

Quick Guide for Running for School Board

School Board Candidate Informational Meeting



Introduction:

- Purpose of meeting: Provide overview of what is involved in running for school board.
- Who we are: SVARW working to identify candidates that both SVARW and SVGOP can support.
- Message: If you are determined to run for school board we are willing to get behind you.
- Over 100 School Board seats from elementary through community college are up for election on November 8, 2022.

Agenda: Part I

- Why it is important to have School Board Trustees who support traditional American values
 - While AB101 mandates the teaching of Ethnic Studies for graduation, Districts can decide what the curriculum will include.
- **Process to Run for School Board – How to get your name on the ballot.**
 - School Board is a NON-PARTISAN race. No “R” or “D” after your name.
 - **November 8, 2022.** General Election: Half of all school board Seats are up for election.
 - **Santa Clara County Registrar of Voters.** 1555 Berger Drive, Building 2, San Jose 95112. Go to “CANDIDATE SERVICES”. Ask for November 8, 2022 CANDIDATE GUIDE— probably not available until Summer 2022.
 - ROV (Registrar of Voters) is definitive information for everything regarding elections in Santa Clara County
 - Online: SCCVOTE.org
 - Look Up District—put in your address and find your school districts/trustee area you qualify to run in.
 - OFFICE HOLDERS LIST for 2021—identifies when that office is up for election.
 - Election Calendar for November 8, 2022— Available on ROV or SVARW website. NOMINATION PERIOD is July 18, 2022, through August 12, 2022. [Nomination Period—Go to ROV July 18 or shortly thereafter, pick up nomination papers, turn in papers by deadline of August 12th)
 - **Qualifications:** 18 years if age, registered voter, lives in district (or specific trustee area) and is not an employee of that school district. Note: Teachers can run for school board in another district if they live there. [Note: If you are running in a district that is not yet segregated by TRUSTEE AREA, watch the school board website. Sacramento passed a allow that will allow districts to set up TRUSTEE AREAS whenever they choose.]
 - **Elections and Terms:** Most school districts have either 5 or 7 members. For most 5 member boards, 2 or 3 seats are up for election every 2 years. The terms are 4 years. Elections are in even numbered years. Every 4 years you can have a complete change of a board. The definitive list of school board members, their terms and when they are up for election is found on the OFFICE HOLDERS LIST.

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- **Getting Your Name on the Ballot:**
 - Go to the Candidate Services counter at the Registrar of Voters office when the NOMINATION Period opens (July 18, 2022) and say that you want to file to run for school board in ____ school district. You will be asked to provide the address where you are registered to vote to confirm you are eligible to run. Expect to be asked to complete paperwork at that time as well as to leave with a handful of documents to complete.
 - Return to the Candidate Services Counter BEFORE the deadline to file (August 12, 2022) and turn in your completed paperwork. At that time you will take an oath to uphold the US Constitution and the Constitution of California.
 - NOTE: If you would like someone to go with you to the ROV, SVARW can arrange that.
 - August 19, 2022 (TBD)—Randomized drawing by Secretary of State determines order in which candidate’s name will appear on ballot.
- **Ballot Statement**
 - Candidates are given an opportunity to pay for a ballot statement to be included in information sent to all voters in the district. Choose a 200 word statement.
 - It is VERY important to pay for a ballot statement. Unfortunately MOST voters are “low information voters” who simply read the information sent by the Registrar of Voters just before they mark their ballots.
 - Cost of a ballot statement varies by school district depending upon how many voters are in that district. The cost will be listed in the November 8, 2022, Candidate Guide. For 2020, costs for a 200 Word Statement ranged from \$2300 to \$6500. Elementary districts and those who elect by trustee area are at the lower end.
 - The ballot statement tells voters why you are the BEST candidate.
- **Raising Money to Fund Your Campaign:**
 - To win your school board race you will need to raise money.
 - At the Registrar of Voter’s office you will be given a form to sign where you will need to confirm whether you plan to raise or spend more than \$2,000.
 - Raising \$2K or more requires that you obtain a FPPC number and file financial statements of money raised and money spent. [You can open this account now.]
- **Abbreviated Timeline for Campaign for School Board** – Offered in REVERSE Order... *The sooner you decide to run the more time you will have to campaign.* [SVARW can help our endorsed candidates with resources to accomplish many of these tasks.]
 - **November 8, 2022 – Election Day**—Ensure you have harvested every last ballot for those in your district who have indicated that they will vote for you
 - **October 8 – 15, 2022 (Estimate)** – Drop slate mailers
 - **October 8, 2022 (Estimate)**—Vote-by-mail ballots drop and people begin voting
 - **September 1, 2022 – October 8, 2022—**

