



Local School Board & Referendum Campaigns – IEA/IPACE

Make your vote count for education

IEA-IPACE has many resources to help you in your school board elections and referendum campaigns. First step is a local association needs to make a decision if they want to get involved and to what degree they want to be active. Once a local has made official recommendations to support or oppose school board candidates or decided to get involved in a referendum—then IEA-IPACE can support the local’s campaign efforts. Here are some resources we can assist with:

Voter guide:

We can list your locally endorsed candidates on the IEA Voter and help promote this to your members. This is a great tool for members to use to find out who IEA locals are supporting for school board, referendums or other local elections. This will help IEA members find the candidates to support in the communities they live in.

www.iea.yourvoterguide.com

Campaign plan:

You need one! We have a campaign template you can use to help guide your campaign.

Voter lists:

We can provide lists to target for mail, phone banks, door-to-door.

- ✓ IEA voters or all likely voters (IEA and public)
- ✓ Target by voter participation

Budget:

You need to have one. We can help prepare a budget based on your campaign plan.

- How much local IPACE money do you have?
- How much will your campaign cost?

Scripts:

We can help write and prepare scripts for phone banks and door-to-door.

Messaging:

We can help with messaging for your campaign, individual candidates, mail, social media/texting, etc.

Mail:

We can help design mail to send to IEA members and the public and IEA has a print shop that can assist. We have samples of mail for you to review.

IEA member contact:

You should seriously consider a member-to-member campaign. If we can’t get our members to vote for the candidates and referendums we support, we are in trouble! We can help with this plan. The plan should include building site work for members that live and work in the district and one-on-one contacts and mail for members who live and don’t work in the district.

Additional resources:

We are here to assist you and your local any way we can with your local school board or referendum campaigns. To get start, contact your IEA lobbyist or the IEA Government Relations Department.



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