

Electing Your
Employer: It's As
Easy As 1-2-3



Dear Local Leader,

“Electing Your Employer,” is a political activity that closely touches all of your members. Policies made by local school boards have a direct effect on your members’ salaries, benefits and working conditions, as well as the learning environment and learning tools for your students.

Getting involved in school board elections is an opportunity for your members to see their dues dollars at work and to help shape public education in your school district. Thus, it is the most important local election for our members to actively support pro-public education candidates. By recommending, campaigning and voting for candidates in school board elections, your members are truly “ImPACTing the Future” and the future of public education.

Taking an active role in school board races is the easiest way to influence those who make the decisions in your school district. Get involved. Participate. You will make a difference!

Help shape the future of your school district. Elect your employer. It’s as easy as 1, 2, 3—if you have commitment and a plan.

Request copies of this resource booklet along with other materials and information by contacting NEA NH toll free 1-866-556-3264 or contacting Kris Fessenden kfessenden@nhnea.org or download www.neanh.org

Full capacity locals DO impACT the future!

Planning and Implementing a Successful School Board Election Strategy

Building the Foundation

- Union representatives should attend all school board meetings.
- Be aware of who attends board meetings and their issues.
- Get to know interested and cooperative citizens who are union friendly.
- Form and maintain coalitions with internal unions.
- Build relationships with other unions—become active in a local labor council.
- Be aware of each board member's term limit.
- Listen for rumors of who may run—both incumbents and others.
- Be on the lookout for possible candidates from the union perspective.
- Develop year-long PR program.

Research

Election Questions:

- What is the current makeup of the board?
- Who are the current board members?
- Who is running? Are they running as incumbents? Running against incumbents?
- Did our local recruit anyone?
- What is the school board history?
- Is there a big issue that is motivating people to run?
- Are there controversial issues going on in the district?
- Are your contracts up soon?
- What has been the relationship with the board and the bargaining units?

Getting to Know the District

Before beginning a campaign for any office, you should become acquainted with the election district and its voters. Maps of the school district boundaries will help establish the terrain and can be obtained from the local school district.

Who Lives in the District?

1. Are they mainly white collar or blue collar? _____
2. Do most rent or own their own homes?
3. Are they mainly upper, middle or lower on the economic scale?

What Are the District's Political Habits?

Voter registration lists (Qualified Voter File) and past election statistics are available from many school districts and the county clerk's office. From those sources you can determine the following:

1. How many registered voters?
2. How many voters vote in school board elections?
3. How many women, men and seniors vote in school board elections?
4. How many absentee ballot voters are in the district?

From that information you can make judgments about:

- 1. How many votes will it take to win? (50% + 1)**
2. From where are the votes likely to come?
3. from where are new voters likely to come?

Sample Request Letter for the Qualified Voter File (QVF)

Date

Mr. County Clerk Any County
Address

RE: Qualified Voter File

Dear County Clerk:

I request a copy of the Qualified Voter File (QVF) sorted by school district for the Any City Public School Board Elections for the following years: 2013, 2014. Please include the voting record and address of each voter in the QVF. Providing this information in an electronic format is acceptable.

Please contact me if you have any questions regarding this request. Thank you in advance for your prompt response to this request.

Respectfully,

Local EA/ESP President

Chapter 671 School District Elections Title LXIII

Elections Section, Nominations

Section 671:18 Qualifications:

To become a candidate for any school district office, a person must be a registered voter in the district. No person holding the office of member of the school board shall at the same time hold the office of district moderator, treasurer, or auditor. No person employed on a salaried basis by a school administrative unit or by any school district within a school administrative unit shall be a school board member in any district of the school administrative unit. Salaried positions shall include, but are not limited to, the following: teacher, custodian, administrator, secretary, school bus driver (if paid by the district), school lunch worker and teachers aide.

Section 671:19 – Filing:

All the provisions of RSA 669:19-669:22 relative to filing for office and withdrawal of candidacy for a nonpartisan town election shall apply to school district elections except that in those statutes where there is a reference to a town or a town clerk, it shall be read to refer to a school district or a school district clerk.

