



EDUCATION VOTES

SAMPLE TALKING POINTS FOR POST-INTERVIEW PHONE CALLS

For candidates you are recommending:

- Congratulate
- Will re-evaluate endorsements after primary and be in touch (if applicable)
- (Name of governance leader or staff person) is going to connect soon on how we can plug in their campaign, remind them we have to work through our governance structure on plan approval as well
- If they ask about PAC money, tell them we are saving it for voter contact and in process of getting budget approved and working with our vendors

For candidates you are not recommending:

- Hard decision with so many great candidates (if applicable)
- Will re-evaluate endorsements after primary (if applicable)
- When we have member running, our members have expectation to support educators (if applicable)
- We have limited resources and have to focus on certain districts/races
- No matter what happens we know you will support educators and want to keep communication lines open
- Wish them good luck