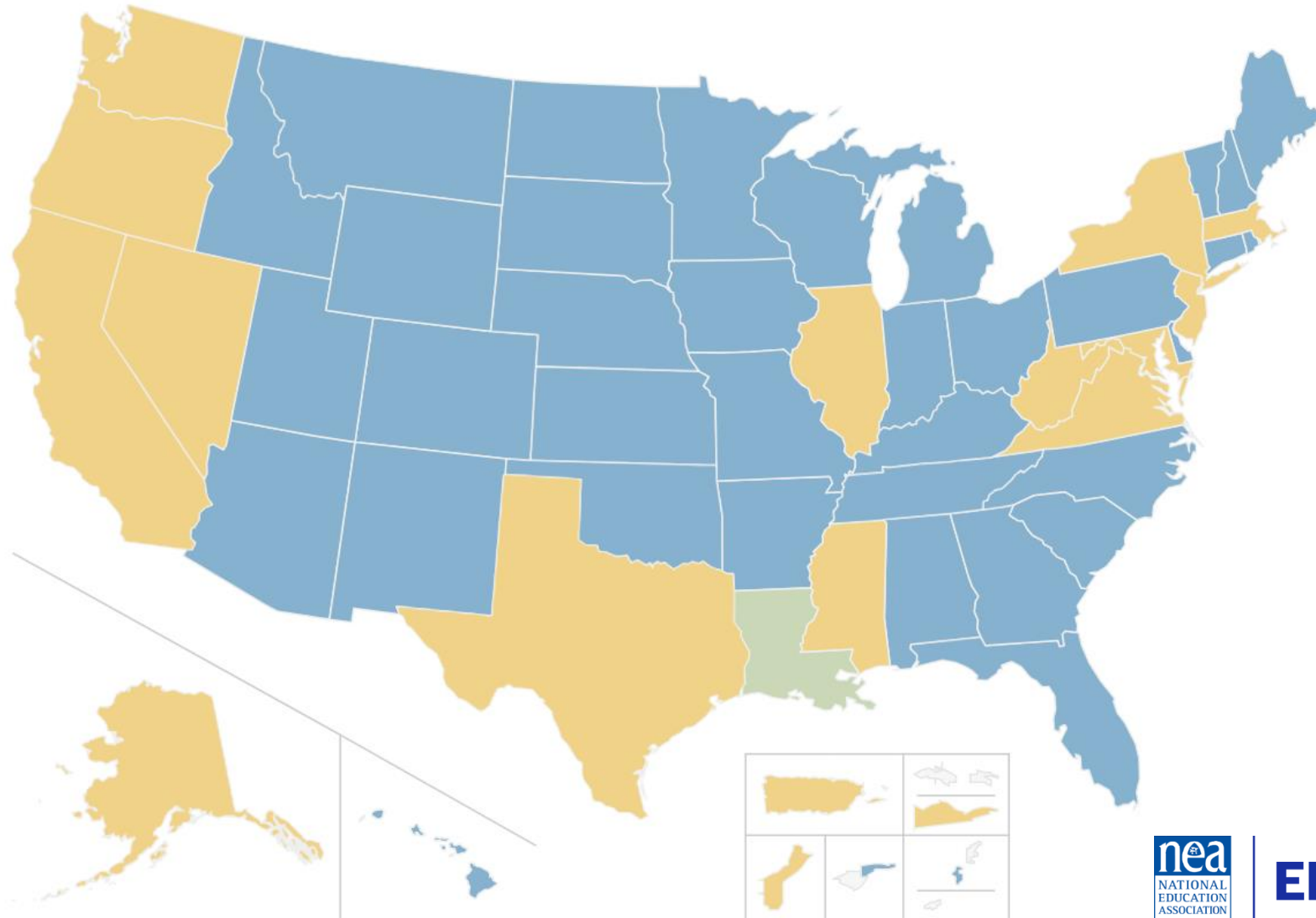
PHONES

- Volunteers average 10 phone contacts per hour
- If 1620 is your vote goal / 10 contacts per hour = 162 hours
- 162 hours / 2 hour shifts = 81 volunteer shifts

TEXT

- 300-400 texts assigned to volunteer
- Emphasize making time (90 min) to reply to messages/not just sending

VOTE BY MAIL



- Ballots must be received the day before Election Day.
- Ballot must be received by Election Day.
- Ballots may be received after Election Day with a postmark.

KEY IDEAS

- Use effective tactics
- Direct voter contact is our primary mode b/c it's the best use of our time
- Types of conversations are ID, Persuasion, & GOTV
- We keep track and assess voters to get us to our vote goal
- Be prepared for vote by mail & start early!





Anthony Michael Kreis ✓
@AnthonyMKreis

Personally, I am an Election Day voter because I am insane and relish the pageantry.

HEDY & MELISSA

WINNING WITH MEMBERS



TABLE TALK

Discuss at your table:

1. What do you, as staff and leaders, need to do to get your members to engage in school board elections ?
2. Why do members need to be involved in school board campaigns?
3. Do your voter scripts look like your member scripts? What's different?