Chapter 669 Town Elections By Official Ballot

Section 669:19 Nominations; Nonpartisan Ballot System:

In a town which has adopted the nonpartisan ballot system as provided in RSA 669:13, all candidates shall file a declaration of candidacy with the town clerk during the filing period for town candidates. All candidates who file on the last day of the filing period shall do so in person before the town clerk. The filing period shall begin on the seventh Wednesday and end on the Friday of the following week before the town election. Such declaration of candidacy shall be prepared by the town clerk in substantially the following form: I, _____, declare that I am domiciled in the town of _____ and that I am a registered voter therein; that I am a candidate for the office of _____ and hereby request that my name be printed on the official nonpartisan ballot of the town of _____.

Please confirm all dates and times with your local/town moderator/clerk

Selecting a Candidate

Candidate Recruitment

Candidate recruitment must be an ongoing process.

What to look for:

- What are the characteristics of an ideal candidate?
- Gender makeup of board could make a difference.
- Know your candidate(s).
- Don't take anyone for granted.
- Don't leave it to chance. You don't want the best of a bad bunch!
- Know your issues and be sure the candidate(s) understands them.
- How will your candidate, when elected, stand up to opposition? (Key Question)
- Are they electable? Name recognition/credibility, community involvement.
- Do they have an axe to grind?
- Don't overlook your local, family members, spouses or other union members.
- Make sure the candidate will run to win and use your help.

Critical qualities of a school board candidate:

1. Must understand and value the role of teachers and support staff.
2. Must recognize that teachers and support staff are critical factors in the "education machine."
3. Must value relationships and the honest and fair exchange of ideas.
4. Recognizes a school system as a human service agency vs. a big business. Must clearly understand the differences inherent in each.
5. Views the role of "leader" as one who pulls a system together to get the best collective performance from the whole. (Listens, cooperates vs. the "boss with all the answers").
6. Understands and appreciates the merits of unionism.
7. Understands, respects and has had experience with collective bargaining.
8. Values your support, seeks your opinion.
9. Must have strong sense of self-confidence. No need to get star-status from board membership.
10. Understands the current issues facing your school system.

Look for: Respect for teachers and support staff and their union, openness, values opinion of others, flexible thinker, willingness to change views and opinions, honesty about own strengths and weaknesses.

Look OUT for: Controlling personalities, stubborn attitudes, inflexible thinkers, folks who perceive this role as a status builder.



Who Makes a Good Candidate?

Personal attributes

1. Reputation for integrity and hard work.
2. Calm temperament.
3. Ability to think quickly.
4. Willingness to admit ignorance rather than give a poorly considered answer.
5. Background that can bear scrutiny.
6. Leadership skills.
7. Ability to handle criticism and/or lack of support whether by family or friends.
8. Friendly manner and adequate social skills.
9. Good speaking voice.
10. Capacity for listening.
11. Philosophy that time and energy expended will be recouped through personal satisfaction and growth.
12. Ability to empathize with voters' concerns and issues and a respect for the wishes of the constituency.

Beyond these requirements, the desired characteristics vary with local conditions. However, two points are clear:

1. The candidate must be acceptable to a sufficient number of voters to be able to win.
2. The candidate supported must be acceptable to your membership.

Potential Candidates—Where to Look

- Members of other local governing bodies.
- Faculty members at the local college.
- School employees living in your district but employed by another school district.
- Former or retired school employees. (Do not assume that any teacher or educational support staff will agree with you on all issues or that all school employees would be good school board members.)
- Members or officers of local industrial unions and particularly of unions with which the local has had some relationship or with which your local association has cooperated in the past.
- Parents of children attending the schools can be identified at PTA or PTO meetings and Especially at school board meetings and they may make excellent candidates.

This is by no means an exclusive list of possible sources of potential candidates. But from among these and other similar sources that you identify, your local association should find somebody who is acceptable, electable and able to be motivated to run. The rewards for service on the school board are less than exhilarating; but from the groups suggested above, find persons with either a demonstrated desire, or an issue, or an ideological motivation to serve on a school board. Of course, no matter where your local association seeks a candidate, be selective.

Write-In Candidates

Choose to run a write-in candidate as a last resort!

This may become necessary if you haven't been able to recruit a candidate before the filing deadline. One can file to be a write-in candidate up until 4 p.m., the Friday preceding the Tuesday election. Write-in candidates must file with the designated clerk by completing the Write-In Candidate Declaration of Intent form and a Statement of Organization for Candidate Committees.

Your elections committee will follow the basic campaign plan with timeline modifications.

Write-in candidates should be interviewed and screened, just as all other candidates.

