



# EDUCATION VOTES

## CAMPAIGN MESSAGE STRUCTURE

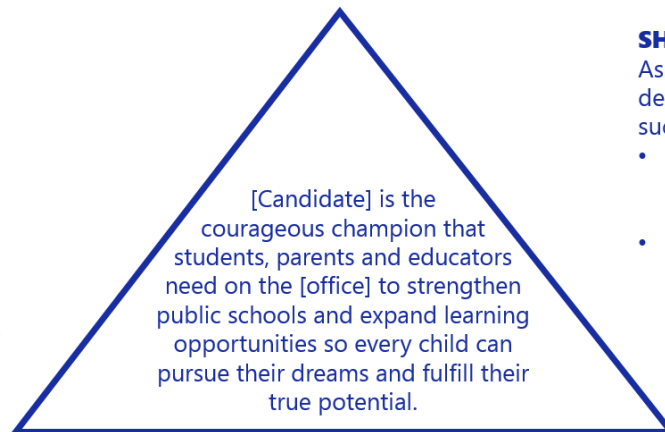
Below are three of the most widely use tools to structure your campaign message

### Message Triangle:

#### **COURAGE TO LEAD**

No matter what we look like, where we come from or where we live, we want all our students to have access to safe, quality public schools. [County/School District] needs a [office] with the courage to lead on comprehensive solutions to the big problems we face.

- [Insert problems district is facing]



#### **SHARES OUR VALUES**

As a \_\_\_\_\_, [Candidate] is deeply committed to the success of every student.

- [Sentence about Candidate's background]
- [Sentence about Candidate's accomplishments]

#### **CHAMPION FOR STUDENTS AND PARENTS**

[Candidate] is running on a strong education platform:

- [Insert education platform solutions]

### Tully Box:

#### **WHAT WE SAY ABOUT OURSELVES:**

"You can count on the Union's Candidate to fight for increased educator pay & lower class sizes.. They know our schools & have the expertise we need."

#### **WHAT THEY ARE SAYING ABOUT THEMSELVES:**

"The other candidate brings people together to get things done for students & educators. Look at our record. "

#### **WHAT WE ARE SAYING ABOUT THEM:**

"The other candidate won't be on your side when it really matters. They don't look for innovative solutions. We need new leadership and new ideas."

#### **WHAT THEY ARE SAYING ABOUT US:**

"The Union Recommended Candidate's plans aren't realistic. We don't have that funding available. You need someone with experience on the school board."

### Race Class Narrative:

- Open with shared values that name (and/or show) race.
- Name villains, their motivation, and how they use strategic racism and scapegoating to divide and distract us while they harm us all.
- Uplift victories and/or everyday collective actions that solve problem(s).
- Describe a vision for what will change that includes everyone coming together to achieve it.
- Insert a specific call to action.

### Example:

"From Up North to Milwaukee's northside, we marched, protested and turned out in record numbers to vote and pick the leaders that we trusted to fund our public neighborhood schools. We see through politicians who spread lies, refuse to govern in our interests, and pass laws to silence our voices based on where we live and what we look like. That's why we are coming together to elect leaders who'll deliver the fully funded public schools that all our families need and deserve. Join us on Election Day to elect X to help deliver for our communities."