KEY POINTS

- We need to always keep this at the forefront. This is their union and if they want to build a strong organization, they need to be leading this work.
- It's important to know who your people are – leaders, mobilizers, activists – this knowledge can help you determine how they can be most impactful.
- Our members have a more vested interest than voters, we need our conversations to be more like organizing conversation.

WINNING WITH MEMBERS

Reaching your vote goal requires:

- Delivering members to vote
- Delivering members to volunteer
- Tapping members' households & personal networks for both

Members = base support

Members = volunteer

army Members = avenues to more supporters/volunteers



NEA VAN My Voters My Campaign

CONTACTS

Create A New Search

Step 1: (Start with anyone who meets the selected criteria)

FAVORITES

▼ Membership Status ★

Membership Status Household Member

Start Date From To

Expiration Date From To

Last Renewed From To

☐ Search History

RELATIONAL ORGANIZING P. 44

Who are your people?

My friends

1. _____
2. _____
3. _____
4. _____
5. _____

e.g. Facebook friends

My family

1. _____
2. _____
3. _____
4. _____
5. _____

e.g. nieces/nephews, uncles/aunts, cousins

You

Community groups I'm a part of

1. _____
2. _____
3. _____
4. _____
5. _____

e.g. PTA, church

People I see regularly

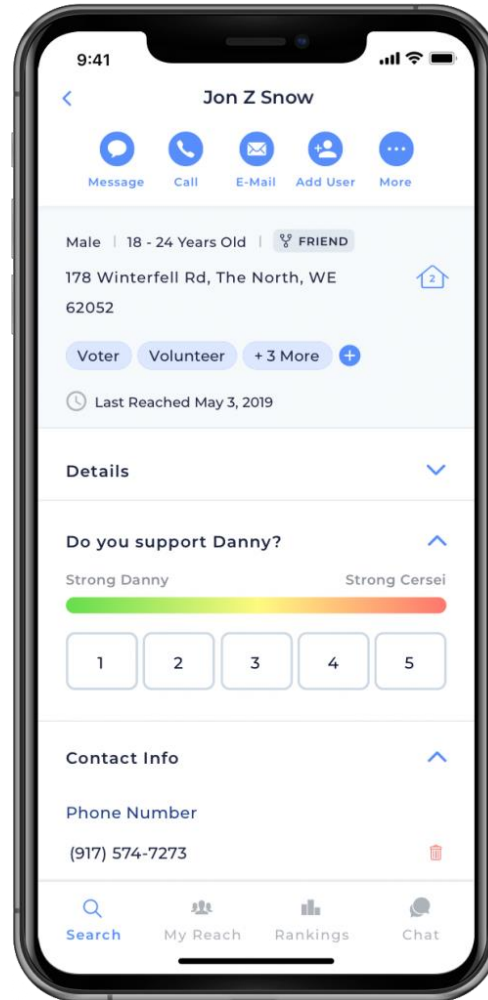
1. _____
2. _____
3. _____
4. _____
5. _____

e.g. barber, dog walker

People I work with

1. _____
2. _____
3. _____
4. _____
5. _____

This worksheet is based on material created by Wisconsin Voices. We would like to thank WI Voices for their leadership and contributions to the body of knowledge around relational organizing and relational voter turnout.



I'll get 3 friends to vote

Friends don't let friends not vote

LESLIE COCKBURN
FOR CONGRESS

PAID FOR BY LESLIE COCKBURN FOR CONGRESS

Before the election please text,

Jazz Hill

MY FIRST NAME

at

234-567-8910

CELL PHONE NUMBER

a reminder to encourage these 3 people to vote:

- 1 **Margot**
FRIEND'S FIRST NAME (e.g., A FAMILY MEMBER)
- 2 **Giselle**
FRIEND'S FIRST NAME (e.g., A COWORKER)
- 3 **Mimi**
FRIEND'S FIRST NAME (e.g., A NEIGHBOR)