If the candidate files his/her Candidate Declaration of Intent (Appendix C) after absentee ballots are mailed, you will miss a group of voters that you often count on for support.

For write-in candidates, seek volunteers to work outside the polling sites on Election Day. The volunteers will hand out labels to voters to attach to the ballot in the write-in candidate space.

Do everything for the write-in candidate that is done for a candidate that filed before the filing deadline.



Screening & Recommendation Process

Screening and Recommendation Process Timeline

**make reference to 7th Wednesday info Second week of February/August—Filing deadline. S & R committee should be appointed and have a good understanding of assignment.

Third week of September—Develop data sheet and questionnaire.

Third week of December—Send out interview times along with data sheet and questionnaire. Confirm all interviews. President drafts an information letter to members.

Second week of January—Develop interview questions.

First week of February—all interviews completed and recommendations made.

Second week of February—Send letter to membership to inform them of recommended candidate(s).

The Candidate Questionnaire

The traditional format for a Candidate Questionnaire consists of open-ended questions, questions that seek to determine the candidate's position on an issue, and questions that ask the candidate to set priorities. Another format takes issues important to the local association and formulates them into statements.

Begin the screening process by mailing a questionnaire to each of the candidates for their completion.

Strike from your list those candidates who do not respond to your questionnaire or to a follow-up telephone call.

Invite candidates to meet with the local association for an interview. At these meetings, thoroughly explore each candidate's qualifications and views on the issues identified as important to school employees, students and voters of the district. Make no assumptions. Question your friends as thoroughly as you question the candidates you do not know personally.

Candidate Interviews Tips

Interviewing candidates takes time, preparation and coordination. But if the activity is handled properly it can be a very meaningful experience for all concerned.

1. **Inviting Candidates**—Give the candidate ample notice of when interviews will be conducted. Then coordinate with the candidate or campaign manager a date and time convenient for both you and the candidate.
2. **Develop Questions**—prepare a list of questions for the candidate to answer. Make sure that each question is phrased properly and education issues covered pertain to the office the candidate is seeking.
3. **Submit Questions in Advance**—Submit written questions to the candidate in advance so that he/she will have time to consider responses. In some instances written answers might be required. Please indicate or separate questions that should be answered in writing from those answered orally.

At times, only a written questionnaire is used while other times a verbal response is used. The best method, however, is a combination of both. Keep a permanent file.

4. **Your Screening and Recommending Committee**—The S & R committee should consist of at least three but no more than five members. Each member should be familiar with the issues. Provide adequate time for the candidate to answer each question fully. Do not hurry his/her response and make sure he or she fully understands the question. If the candidate disagrees with your position, do not attempt to argue over one point or to attack his/her position on the spot.

Before ending the interview, allow for any closing remarks and questions.

5. **The Interview**—during verbal interviews, treat all candidates in a friendly, courteous manner. Never try to trap him or her or create a climate of suspicion. Your primary goal is to find out where the candidate stands on education issues of vital concern to your Group.
6. **Avoid Group Interviews**—Interview only one candidate at a time.
7. **Interviewing Supportive Incumbents** (Not to be confused or compared with House & Senate S & R process)—When interviewing an incumbent candidate who has been supportive of your program, indicate your appreciation of his/her support. You may want to spend most of the time with this kind of candidate discussing election concerns and how your members can be of most assistance in his/her reelection effort. The point here is that you treat candidates who are incumbents and proven friends of your program differently from nonincumbents or those candidates who have a very mixed voting record.

Questions for the School Board Candidates

1. Why do you feel you are the most qualified candidate for the school board?
2. In times of shrinking revenues and budget cutbacks, decisions often must be made regarding budgetary priorities. Please outline your budgetary priorities as specifically as possible.
3. If elected to the board, what are your top five objectives?
4. What do you envision as changes needed in the curriculum and or structure of community colleges and universities to better prepare students for the challenges they face when they graduate? What impact will these changes have on the K-12 education structure?
5. What do you define as a reasonable class size? How would you go about reducing class size?
6. When you are making a controversial decision, how will you be influenced?
7. How would you respond to a parent who wants the district to limit access to or remove books from the library?
8. What do you see as a school board member's role and responsibility in the effective administration of schools? What do you think the relationship should be between the board of education and the superintendent and other school district employees?
9. What is your position on using public tax funds that currently support public schools to pay tuition for private and parochial schools? (A voucher or tuition tax credit system or a school choice system?) What is your position on vouchers and the issue of school choice?
10. How would you define the concept of academic freedom?
11. How much latitude should the individual teacher have in the classroom?
12. What is your position on having teachers tested for competency?
13. What are your feelings about a wage increase for school employees?
14. Who should determine broad educational objectives? Specific course of objectives?
15. What are your views on collective bargaining in the public school setting?
16. What would you recommend as the best avenue to ensure the involvement of all stakeholders in school decision making?
18. What are your perceptions of the strengths and weaknesses of the _____ School District Board, superintendent and other school employees?
19. What is your definition of "educational excellence"? As a board member, what would you propose to have the school district do to meet these goals? What reform initiatives, if any, do you most support (e.g., strategic plan, outcome-based education, mastery learning, and mandatory core curriculum)?
20. What is your position on privatization of school employees?

