

# STRONG PUBLIC SCHOOLS



2020

# Campaign 2020: Goals

## 1. Win the General Election



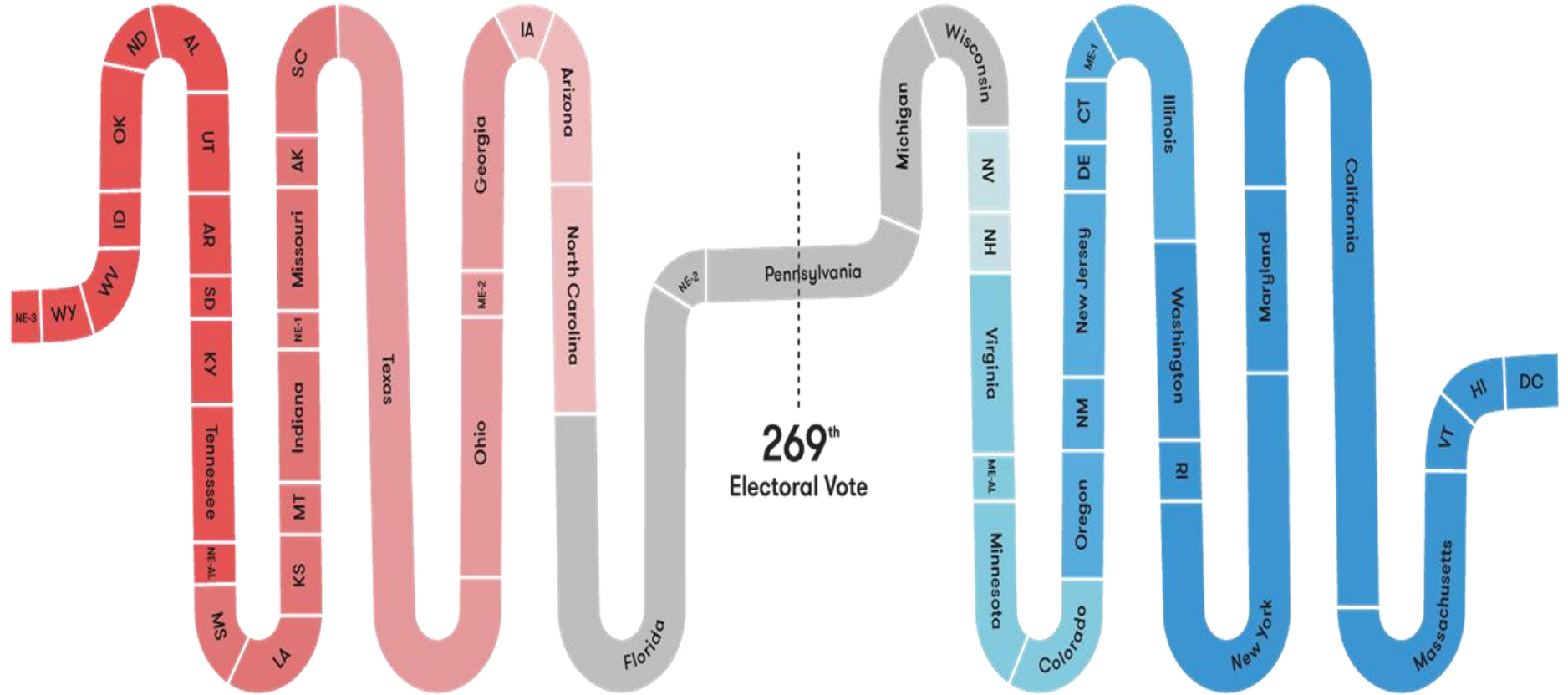
## 2. Build our Influence



## 3. Strengthen our Union



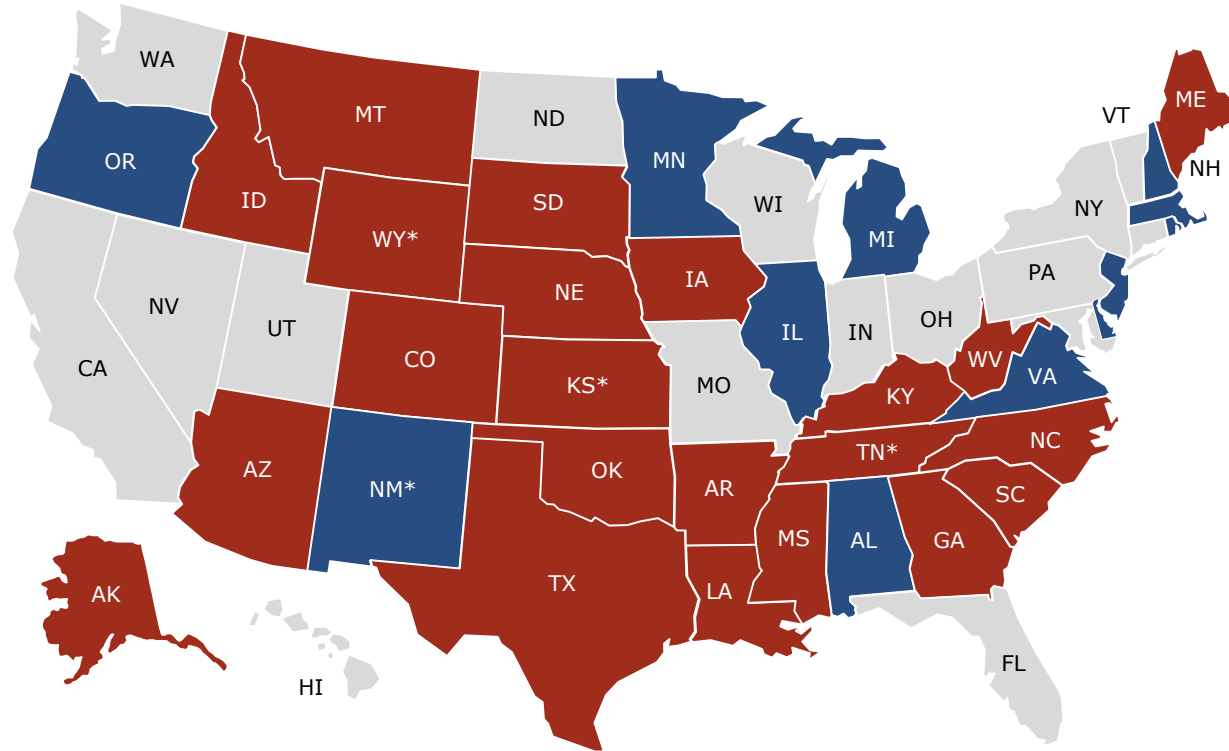
# 2020: Electoral College



← Greater Support for Trump

Greater Support for the Democrat →

# Race to Flip the Senate



\*Senators not seeking reelection in 2020 \*\*Georgia Gov. Brian Kemp (R) will fill seat before 2020 special election

Democrats (12)		Republicans (22)			
Doug Jones (AL)	Jeanne Shaheen (NH)	Dan Sullivan (AK)	Jim Risch (ID)	Cindy Hyde-Smith (MS)	Lamar Alexander (TN)*
Chris Coons (DE)	Cory Booker (NJ)	Martha McSally (AZ)	Joni Ernst (IA)	Steve Daines (MT)	Lindsey Graham (SC)
