Campaign 2020: Goals

1. Win the General Election
2. Build our Influence
3. Strengthen our Union
2020: Electoral College

269th Electoral Vote

Greater Support for Trump

Greater Support for the Democrat
Race to Flip the Senate

Democrats (12)
- Doug Jones (AL)
- Chris Coons (DE)
- Dick Durbin (IL)
- Ed Markey (MA)
- Gary Peters (MI)
- Tina Smith (MN)
- Jeanne Shaheen (NH)
- Cory Booker (NJ)
- Tom Udall (NM)*
- Jeff Merkley (OR)
- Jack Reed (RI)
- Mark Warner (VA)

Republicans (22)
- Dan Sullivan (AK)
- Martha McSally (AZ)
- Tom Cotton (AR)
- Cory Gardner (CO)
- David Perdue (GA)
- Open (GA)**
- Jim Risch (ID)
- Tom Cotton ( KS)*
- Mitch McConnell (KY)
- Bill Cassidy (LA)
- Susan Collins (ME)
- Lamar Alexander (TN)*
- Steve Daines (MT)
- Pat Roberts (KS)*
- Thom Tillis (NC)
- John Cornyn (TX)
- Mike Rounds (SD)
- Cindy Hyde-Smith (MS)
- Ben Sasse (NE)
- Shelley Moore Capito (WV)
- Mitch McConnell (KY)
- Mike Enzi (WY)*

*Senators not seeking reelection in 2020  **Georgia Gov. Brian Kemp (R) will fill seat before 2020 special election
2020: Protect the House Majority
232 Democrats, 197 Republicans, 1 Independent, 5 Vacancies

- Win the White House, and the House is the engine of progress.
- Lose, and the House is our strongest check on a dangerous president.
- From National Journal: 13 of the 20 Districts most likely to flip are currently held by Democrats.
Gubernatorial Campaigns

11 States. MT and UT have open seats.
Campaign 2020: then and now

Then
- Canvass-door to door
- Worksite organizing - in person 1 on 1
- RA fundraising - 25% of PAC fundraising

Now
- Digital organizing
- Social distance, worksites?
- Vote by mail!
- Virtual RA, on-line fundraising
Developing your plan for organizing ESPs to get out the vote (GOTV)!

Organizing for power = the capacity to create and seize opportunities to effect change.
Why Plan?

• Provides focus and direction – people know where they are going and why.
• Helps the Association use resources effectively
• Establishes benchmarks
  • Creates accountability
  • Know if you are winning
Rule #1
If it isn’t written down, it doesn’t exist!!
Step by step planning

• Step 1: Establish clear objective(s)
• Step 2: Power Analysis
  • Identify key players
  • Assess strength – yours and your opposition
  • Develop a strategy to move targets
• Step 3: Put together plan
  • Establish clear benchmark goals
  • Message, Tactics, Resources, Timeline
Overall Strategic Objective

- This is your overall “victory” goal
- Be concrete about the issue or problem to be solved.
- Be **concrete** and **specific** in order to identify a solution.

Elect Pro-public education candidates in 2020!!!
Strategy

• Your strategy is how you will use your power to achieve your objective.
• Your assessment of existing power relationships determines what you will need to do to rearrange them.
Assessment

• What is your capacity?
  • Strengths
  • Weaknesses

• What is the political environment you are operating in?
  • Opportunities
  • Threats

• S.W.O.T
Tactics

• Tactics are those activities you do – the tools you use – to demonstrate your power and execute your strategy.

• E.g. holding a virtual rally, signing petitions, wearing buttons, communicating at worksites, using social networks.
Building Our infrastructure

ESP’s it’s what you do!
Data mining – what should we ask?

- Voter registration
- Personal email
- Cell phone#
- Social media
- Community ties
- Family activists
- Association awareness
- Political action gauge –
Message/Communications

- Structure
  - Identify person(s) who will be the lead on Message delivery
  - Message Action Team (MAT)
  - Educate and inform
    - Define the message
    - Deliver the message
    - Repeat
    - Repeat
    - Repeat

- Action
  - In person/Digital Organizing
    - Member to member - an “ask”
    - Member/ESPs to community – an “ask”
  - Print/electronic
    - Letters to the editor
    - Pitch articles to print media, radio, access cable, radio talk shows, post cards
  - Social media
    - Facebook, Twitter, texting, Skype, Youtube internet ads, blogs
Putting it all together

- **Who** – Assign who is responsible will do
- **What** – The most effective activities and actions to demonstrate and leverage your power To
- **Whom** – Key decision makers and outreach targets
- **When** – A timeline for the campaign with each action and activity For
- **How** – How many resources – Time, people and money – will it take?
Relational Organizing

What is relational organizing?
Relational organizing is the process by which campaigns, groups, or individuals harness their personal relationships to effect community change.

Why it works
• Peer – to – Peer
• Personal connections

What will we do?
• Member to Member Persuasion and GOTV
• Vote by Mail
Take action at any time, including sharing NEA content on all your social networks quickly and easily.