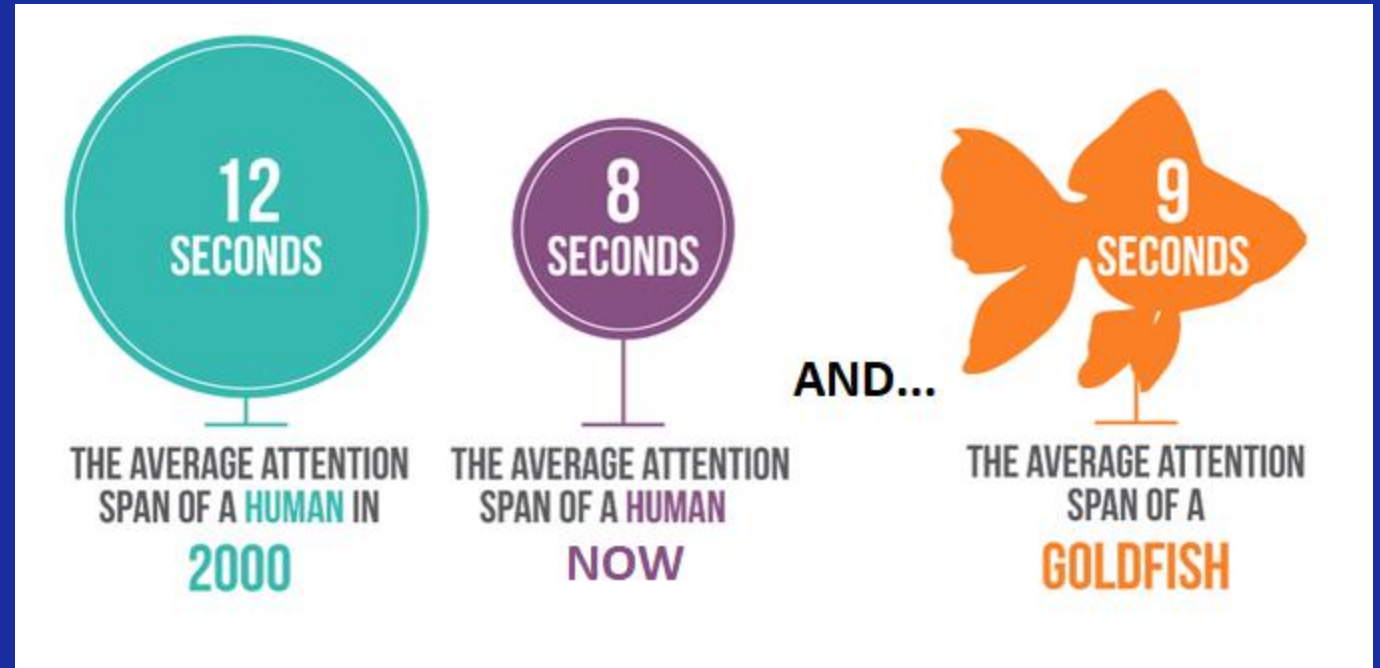
Hi Jazz! It's Rob at Cockburn for Congress. Election Day is tomorrow. Right now, will you remind Margot, Giselle & Mimi to vote?

Thanks! Just did. They're all going to vote :)

Awesome!! 🎉

COMMUNICATING WITH MEMBERS P. 43

- Multiple touches
- Different modes
- Modes
 - 1:1
 - Bldg Mtgs
 - Phone
 - Text
 - Direct Mail
 - Email



[illegible][illegible]



volunteer@blueforprez.com
Current Call Time: 00:00:15

This is an answering machine

THIS PERSON IS:

- Not Home
- Wrong Number
- Refused to Pick Up
- Do Not Call
- Language Barrier
- Disconnected

Next Call

NOTES:

This is my test call

Hi, this is _____, I'm calling from the Blue for President Campaign. May I please speak to **Rose Hartmann**.

If the election for President were held today, for whom would you vote?

Clear this selection's answer

- ☐ Candidate Blue
- ☐ Candidate Red
- ☐ Candidate Green
- ☐ Not Sure

IF PERSON CHOOSES CANDIDATE BLUE

Great! Please remember to vote on Tuesday. Your polling location is **1003 G Street**.

Thank you for your time. Good bye!

IF PERSON CHOOSES CANDIDATE RED OR GREEN

Thank you for your time, good bye!

IF PERSON CHOOSES NOT SURE

Did you know that Blue has a great history of helping those in need and is the only candidate with a proven record of success? Please consider Blue when you vote on Tuesday.

Good bye!

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400 North Z Street, Annapolis, MD 21401
410.293.8888 • www.steveschuh.com

AN IMPORTANT MESSAGE FROM YOUR ANNE ARUNDEL UNION

While teachers pay for classroom supplies,

**STEVE SCHUH TAKES MONEY
OUT OF EDUCATORS' POCKETS**

How you vote is a personal decision, but we wanted you to know the facts on each candidate. On this issue that matters most to educators, TAAAC determined Stewart Pittman is the right choice for our families and schools.

**STEVE SCHUH HAS
FAILED OUR SCHOOLS**

✗ LOSING QUALITY TEACHERS

Since 2008, the number of teachers who have left the district has increased by 100%. The number of teachers who have left the district in the last 5 years has increased by 50%.

✗ FALLING SCHOOL RANKINGS

Under Steve Schuh, the district's ranking in the state has fallen from 10th to 15th. The district's ranking in the state has fallen from 10th to 15th.

✗ OVERCROWDED CLASSROOMS

Under Steve Schuh, the district's classrooms have become overcrowded. The district's classrooms have become overcrowded.

✗ PAYING TEACHERS POORLY

Under Steve Schuh, the district's teachers have been paid less than the state average. The district's teachers have been paid less than the state average.

**STEWART PITTMAN
IS THE RIGHT CHOICE**

✓ INVEST IN TEACHERS

Stewart Pittman has committed to investing in teachers. Stewart Pittman has committed to investing in teachers.

