



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.