Please list any organizations with which you are affiliated or to which you belong, those who sponsor or endorse you, and those from which you have requested and/or received endorsements.

Sample of Recommendation Letter

Dear Fellow Member,

The leadership of (*the association*) is asking you to support (*Bob Smith*) and (*Glenda Jones*)
For the School Board on (*****)

After the screening interviews, leaders of ALL the school employee groups agree that Smith and Jones will provide more of the balance on the board that began last year with the election of two independent-minded candidates. Both Smith and Jones reflect the larger community and are interested in consensus building, conflict-resolution and common sense in decision making. Both of these candidates want to restore a sense of community.

You helped us last year. With your help again on (*****), we will bring about ongoing change. Help us continue to replace conflict with cooperation and collaboration.

Please vote for (Bob Smith) and (Glenda Jones) on ***** President, EA

Vice President, EA

President, ESP

Vice President, ESP

P.S. Please encourage your friends and neighbors to vote for these two reasonable candidates. We hope you won't mind a phone call prior to the election to remind you to vote.



Starting a Campaign

Campaign Organization

In any political organization, there is a candidate and there are those who are working for the candidate's election. Within the group of people who work for the candidate, there may be subgroups, each responsible for a different area of the campaign activity.

In any campaign, there must be someone who has the ultimate decision making authority and someone who will see that the decisions are put into action. The campaign manager usually has the overall responsibility. Campaign planning is part of the manager's key role.

Candidate Campaign Tips

- The candidate should form her/his own campaign committee and register with county Clerk's office.
- If there is more than one recommended candidate, then coordination of activities should be considered.
- Local should have a representative on the committee; Local-Retired members should be considered. Subcommittees should be formed, for example:
 - Finance
 - Signs Mailings Publicity
 - Telephones
 - Volunteer Coordinator
 - Logistics
- Campaign committee should meet weekly or more often as needed.
- Collect samples of opposition's campaign materials.

Sample Campaign Timeline for School Board Election

September 1	Establish a School Election Committee
Oct-Nov.	Recruit Candidates
January 1	Request QVF & Local List
January 31	Identify Positive Voters with addresses & phone numbers
***	Candidate Application Deadline
Jan-Feb	Interviews
Date of Election	Last Day to Register to Vote
Feb-March	Contact Positive Voters
March ?	Election Day (GOTV and Poll Watchers)
1 week after elec	Debrief Election Plan
Year-round	Maintain Communications with Board Members

Recruiting Volunteers

Campaigns need to build a grassroots organization in order to implement the specific campaign activities that will persuade voters to support the recommended candidate. Building a grassroots organization involves developing a strong volunteer base and engaging in systematic outreach to a variety of constituencies.

The first step to building a volunteer base involves understanding some basic guidelines that apply to volunteer recruitment. Then, since parents and school employees are integral to winning school board races and represent a great source of volunteers, campaigns need to think about the most effective strategies for organizing these groups.

Action Steps for Recruitment

1. Know Your Audience: Who are you trying to recruit? What will motivate them? Consider initial recruiting calls like informal focus groups to help determine the best recruitment message and best way to reach volunteers (events, phones, e-mail, etc.).
2. Prioritize Requests: Limit what you ask of volunteers. Pick the one or two most important activities. Avoid overwhelming volunteers with less important activities. This can lead to volunteer burnout.
3. Sell the Activity: Simply asking is not enough—gives reasons they should volunteer. Why are they needed? Why is the activity important? Why is this particular timing important? What will happen if they don't volunteer? What are the incentives for volunteering? Get commitments on the spot. Try not to let them "get back to you later."
4. Hard Counts and the Volunteer Experience

Welcome, training and motivating: Greet volunteers the moment they show. Explain the activity and make sure they understand. Reiterate its importance and the role they are playing. Monitor what they are doing and give input.