✓ STRENGTHEN PUBLIC SCHOOLS

Stewart Pittman has committed to strengthening public schools. Stewart Pittman has committed to strengthening public schools.

✓ FIX OVERCROWDING

Stewart Pittman has committed to fixing overcrowding. Stewart Pittman has committed to fixing overcrowding.

✓ PAY FOR TEACHERS

Stewart Pittman has committed to paying for teachers. Stewart Pittman has committed to paying for teachers.

MSD Home Education Association
100 Main St., Arlington, MA 01775
www.msda.org

A Homework Assignment from Your Teachers Association

Make a Plan
I will vote for _____
Where is your
What time is
Name _____ other _____

FOR BETTER SCHOOLS FOR OUR FAMILIES,
our members endorse the following candidates in
Anne Arundel County.

OFFICIAL TEACHER'S ASSOCIATION SAMPLE BALLOT GENERAL ELECTION, NOVEMBER 4, 2016, ANNE ARUNDEL COUNTY

COUNTY EXECUTIVE

● Stewart Pittman

COUNTY COUNCIL, DISTRICT 1

● Sarah Lacey

COUNTY COUNCIL, DISTRICT 4

● Andrew Pruski

COUNTY COUNCIL, DISTRICT 7

● James Kitchin

COUNTY COUNCIL, DISTRICT 2

● Allison Pickard

COUNTY COUNCIL, DISTRICT 5

● Dawn Myers

BOARD OF EDUCATION, DISTRICT 1

● Candace Antione

COUNTY COUNCIL, DISTRICT 6

● Debbie Ritchie

COUNTY COUNCIL, DISTRICT 3

● Lia Rodwin

VISIT MSDApolitical.com FOR OUR STATEWIDE VOTER GUIDE

The Teachers Association of Anne Arundel County endorses the results of Political candidates. It issues this endorsement, however, without endorsing for or against any candidate. The Teachers Association does not endorse any candidate.

KEY IDEAS

- Treat members as voters, not just volunteer source.
- Don't forget about householders.
- Relational organizing will help you reach vote goal.
- Layered communications program with members & voters.







Rachel Lapidés

@rachellapides

There should be something just for fun on the ballot, like voting for the best flavor of ice cream . I think that would get a lot of people really excited to get involved

HEDY & BETH

BUILDING THE VOLUNTEER ARMY



RAMP OF ENGAGEMENT



Highly Engaged: GR or PAC Leadership Teams

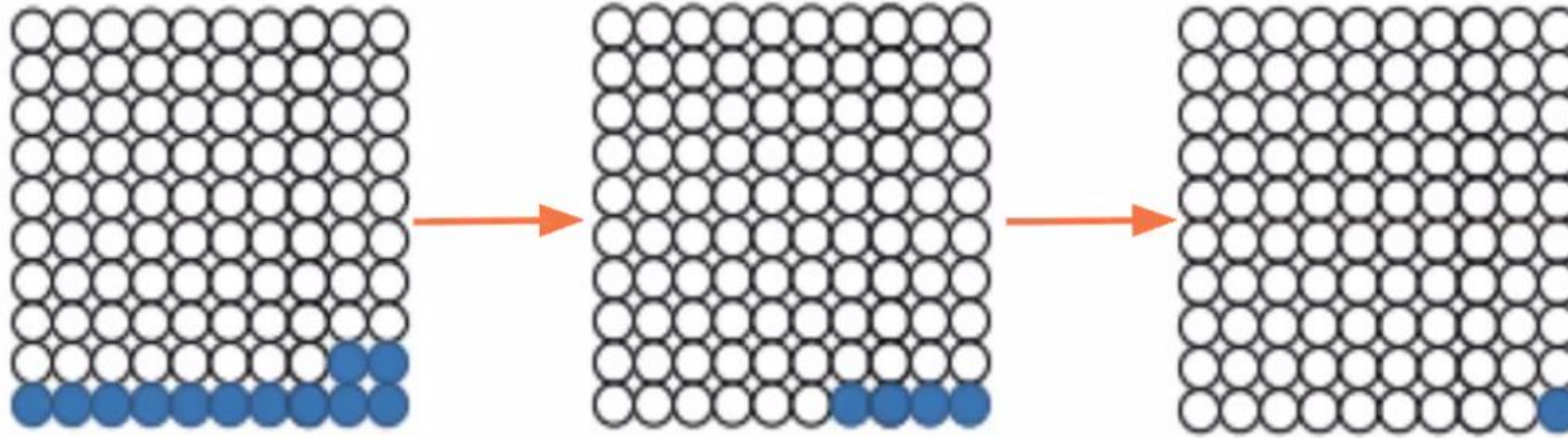
Engaged: Active reps, Event Hosts, Recruiters

Regulars: Consistently show up & take action

Interested: One-time Vols, PAC donor

Broad Base: Signed petition, email list

VOLUNTEER ENGAGEMENT



12% of first-time
volunteers came to
a second shift

4% of volunteers
came to a third
shift

1% of volunteers
came to a fourth
shift

WHAT MADE YOU VOLUNTEER?