See who in your personal network is a member we need to contact and reach out via text, phone, email or DM.

Contact likeminded members via text from your own phone number.

Training on June 24 at 4:30 PM ET

Join now! Go to outreachcircle.com on your phone and search for app code YXH825 -- or scan the QR Code below!
Vote By Mail

• COVID19 has made voting by mail and other remote voting critical aspects of any electoral program in 2020

• 76% of NEA members have not voted absentee in the last decade

• Must start earlier and communicate longer

• Remote voting increases members needs and support to ensure their ballots are counted

• Programs must provide normally in-person support virtually
Early Vote Educators

Early Vote Educators are member leaders who will organize fellow educators to vote-by-mail and absentee in each state. These members will each be empowered to assist 15 educators with obtaining and casting an absentee ballot.

NEA will provide these members with training to enable their critical organizing work.

**Early Vote Educator Trainings:**
- VBM and absentee laws
- Relational Organizing
- Hustle texting
- Virtual Phone Banking
- Social Media Organizing

These trainings run by both NEA and state affiliates will empower members to organize within their own communities, schools and local education associations.
Program Universes

Member Communication:
Using organic member-to-member communications including email, Hustle, direct ask, Virtual Phone Bank, social media, relational organizing tools and digital advertising, NEA will assist, recommend and remind members to utilize vote-by-mail and absentee voting programs for the November 3rd general election.

Universes:

- **Reliable Voters not signed up for VBM or Absentee Voting**
  - NEA will reach out to reliably voting members who have not requested absentee or VBM ballots to assist in access and ensure members vote.

- **Mid-Propensity Voters**
  - Targeting members with sporadic voting records, NEA will encourage those members to request an absentee ballot, assist with questions and chase unreturned ballots.

- **Low-Propensity Voters**
  - NEA will pursue new and infrequent voters to ensure members are able to receive and cast a ballot.

- **Persuasion Voters – Mid to High Propensity Voters**
  - Targeting members with information about the importance of supporting pro-public education candidates and causes, NEA will provide members with information about recommended candidates.
## Early Vote Educators by State

<table>
<thead>
<tr>
<th>State</th>
<th>Member Universe</th>
<th>Early Vote Educators Needed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arizona</td>
<td>3,908</td>
<td>261</td>
</tr>
<tr>
<td>Colorado</td>
<td>2,279</td>
<td>152</td>
</tr>
<tr>
<td>Florida</td>
<td>70,685</td>
<td>4712</td>
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<tr>
<td>Georgia</td>
<td>4,433</td>
<td>296</td>
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<tr>
<td>Iowa</td>
<td>8,913</td>
<td>594</td>
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<tr>
<td>Kansas</td>
<td>10,984</td>
<td>732</td>
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<td>Maine</td>
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<td>Michigan</td>
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<td>3405</td>
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<td>Minnesota</td>
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<td>2968</td>
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<td>Montana</td>
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<tr>
<td>Nevada</td>
<td>6,794</td>
<td>453</td>
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<tr>
<td>New Hampshire</td>
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<td>759</td>
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<tr>
<td>New Mexico</td>
<td>4,211</td>
<td>281</td>
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<tr>
<td>North Carolina</td>
<td>18,142</td>
<td>1209</td>
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<tr>
<td>Ohio</td>
<td>44,935</td>
<td>2996</td>
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<tr>
<td>Pennsylvania</td>
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<td>6702</td>
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<tr>
<td>Texas</td>
<td>28,680</td>
<td>1912</td>
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<tr>
<td>Virginia</td>
<td>24,774</td>
<td>1652</td>
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<tr>
<td>Wisconsin</td>
<td>17,875</td>
<td>1192</td>
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<tr>
<td><strong>Total People</strong></td>
<td><strong>477,284</strong></td>
<td><strong>31,819</strong></td>
</tr>
</tbody>
</table>
Early Vote Educators

• National Day of Action – June 27
• Email Conor Hurley to volunteer – churley@nea.org
• Join the team - Be an Early Vote Educator
Questions???
Lhedgepeth@nea.org
202-215-7013

I hate when people see me at the supermarket & they are like:
"hey what are you doing here?"
and I'm just like:
"Oh you know, hunting elephants."

"Would you like a table?"..."No, I came to the restaurant to eat on the ground, a carpet for 5 please."

"Are they twins?"
"No, I found the extra kid in the parking lot and thought, "Why not.""

Teenager Post # 9136
I hate when waiters ask.
"Are you done with that?"
When the plate is completely clear. Like nah, imma eat the plate too.

//teenagerposts.tumblr.com
We Rise Together

NEA members are coming together with parents, community leaders and other activists to demand that Congress act to Ensure that Students & Communities Rise Together by:

• Stabilizing education funding for students in our communities, schools, and campuses. ($175B)
• Building bridges for educational opportunity for students and stronger communities.
• Supporting the safety, health and well-being of students and educators.

Go to: nea.org/covidaction to take action