Fun: Give them something—food, shirt, etc. Create a relaxed atmosphere. Don't push them too hard. Let volunteers be volunteers—*remember they are not staff!*

Thanking: Recognize their contribution and make sure they know how much value it added. Thank-you notes, e-mails and calls are always appreciated.

Don't fluff and don't oversell: Be straight with volunteers. If an activity is tedious or difficult, own up to that and explain why it is still important. Credibility is critical to maintaining participation.

Insider information: One of the ways to keep volunteers engaged is to give them some inside information that the general public doesn't know. The more volunteers feel like part of a select team, the more ownership they will feel for the campaign and the harder they will work.

Remember, they are not being paid!

Reminders: Record the name, phone number and e-mail of everyone who agrees to volunteer. It's likely that only half will show up. Over-recruit accordingly. Follow-up with people who did not show (remove after three attempts). Send a reminder the day before, if not earlier.

Campaign Activities

The Candidate's Role in the Campaign

The candidate is the product that the campaign is designed to market. People will work for political candidates they believe in. The campaign should be designed to present the product as accurately and as thoroughly too as many people as possible. The role of the campaign is to provide an audience to develop a constituency for the candidate. Its success is ultimately determined by how politically appealing the candidate's characteristics and beliefs are to the voters of the district, and how successful the campaign is in getting voters to the polls.

Any time not spent talking to a voter is time wasted. The staff is to run the campaign. The candidate is to run for office. The candidate should never be out of things to do.

Personal contact between the candidate and voters is the best way for people to become committed to the candidate. Arrange meetings between the candidate and voters. Think of ways for the candidate to meet parents of school children, teachers, support staff and other groups that are immediately affected by the policies of the school board. Walking door-to-door cannot be emphasized enough for its effectiveness.

Door-to-Door Canvassing

Your canvassing materials will consist of a voter list with the names of every likely voter in your precinct, literature enough for every voter, a sharp pencil, a name badge, and a candidate briefing sheet. The voter list used for canvassing should be a "walking" list arranged in street and house number order.

Before you knock on the door, make sure that you know the name of the people who live there. When the voter answers, introduce you. Tell the voter you are a volunteer for the school board candidate. Hand the voter a piece of literature. At this point, you should try to "sell" the candidate. Extol his/her virtues in no more than two or three sentences. While you are making your pitch, the voter will probably examine the literature.

The next step is the most important. You must then find out how the person plans to vote, so you will have to ask the question in a subtle, but sufficiently direct way. For example, you may ask, "Can we count on your support on Election Day?" As soon as you leave each house, mark your precinct list. Practical experience has shown it is best to use only three

Marks: (+), (-), (0). A plus sign (+) means the voter is favorable. A minus (-), means the voter is Unfavorable. A zero (0) means undecided.

At homes where you get no answer, leave the literature with a hand written note that says "Sorry, I missed you."

As you canvass, you will have various responses from the voters. Some will be exceedingly friendly, and may even invite you in for coffee. NEVER GO INTO A HOME. Occasionally, a voter will be hostile and will try to engage you in an argument. NEVER ARGUE WITH A VOTER. No matter how outrageous the comments, simply say "Thank you," and go to the next voter.

Sample Instructions for Door-to-Door Canvassers

(Note: Adapt these sample instructions to your situation.)

What We're Doing

We're canvassing homes to tell voters about our candidate, to give them some campaign literature, and to answer their questions about the candidate.

How To Do It

This kit contains everything you'll need:

1. The Voter List. These are the households you should visit. Be sure to code each visit by writing the symbol in the margin:
 - + Favorable to candidate
 - 0 Undecided, doesn't know
 - Unfavorable, hostile
 - NH Not at home
2. The Volunteer Badge or T shirt. Wear your badge or T shirt—it will instantly identify you as a Campaign volunteer.
3. The Candidate Briefing Sheet. This will tell you about the candidate's stand on issues.
4. The Campaign Brochure. Give each voter one.

What to Say

Remember, you're a personal representative of the candidate. The words you say and the impression you make will have a big effect on the voter's decision.

Here's an outline of the canvassing message. You'll need to go over it a few times to get it down in your own words.