RESEARCH ON VOLUNTEER ENGAGEMENT

- Start ask with someone they know
- Confirmation calls and texts before events
- Start w/small asks & move to higher-risk ask
- Have an immediate ask after they volunteer
- Reduce barriers (childcare, time of day etc)
- Train folks beforehand
- Develop relationships through organizing conversations

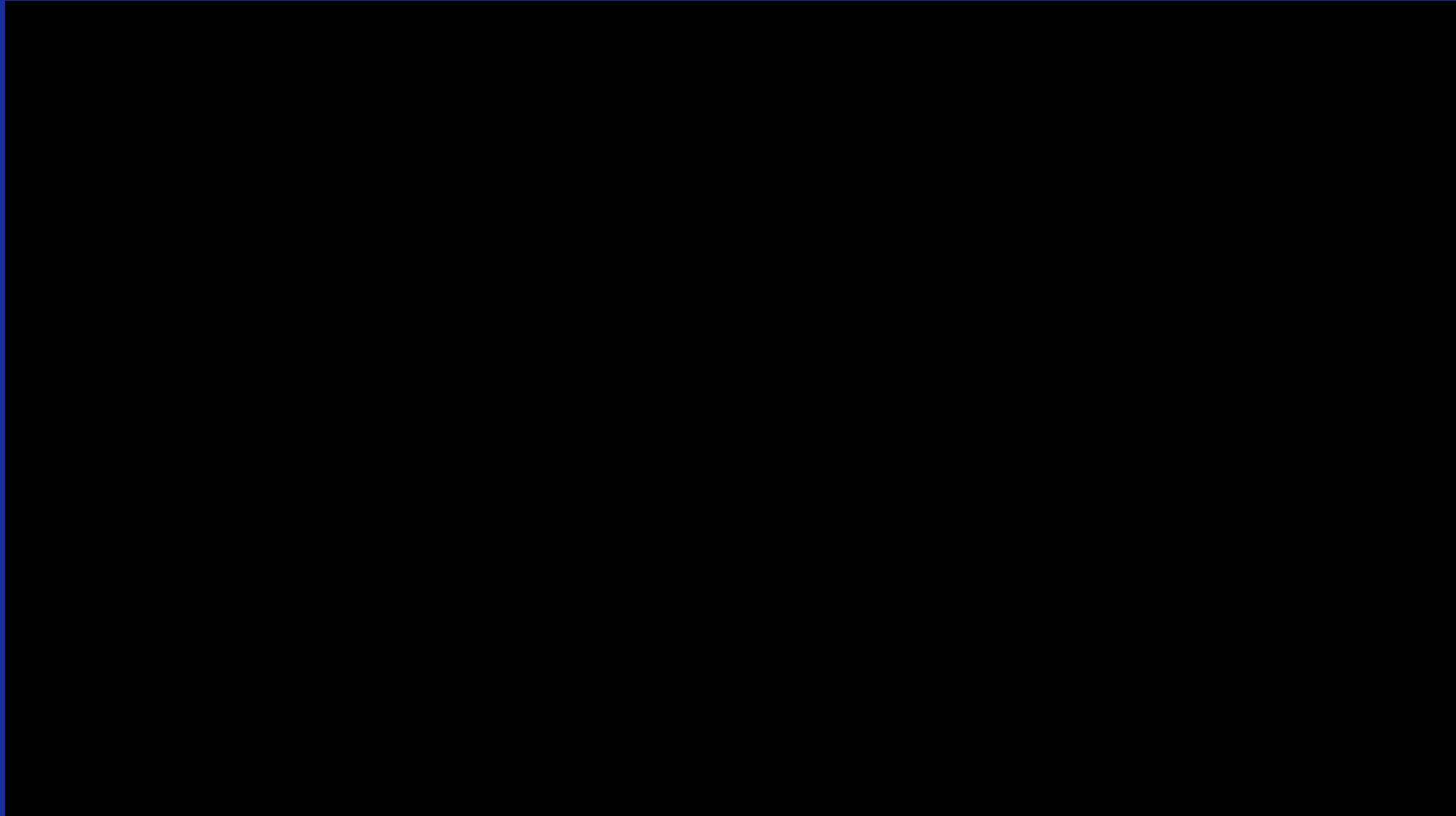


ORGANIZING CONVERSATION MODELS P. 39

- AHUY
 - Anger
 - Hope
 - Urgency
 - You
- 1:1 Conversation Structure
 - Get their issues out
 - Connect issues with election
 - Talk about power in numbers
 - What we need to do to win
 - Make the ask



REP TRAINING ON ORGANIZING CONVOS



KEY IDEAS

- Use ramp of engagement, start w/small & move to higher-risk actions
- Have someone they know ask (like a rep)
- Train your reps
- Confirmation calls & text
- Immediate next step
- Reduce barriers to volunteering
- Organizing conversations not mobilizing asks
- Create a big list of potential volunteers that help surface leaders
- Utilize candidates to help build these volunteer lists



sarahesterman 09/30/2024

me IDing trusted & respected leaders in the break room



NATASHA & JACKIE

TEAM COMMUNICATIONS



EXERCISE

- Count off by 5
- One person is the Organizer
- Everyone else is a member of the Leadership Team
- You need
 - Blindfolds
 - Table with paper and markers



EXERCISE INSTRUCTIONS

- Each Organizer has been given a picture in an envelope.
- The Leadership Team Members are all blindfolded.
- The only person who can speak is the Organizer. That person has to direct all members of the team to reproduce the picture in the envelope onto their team chart paper.
- The only people who can draw or touch the paper are the members of the Leadership Team.