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- Yard signs must be in place.
- Door-to-door – candidate contacts voters
- Team delivers door-hangers to every registered voter in district
- Slate Mailers
- **September**—Apply for endorsement by SVGOP
- **June to August**
 - Yard Signs:
 - Confirm residents of school district that will display your yard sign and other property owners in strategic locations that will allow your yard sign.
 - Order yard signs to be delivered by mid-August
 - Recruit volunteer to be responsible for delivery of yard signs to confirmed locations.
 - Door hangers:
 - Finalize messaging and design
 - Send to printer for delivery by mid-August
 - Recruit volunteers to deliver door hangers
 - Participate in as many community events as possible where you can meet voters in the school district. Give your handout to as many voters as possible.
 - Continue to have Republicans set up coffees and invite their neighbors to talk about how we can improve our local schools
- **March to May**
 - Palm Cards/Flyers Handouts designed and printed.
 - Website with the ability to accept online donations and collect email subscribers/volunteers
 - Recruit Republicans in the district to set up “coffees” at their homes where they invite neighbors to come and meet “possible” school board candidate to share their concerns regarding schools.
 - Participate in as many community events as possible where you can meet voters in the school district. Give your handout to as many voters as possible.
- **Now through February**
 - Determine how many votes you need to win and where those votes will come from. Visit SCCVOTE.org and look up the ELECTION RESULTS for the school board race in 2018 and 2020. Identify the precincts where you should focus initial efforts to network.
 - Make a list of family, friends, etc. who you can ask to contribute to your campaign
 - Draft your one sentence statement about why you are running for school board.
 - Draft your ONE minute elevator speech about combines your “why you are running for school board sentence” with the top 3 issues that reinforce why you are running for school board.

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- **Practice your one minute elevator speech.**
- Learn the issues in the school district—Attend school board meetings. Initially they may be online but ultimately they should be in person. Befriend the parents that are most vocal and concerned. Ask them out for coffee to help you understand the school issues from their perspective. These can become your champions.
- **Create messaging for your campaign.** Develop a 5 question survey about the issues you have discovered. Take it first to the parents in the district that you know. Ask them if they know other parents who would be interested in providing their opinions. From this you can develop your three to five talking points. These will also be the messages on your handout and door hanger.
- Participate in as many community events as possible where you can meet voters in the school district.
- Collect email addresses and cell phone numbers (texting). You should ask every parent/voter in the district that you meet if they would like to hear more about your campaign. Send email/text when you launch your website.
- Start networking and meeting with volunteers who want to help with your campaign and other conservative school board candidates in your district. Develop a team to help win your race.

If someone wants to help you get elected:

- Ways to Help Candidates Get Elected to School Board
 - Be a scout to search for candidates
 - Campaign Manager
 - Bookkeeping help/serve as Treasurer for Campaign
 - Data management expertise to help candidates manipulate voter data.
 - Draft copy for messaging on handouts, website and social media
 - Manage social media for candidate
 - Help in building a campaign website
 - Manage campaign signs/deliver to voters
 - Make phone calls
 - Accompany the candidate as they knock on doors
 - Arrange coffees for candidate to meet voters
 - Deliver door hangers
 - Host a fundraiser
 - Pray!