1. Identify Yourself. "Mrs. _____, my name is _____, and I'm a volunteer for _____ who is running for the school board. May I speak with you for just a moment?"
2. Talk about the Candidate. "We're helping (candidate) because of our concern for our Children and the quality of education they are getting in our schools. Optional:
3. Ask for Questions. "We're conducting a people-to-people campaign because (candidate) wants to make sure (she/he) knows where the people stand on all the issues. Is there a particular issue you're concerned about or any other question you'd like to ask?"
4. Answer the Question.
5. Offer a Brochure. "Have you made up your mind about the election, (voter)?"
(If yes, determine preference and conclude conversation appropriately. If no, continue.)
"I'd like to leave this brochure with you, (voter), to tell you about (candidate). Please consider voting for (candidate) on Election Day (date). (Candidate) will be a great school board member. Thanks for your time."

General rules for designing campaign literature:

- **Keep** the text short, concise and broken down into simple points. It should be easy to read in a short time.
- **Include** pictures, preferably informal ones either of the candidate, of children or both.
- **P r o b a b l y** the most important thing a brochure does is proclaim a candidate's name. Display it prominently.
- **The** literature text and style are in line with the campaign theme and must focus on the relatively few issues identified.
- **Focus** the school board election literature on the children.
- **Pay** attention to making language non-offensive.
- **Any** literature that goes out must print the name and address of the campaign committee Or sponsoring group. This is a legal requirement.
- **Make** sure the date of the election is on each mailing piece.

Sample Yard Sign Letter

Thank you for taking a yard sign. If the sign becomes damaged or disappears, please call _____ For a replacement.

Would you please remove the sign on election night and save it until we pick it up, or you? can drop it off at _____ . Thanks

again,



Phone Banks

Phone banks are a very useful way to identify voters who support the recommended candidate and will also be used later in the campaign to “get out the vote” on Election Day.

It’s a good idea to set up a telephone canvassing campaign. Phoning is faster and requires fewer volunteers. The procedure is basically the same as the more personal door-to-door approach. Voter registration lists are the basis for all calls. Volunteers operate from a carefully prepared text, which essentially identifies the candidate, makes a brief positive comment about him/her, and inquires if the candidate can count on the voter’s support. Again a (+), (0), (-), marking system is used.

Calls should not be made from volunteers’ homes. Phone callers working at home are subject to distraction from their family’s needs, and they can become discouraged if the canvass is not going well. This could result in giving up on the effort, or in providing unreliable information.

Setting Up Your Phone Bank

To set up a phone bank in your community you will need the following:

- **A chairperson** who is responsible for organizing the phone bank effort.
- **Volunteers** to make the campaign phone calls. Volunteers should work only two-hour Shifts.
- **Sign-in sheets.** You will want to send thank-you notes to all of the people who have Worked on the campaign. Sign-in sheets help keep track of the phone volunteers.
- **Telephone lists.** A Voter Canvass List to which the phone numbers have been added will be needed. These can be obtained from NEA NH. Use the list to mark people’s attitudes. Each name should be marked as a (+), (-), or (0) voter. (+) = a voter is supportive of the recommended candidate. (-) = is the voter who will not vote for your candidate. (0) is a voter who is not sure who they are voting for. Keep calling until all people have been reached. On Election Day, a list of identified (+) voters may be given to the precinct workers. A second copy of the list should be kept at the phone bank so all (+) voters can be called to get out the vote. All + voters should be asked to put up a yard sign.
- **Phonebank instructions.**
- **Telephone message script.**
- **Brochures** and other information to send to (0) voters and others who request information. It is very impressive to (0) voters to promptly receive the information they request by return mail. All volunteers should have cards to record requests for information and the envelopes should be addressed and the information inserted before the phone bank shift ends.

Phone Bank Tips

- Never argue. (You cannot change a person's mind by arguing on the telephone. If anything, you may change a swing (+) vote to a firm (-) vote.)
- Follow the script—do not get involved in long discussions.
- Always be polite and listen.
- Keep an accurate record of who has been called and make sure your canvass list has been Organized by household to prevent multiple calls to the same home.
- Develop a single system to clearly mark the (+) voter, (0) voter and (-) voter.
- Never call after 9 p.m.
- Keep your telephone message short, clear and to the purpose.
- If there is a wrong number or if the person has moved, correct the card or telephone list Right away.