DEBRIEF

- What did you learn about communication?
- What was most helpful as a Leadership Team Member?
- What was a challenge as the Organizer?



KEY IDEAS

- People can grow if given direct, actionable feedback.
- Communicating outcomes first provides a big picture
- Continuous reinforcement and correction keeps a team on track



**BREAK
TIME**





BUILDING YOUR TEAM



EDUCATION **VOTES**

TABLE TALK

- Visualize teams you've been a part of:
 - What made them successful?
 - What made them less than successful?
 - Hold on to those core memories for a few minutes
 - Discuss at your table

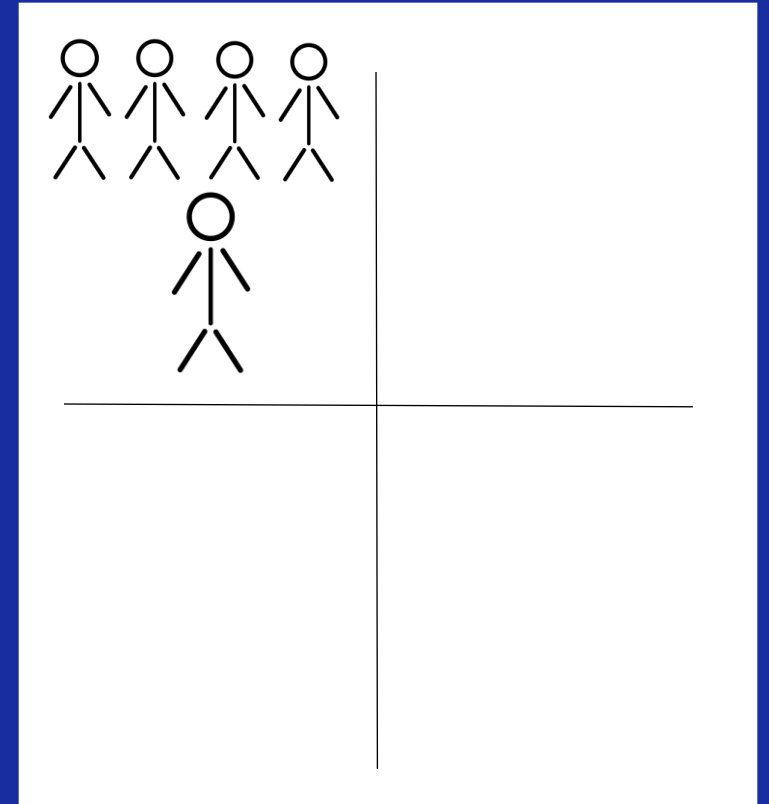
WHO ARE LEADERS

Leaders are those who take responsibility for enabling others to achieve purpose in the face of uncertainty.



DRAWING YOUR LOCAL'S LEADERSHIP STRUCTURE

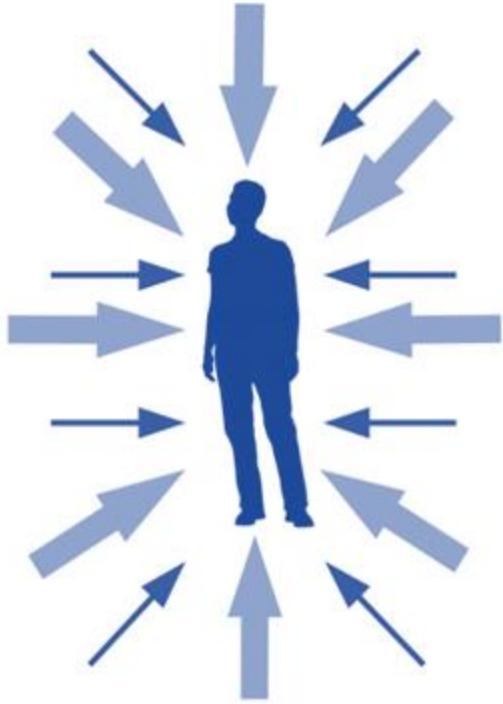
- Count off into teams of 4 and move
- EACH person thinks of one local with an upcoming school board election
- The team uses one chart paper divided into fourths
- Each person DRAWS what their leadership structure looks like based on the next slide.



