

Running a Public Education Voter Campaign

Turning member power into election power

Union Member Organizer Training

15-minute presentation

Educate • Organize • Mobilize • Win

Public education is on the ballot.

Why This Work Matters

Elections decide classroom conditions

School funding, staffing, safety, pay, benefits, and bargaining rights are political decisions

If educators are not organized politically, decisions are still made — without us at the center

Our voice protects our students, our profession, and our public schools.

Campaign Goals

Educate voters on what is at stake

Identify public education supporters

Persuade undecided voters through trusted messengers

Turn out members, households, and allies

Member conversations + trusted relationships + follow-up = turnout.

Start With the Message

Keep it clear, local, student-centered, and repeated
Connect policy to real classroom experiences
Use educators as trusted messengers

Core message: Students deserve fully funded schools and respected educators.

Know Your Voter Universe

Tier 1: Union members

Tier 2: Member households

Tier 3: Parents, retirees, and community allies

Tier 4: Persuadable voters who care about schools

Start with our strongest messengers, then expand outward.

Build the Campaign Team

Campaign Lead: plan and accountability

Data Lead: contacts, commitments, turnout

Volunteer Lead: recruitment and shifts

Communications Lead: emails, texts, social media

Building Captains: worksite-level organizing

People support what they help build.

Campaign Calendar

8–10 weeks out: train, recruit, launch issue education

5–7 weeks out: member conversations, calls, texts, supporter ID

2–4 weeks out: early vote push, follow-up, vote plans

Final week: GOTV reminders, turnout tracking, daily accountability

Election Day is the finish line — not the starting line.

Member-to-Member Organizing

Listen first

Ask what issue matters most

Connect the issue to the election

Ask for a vote commitment

Ask for volunteer action or peer outreach

The most powerful messenger is a trusted coworker.

Conversation Script

Opening: “We’re talking with members about what’s at stake for our schools.”

Question: “What issue are you most concerned about?”

Bridge: “That’s why this election matters.”

Ask: “Can we count on you to vote?”

Next step: “Will you help remind others?”

Every conversation should end with a clear ask.

Data and Tracking

Track who was contacted

Record top issue and support level

Confirm vote plan

Flag follow-up needs

Track volunteer interest and turnout status

If we do not track it, we cannot move it.

Communications Plan

Use worksite conversations, texts, calls, emails, meetings, and social media

Repeat the same message across channels

Keep communications short, clear, and action-oriented

People need to hear the message more than once before they act.

Issues That Move Voters

Teacher shortages

Pay and benefits

Class size

School funding

Student mental health and safety

Special education resources

Retirement security

Respect for educators and support professionals

Connect policy to what voters see and feel.

GOTV: Turn Support Into Ballots

Promote early voting and absentee/mail ballot information

Confirm polling locations and voting deadlines

Help each supporter make a vote plan

Follow up until the ballot is cast

Support only counts when it becomes a vote.

Compliance and Best Practices

Follow union guidance and campaign rules

Use approved materials

Do not use school resources for campaign activity

Respect member privacy

Keep messages factual and disciplined

When in doubt, ask before acting.

Closing Call to Action

Talk to 10 members

Join a phone bank or text bank

Recruit one volunteer

Serve as a building captain

Help with early vote turnout

Report results and celebrate volunteers

We win by organizing, educating, and turning people out to vote.