Caller's Information:

1. Please call everyone on your list between [insert dates] and [insert date].
2. Feel free to adjust the message to suit your style – don't let it sound like you are reading to the person you've called.
3. Don't argue with anyone.
4. Thank you for your time and assistance. Your help is appreciated.
5. Attached is a copy of the letter sent on behalf of our candidate.

Caller's Message:

Hello,

I'm _____, calling for (Concord Education Association or Concord Support Staff Association). I am calling to remind you that Tuesday, ***** is Election Day and Three seats on the Concord School Board are to be filled in this election.

Three people are running for the two-year term. We think Jeffrey Weatherall would be an excellent board member. He has a background in business and has been involved in New Hampshire Public Schools.

Randy Baker and Dick Blumenstein are running unopposed for the two four-year seats. Both have been dedicated school board members.

I hope you'll vote on ***** and that you will join us in supporting Jeffrey Weatherall, Randy Baker and Dick Blumenstein. Thank you for your time.

Coffees or House Parties

A popular and effective part of a school board campaign is the coffee or house party project.

Coffees or house parties serve two functions in a political campaign. It is not only a forum for the candidate to meet those who attend; it is a very important technique for recruiting volunteers. The system of coffee organization described here is designed to accomplish both of these objectives.

There should be as many coffees as can be scheduled without interfering with higher priority activities. The time of day or evening is a matter of preference or practicality.

1. The coffee coordinators or house party coordinators

The campaign should appoint a coffee coordinator, whose job is to recruit coffee holders, explain to the host or hostess what is expected of them and follow up to make sure that it is accomplished. The coffee coordinator is responsible for promoting attendance at the coffees once they are scheduled. This person must encourage the host or hostess and involve others in making attendance at the coffee the highest priority.

2. The scenario for coffees or house parties

Every coffee host/hostess should receive a coffee kit with information on how to prepare for and conduct a coffee along with materials to use at the coffee. Every coffee kit should include at least:

- a. Invitations
- b. Candidate biographical information sheet
- c. Campaign brochures
- d. "How to Organize a Successful Coffee" sheet
- e. Volunteer cards
- f. Pledge cards

How to Organize a Successful Coffee or House Party

1. Who to invite—invite your friends and neighbors, especially people who have not met the candidate. It is nice to invite your friends, but the object is to get the votes of people who are undecided. Try to ask people who are new to your precinct or town or who are independent voters.
2. How to invite—it will probably be necessary to phone or write your guests once to invite them and once again a couple days before the coffee to remind them to come.
3. How Many to Expect—only about one-third of the total number of people you invite will attend, no matter how many may promise to attend. It will be safe for you to call at least double the number of people you can handle in your home.
4. Time Involved—Try to impress on your friends that the coffee will take only one hour of their time. There will not be any long political speeches. Stress that you know the candidate and would like for them to meet and talk with the candidate in person.

Friend-to-Friend Cards (Post Cards)

Sending friend-to-friend cards is a program to reach thousands of members or at-large voters on a personal level.

It's a low-cost way to involve members and other volunteers—particularly those who will or can work only at home—in a practical, manageable program with great political impact.

The goal of friend-to-friend cards is to have volunteers each write as many postcards as possible to fellow members, friends, relatives and neighbors.

An important part of the program is that the people writing postcards write them to people they know. There is always some duplication—more than one postcard going to a voter— but that's good. It tells the voter that the candidate has attracted a large group of volunteers who are delivering a grass-roots message, one to one.

Friend-to-Friend Card Instructions for Writers

Thank you for agreeing to be a friend-to-friend postcard writer. Personal contact is very important in the campaign, and you will extend that contact with the postcards you write to fellow members, friends, relatives, neighbors and associates.

Included are suggestions for you to use in compiling your list of names. You will probably be surprised at how quickly and easily this list will grow when you start to write down the names of all the people you know. Friendly, personal messages will let the recipients know you are supporting the candidate and that you would like them to join you.

Suggested recipients of friend-to-friend cards:

- Fellow members and co-workers
- Your holiday card list
- Church members
- Members of any organization or club in which you are a member
- Alumni groups (high school and college)
- Neighbors
- Relatives

Sample Friend-to-Friend Card

Dear Jane,

I am supporting Jonnie Crawford and Madeline Ferndale for Palmer School Board because they are the candidates most committed to preparing our children to meet the challenges of the 21st century by offering a strong curriculum of reading, science and math.