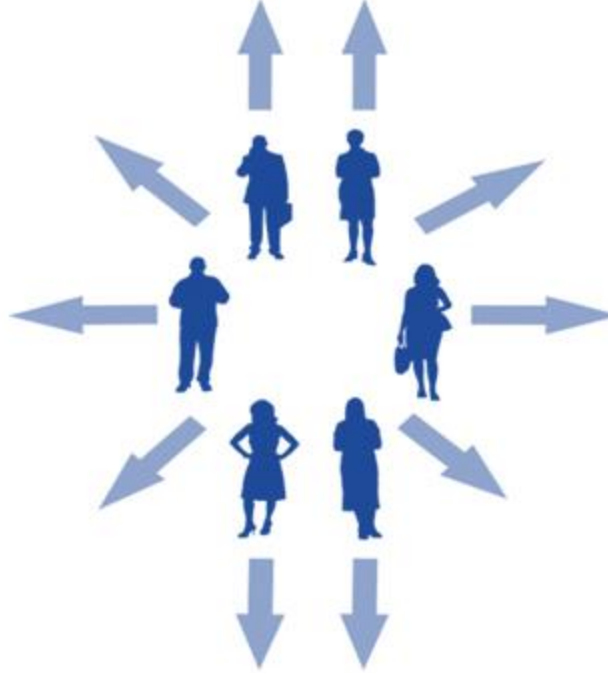
DRAWING YOUR LOCAL'S LEADERSHIP STRUCTURE

- How many leaders do you see doing leadership work?
- Is there one “leader” with everyone else linked to that leader like spokes to the hub of a wheel?
- Or are there lots of “leaders” linked with each other and with other members, multiple centers of coordination, inspiration and action.
- Are some people “followers” in relation to some “leaders” but “leaders” in relation to other “followers”?
- Or are some people always “leaders” and others always “followers”?

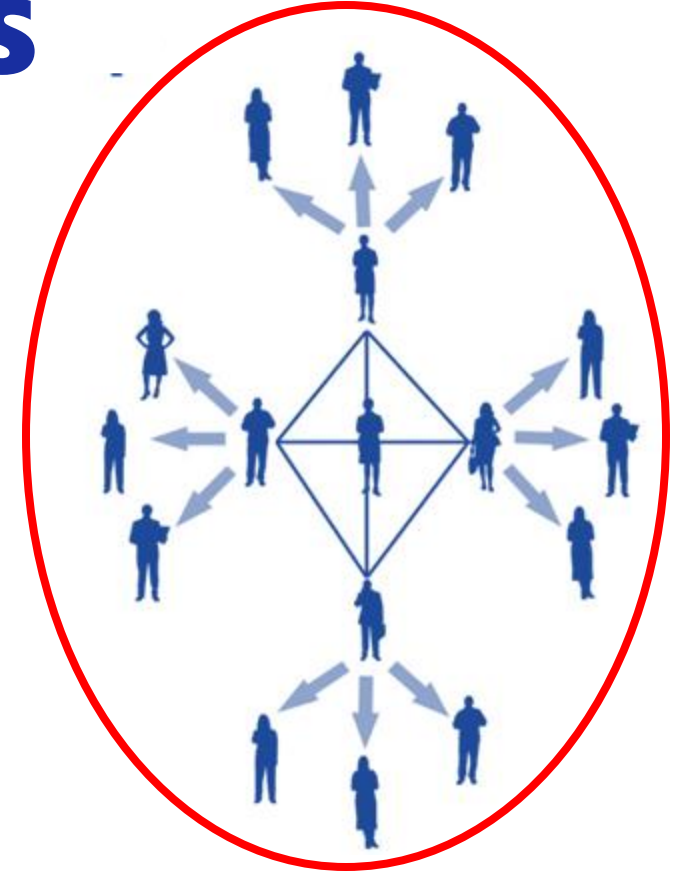
THREE LEADERSHIP STRUCTURES



"I'm the Leader"



"We're all Leaders"



Snowflake Model
Interdependent Leadership

**HOW DO I KNOW I AM
COACHING A TEAM THAT
CAN BUILD POWER?**



POWER BUILDING TEAM IN THREE STEPS

- Establish a shared purpose
- Establish clear group agreements
- Organize the work into interdependent roles



POWER BUILDING TEAM'S 3 CONDITIONS

**YOUR
TEAM IS
BOUNDED**

**YOUR
TEAM IS
STABLE**

**YOUR
TEAM IS
DIVERSE**

POWER BUILDING TEAM'S 3 OUTCOMES

- The team accomplishes the goals they are responsible for
- The team is operating in ways that make them a better team over time
- The team contributes to the learning & well-being of individual members



COACHING: LEADERSHIP TEAM CYCLE & GROWTH



CAMPAIGN SCENARIO:

You're working to build an Election Committee in a local. This local has been lightly involved in elections in the past, recommending candidates through a low-key interview process run by the Exec Committee and donating a couple thousand dollars to their candidates of choice. They would communicate their preferences to members and encourage them to engage in the candidates' campaigns, but did not organize walks or do any real turnout for walks.