Dick Durbin (IL)	Tom Udall (NM)*	Tom Cotton (AR)	Pat Roberts (KS)*	Ben Sasse (NE)	John Cornyn (TX)
Ed Markey (MA)	Jeff Merkley (OR)	Cory Gardner (CO)	Mitch McConnell (KY)	Thom Tillis (NC)	Shelley Moore Capito (WV)
Gary Peters (MI)	Jack Reed (RI)	David Perdue (GA)	Bill Cassidy (LA)	Jim Inhofe (OK)	Mike Enzi (WY)*
Tina Smith (MN)	Mark Warner (VA)	Open (GA)**	Susan Collins (ME)	Mike Rounds (SD)	

# 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.





# 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



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**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!!!

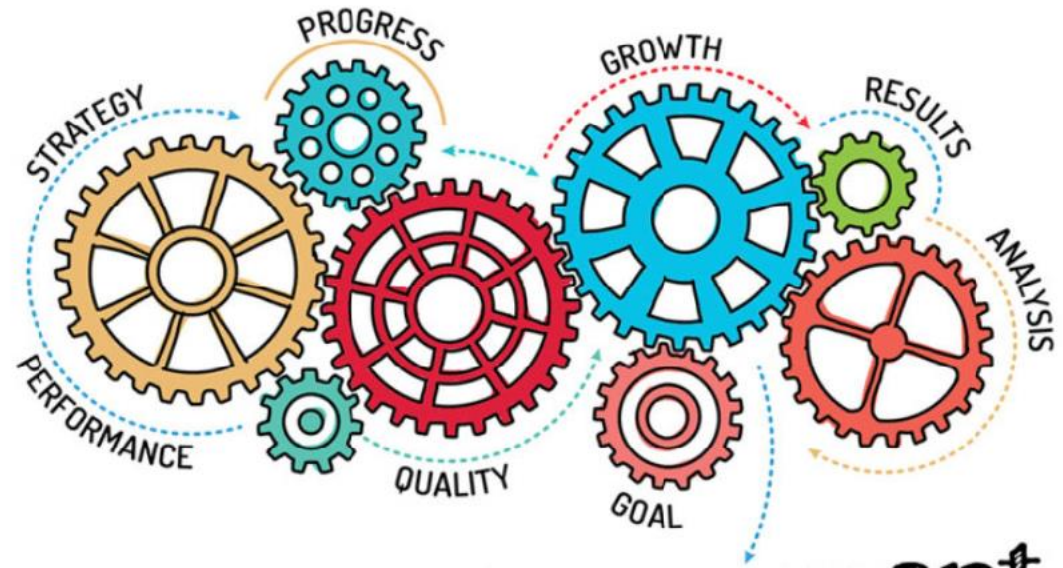
# Strategy

- 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.