Both candidates will partner with parents, teachers and administrators to provide an effective education for all children in the district.

I hope you join me in supporting both Jonnie Crawford and Madeline Ferndale for Palmer School Board. Sincerely,

P.S. I will cast my vote *** for Crawford and Ferndale. I hope you will too.

Election Day

Getting Out Your Votes on Election Day

Preparing for Election Day

Several weeks before the election, volunteers from the office should begin telephoning any available list of names for Election Day workers. Political campaign professionals suggest that commitments be obtained from two or three times as many people as are needed. Many people will back out. Scheduling should begin two weeks before election.

Election Day Volunteer Guidelines

1. *Always schedule precinct workers in the precinct they have previously worked or lived in.*
A familiar face on Election Day is worth numerous votes.
2. Try to place at least one person at each poll all day.
3. It is absolutely essential to have at least one worker, preferably two, in the polling place during both opening and closing.
4. *Priority precincts with the most voter turnout should be adequately covered first, rather than trying to provide token coverage in each precinct.*

Election Day Reminder Telephone Calls—or How to Keep from Losing on Election Day

Having all you identified (+) voters show up at the polls doesn't just happen. You have to work at it. A good telephone campaign on Election Day helps turn out your (+) voters.

The telephone bank set up earlier in the campaign for the (+) voter identification is now used to get out the (+) vote on Election Day. Arrange for all phone calls to take place at a central site, or at several central locations if enough phones are not available at one site. Callers should not be allowed to take the lists home.

Precincts should be checked throughout the day (e.g., 9 and 11 a.m. and 1, 3, and 5 p.m., etc.)
To determine the number of identified (+) voters who voted.

Arrange for volunteer phone callers to start calling (+) voters who have not yet voted at about 4 p.m. Keep calling "no shows" until just before the polls close at 8 p.m. Under special circumstances, it might be necessary to adapt your reminder calling times for factory shift workers, commuters, etc. The urgency of the message becomes greater as the day goes on and the time for the polls to close nears.

Be sure to train your volunteers before you put them on the phones.

Volunteers should have a list of polling places in each precinct. This should be placed at each phone. Many people will ask, "Where do I vote? We used to go to the fire station but they moved the polling place."

Election Day Telephone Message

Good Morning. This is (_____) from (candidate) School Board election headquarters.

Have you voted yet?

1. If yes: "That's wonderful. Is there anyone else in your house who hasn't voted yet?"
2. (If answer is yes to that question, offer transportation or other assistance.)
3. If voter hasn't voted, say: (candidate) really needs your help today. The polls are open until 8 p.m. Your polling place is _____.



Election Day Sample Schedule

Election Day—Hour-by-Hour

6:30 a.m.	Election Day workers meet at central location (to pick up materials, get last minute instructions and see who shows).
7:00	Polls open.
8:00	First shift of phone canvassers begins calling favorable voters.
9:00	_____
9:30	_____
10:00	_____
10:30	Position literature distributors 100 feet in front of all polling places.
11:00	Second shift of phone canvassers.
11:30	_____ NOON

12:30 p.m.	_____
1:00	Second shift of literature distributors.
1:30	_____
2:00	Third shift of phone canvassers
2:30	_____
3:00	Third shift of literature distributors.
3:30	_____
4:00	_____
4:30	Poll watchers view count. Stay until completed, if needed.
5:00	_____
5:30	_____
6:00	_____
8:00	Polls close.





What to Do after the Election

If You Win

1. Thank workers and write contributors.
2. Analyze victory to determine effective strategy. The candidate may want to run again.
3. File financial statement. (Check with city clerk or school district office.)
4. Bring files up-to-date; you can assign this work to volunteers.
5. Assemble a two- or three-person team for continuing communication with the elected board members.
6. Be prepared for the fact that even the most faithful supporters may disagree with some official decisions.

If You Lose

1. Congratulate winner.
2. Thank workers and write contributors.
3. Analyze defeat. Candidate may want to run again.
4. File financial statement.
5. Bring files up-to-date.

Sample Thank You to Supporters

Dear Voter,

Thank you for your time and resources in support of my election to the local school board. Now that I am on the board, I hope to partner with you to provide quality education for all children in our school district. We must provide the best education possible in order for our children to succeed in this global world.

Sincerely,

Local Board Candidate

Applicable forms to be filled out at town clerks *****