This cycle, however, Moms for Liberty has shown up to ruin the party. They're running for your BOE majority and have a slate in place. They've made the local news more than once for outrageous claims about pornographic books in school libraries and how "wokeness is hurting white students." In your conservative community, you're worried it is getting traction. All the seats they are hoping to win are against incumbents that the local has previously endorsed and they've all been fairly good for educators during their tenure.

Members are reaching out daily asking what "The Union" is going to do to keep these nutbars off our board.



EDUCATION  **VOTES**

KEY STATS

- 16 elementary schools, 5 middle schools, 4 high schools.
- Wall to wall bargaining unit with all certified and non-certified covered by the same contract
- Bargaining unit of 800, union density is about 75%, at least one solid certified and non-certified AR in each building
- Consistently across cycles, you see about 60% of members voting
- Your win number is 6000
- Today is August 1st and Election Day is November 10th

WHAT WE NEED TO WIN

- Let's start with an easy one
 - 600 members and 60% vote consistently-360
- What's our goal percentage?
 - 80% would be 480- Is that doable?

HOW DO WE WIN?

- We already walked through how we got to our win number of 6000.
- What percentage of members do we want to take action in this campaign (ie walk)?
 - 20% would be 120- Is that doable?
 - Can we get at least 30 to walk more than once?
 - That makes 150 total shifts as our goal.
 - $6000/150 = 40$ contacts per shift

WHAT WILL THAT LOOK LIKE?

- If you do a Saturday walk every weekend from 8/22 through election day, that's 12 walks. Can you average 12-13 walkers each week?
- If you do 4 big walks (one from each high school maybe), that's 35-40 per walk.
- If every school plans its own walk, that 25 walks- that's 6 per walk

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WE'VE GOT OUR GOALS!

- This is going to be a big lift and a new experience for us! We need a strong committee of members making sure all the moving pieces run smoothly.
 - What roles do we need to fill on this committee to make this plan a reality?



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OUR IDEAS

- Chair
- Comms/Social media captain
- Walk logistics captain
- Walk recruitment captain
- Regional leads
- BOE liaison
- Event captain



THINK PAIR SHARE

- How might you build accountability into the structure we just created?
- How will you use this campaign to build your members' leadership and skills?

KEY IDEAS

- We need to work together as a team to build power
- You can create conditions for success based on team design
- Your team structure will create strategic capacity
- Well-designed teams put to productive use the unique talents of the individuals who make up the team





ELLEN

Day 2 Winning School Board
Campaigns



**DAY 2
FEEDBACK**



What do we
focus on at NEA?

THREE THEORIES FOR CHANGE

Advocacy (relies on singular experts little risk required beyond them)

“Advocacy is the work of creating change through the actions of professionals or technical experts—lobbyists, pollsters, lawyers, communication specialists, researchers. Advocacy relies on the expertise, status, and know-how of these groups of people to make change. Advocacy usually happens in a closed-door room; ordinary people play a small to nonexistent role in its efficacy. Advocacy has become a dominant strategy for unions and liberals.”

Mobilizing (like a club, self-selecting, and typically those who are not risking much to participate)

“Mobilizing, by contrast, activates an already-convinced membership. Mobilizing encourages those who already support a cause or a mission to take action to defend their belief—for example, by attending a protest, wearing a button, or signing a petition.”

Organizing (strategic, always inviting more, taking risks to expand, trust is built through action together)

“To organize is to build mass support and strength among ordinary people. Organizing draws its power from working people’s biggest strength: our numbers. The work of organizing is systematic and rigorous: It requires connecting with every single worker in a shop, every educator in a building, every building in a district. At its core, it asks people to understand their own agency and to make choices about how they will exercise it.”

THREE THEORIES FOR CHANGE

Advocacy is about using expertise of a few.

Mobilizing is about engaging the already committed.

These are necessary, **but not sufficient** to build the power we need.

STRENGTH AND GROWTH BOTH NEEDED



- Growth is a focus on building the base of members, leaders, structures, and partners. Necessary but not sufficient.
- Strength is the ability to use power to win.

WINNING MATTERS MOST = STRENGTH

**Organizing is about
building power.**

CAMPAIGN LAB IS A STRATEGY

- Coaching
- Networking
- \$2500 – CAN NOT BE USED TO DONATE TO A CANDIDATE
- Can be used for internal and external campaigns



CAMPAIGN LAB INFO AND APPLICATION



<https://www.nea.org/resource-library/campaign-lab>

APPLY TO BE A CAMPAIGN COACH



Campaign
Coach

- Possess an organizing and leadership mindset
- Attends campaign coach training
- Coaches 1–2 local teams
- Holds coaching calls, with team 2 times a month
- Engages in peer problem solving and coaching
- Works with a mentor coach

<https://forms.office.com/r/7yMBd7FLwM>

ENDING IT RIGHT

- Choice Networking
- Housekeeping
- Feedback via email





CHOICE NETWORKING TIME