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ESPs it's  
what  
you do!



Building Our  
infrastructure



# 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
    - 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

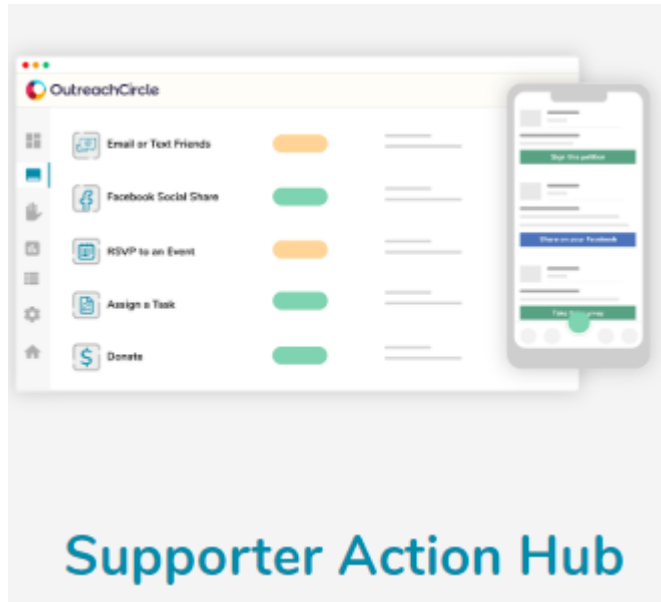
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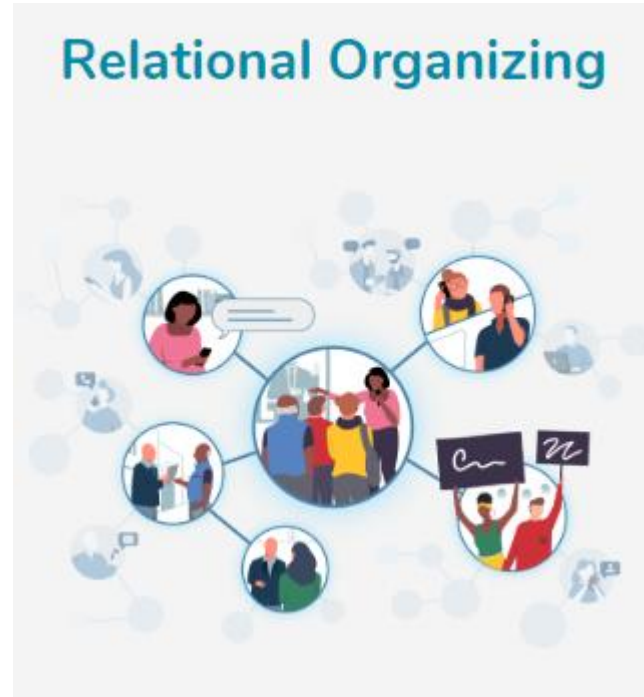
Join now! Go to  
outreachcircle.com  
on your phone and  
search for app  
code YXH825 -- or  
scan the QR Code  
below!



# OutreachCircle



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**



# 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

State	Member Universe	Early Vote Educators Needed
Arizona	3,908	261
Colorado	2,279	152
Florida	70,685	4712
Georgia	4,433	296
Iowa	8,913	594
Kansas	10,984	732
Maine	10,361	691
Michigan	51,081	3405
Minnesota	44,524	2968
Montana	3,800	253
Nevada	6,794	453
New Hampshire	11,379	759
New Mexico	4,211	281
North Carolina	18,142	1209
Ohio	44,935	2996
Pennsylvania	100,525	6702
Texas	28,680	1912
Virginia	24,774	1652
Wisconsin	17,875	1192
<b>Total People</b>	<b>477,284</b>	<b>31,819</b>

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# Early Vote Educators

- National Day of Action – June 27
- Email Conor Hurley to volunteer – [churley@nea.org](mailto:churley@nea.org)
- Join the team - Be an Early Vote Educator

Questions???

[Lhedgepeth@nea.org](mailto:Lhedgepeth@nea.org)

202-215-7013

I hate when people see me  
at the super market & 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?'"



someecards  
user card

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](https://nea.org/covidaction) to take action