njea | Center for Honesty in Education

Campaign Support

PLAYBOOK

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I. Rules for Radicals: A Pragmatic Primer for Realistic Radicals

Published in 1971 by activist and writer Saul D. Alinsky shortly before his death, the Rules for Radicals was created as a guide for future community organizers to use in uniting communities, in order to gain social, political, legal, and economic power. Within it, Alinsky compiled the lessons he had learned throughout his experiences of community organizing from 1939–1971 and targeted these lessons at the current, new generation of radicals.

Divided into ten chapters, Rules for Radicals provides 10 lessons on how a community organizer can accomplish the goal of successfully uniting people into an active organization with the power to effect change on a variety of issues. Whenever planning an action, communication or event be sure to take the following Rules for Radicals into consideration.

The Rules for Radicals

1. **"Power is not only what you have, but what the enemy thinks you have."** Power is derived from 2 main sources – money and people. "Have-Nots" must build power from flesh and blood.

2. **"Never go outside the expertise of your people."** It results in confusion, fear and retreat. Feeling secure adds to the backbone of anyone.

3. **"Whenever possible, go outside the expertise of the enemy."** Look for ways to question the validity of claims.

4. **"Make the enemy live up to its own book of rules."** If the rule is that every letter gets a reply, send 30,000 letters. You can kill them with this because no one can possibly obey all of their own rules.

5. **"Ridicule is man's most potent weapon."** There is no defense. It's irrational. It's infuriating. It also works as a key pressure point to force the enemy into concessions.

6. **"A good tactic is one your people enjoy."** They'll keep doing it without urging and come back to do more. They're doing their thing, and will even suggest better ones.

7. **"A tactic that drags on too long becomes a drag."** Don't become old news.

8. **"Keep the pressure on. Never let up."** Keep trying new things to keep the opposition off balance. As the opposition masters one approach, hit them from the flank with something new.

9. **"The threat is usually more terrifying than the thing itself."** Imagination and ego can dream up many more consequences than any activist.

10. **"The major premise for tactics is the development of operations that will maintain a constant pressure upon the opposition."** It is this unceasing pressure that results in the reactions from the opposition that are essential for the success of the campaign.

11. **"If you push a negative hard enough, it will push through and become a positive."** Violence from the other side can win the public to your side because the public sympathizes with the underdog.

12. **"The price of a successful attack is a constructive alternative."** Never let the enemy score points because you're caught without a solution to the problem.

13. **"Pick the target, freeze it, personalize it, and polarize it."** Cut off the support network and isolate the target from sympathy. Go after people and not institutions; people hurt faster than institutions.

II. Fact vs. Fiction of an Endorsement

One of the main reasons a local may be hesitant to become involved in negotiations is the belief that doing so may have negative consequences for the Association and members. While all factors should be considered, including the unspoken political ones, it is important to also know the fact versus the fiction when it comes to an endorsement. Furthermore, some stakeholders may attempt to deepen misunderstandings or misconceptions in an attempt to dissuade a local's involvement.

CONCERN	FACT *Information provided by NJSBA FAQ*
It isn't legal/ethical for a local to endorse a BOE candidate.	Unions are permitted to endorse BOE candidates. However, accepting such an endorsement may restrict the candidate's ability to participate fully in certain discussions and votes of the board of education. The School Ethics Commission has ruled that it would be a violation of the School Ethics Act for board members who are endorsed by the local union to participate in current negotiations with that union. Additionally, even if the board is not currently in negotiations, an endorsement by the union may have an impact on upcoming negotiations depending on the time that has elapsed between the endorsement and the start of negotiations. See SEC Advisory Opinion A13- 02 (12/2/02). Board members should consult with the board attorney concerning any potential or actual ethical conflicts arising under the school laws.
Endorsed Candidates are not permitted to negotiate.	In a recent opinion, the SEC advised that "endorsement of a candidate by a local and/or statewide union does not create a per se future conflict unless a financial contribution is given and is intended to influence the board member in the discharge of his/her duties as a board member. Legitimate political activity, without any greater involvement (such as a campaign contribution intended to influence a board member in the discharge of his/her duties), does not violate the Act, and does not create a per se conflict under the Act." However, the SEC stressed that the above is a general rule and every matter that comes before it is dependent on the facts presented. See SEC Advisory Opinion A10-18 6/26/18. In this particular case, the local teachers' union endorsed the board member and sent flyers to its members endorsing the candidate. The union also offered its financial support but the board member refused. Furthermore, negotiations on the current union contract had already been completed and the contract would not expire for another three years.
Even unendorsed BOE candidates should avoid speaking in support of the local because that will be viewed as a conflict.	Without more involvement, there is no ethics violation. A board member may serve on the negotiations committee without restriction. See SEC Advisory Opinion A15-18 4/25/18
Incumbent candidates should never be endorsed because it creates a conflict.	Current board members who wish to endorse a candidate should comply with SEC Advisory Opinion A02-06 (3/10/06) and A36-14 (10/29/14) concerning the expression of personal opinions. These opinions require a board member to indicate that such endorsement is their personal view and not that of the board of education; to provide accurate information that is not confidential; and to ensure that this private action does not compromise the board. Furthermore, regardless of whether hardcopy, electronic or social media postings are contemplated, appropriate disclaimers must be included in each medium.

Fact vs. Fiction of an Endorsement

Why It Matters to be Involved
Making the decision to become actively involved in local Board of Education races is not an easy one and requires thorough analysis and planning. In the most immediate sense, locals must identify why it matters that they become involved. What issues or controversies have arisen in the district that warrant this step?

Where to Begin?
One of the best ways to identify the reasons a local should become involved and what led to this need is to do an analysis of the past, present and future. An chart to assist with that can be found below:

PAST		
What controversies/debates have occurred?	
Are there any issues that have carried into the present?	
Have there been previous campaigns that should be taken into consideration?	

PRESENT		
What is currently important to voters in the community? Are there demographic-specific issues?	
What are parents currently concerned about right now?	
Has the school administration/ BOE attempted to address this concern? If so, how?	

FUTURE		
What could be better, taking financial implications into consideration?	
Can coalitions be built? Where?	
What will success mean for our members and our local?	

III. Theory of Change Table

What are some of your big issues?	
What is the change you want to see?	
Who can help you realize this change?	
What resources do you have to help you realize this change?	

Compose one statement to communicate your theory of change:

If we organize _____ to _____

then _____

Whom do we serve?	
Do those we serve have any common interests? (List them)	
What structures, opportunities, and strategies can you use to build support?	

IV. Local Structure Analysis

Once a local has decided to become involved in BOE elections, whether through formal endorsements/campaigning or by helping to educate the community on critical issues through newsletters or events, it is important that time is devoted to doing an analysis of the local's structure. Involvement in a BOE election is the responsibility of the entire membership, not just the representatives or executives.

Many of the pre-existing structures can be employed to assist with a local's effort and should be used as the starting point for team planning. The more organizational prep-work that is done early, the stronger the volunteer pool will be, and more can be accomplished.

Example:

- How is your local's Action Team strutured?
  - Can this be employed beyond negotiations?
- Are there other local Committees that could be employed?

- How do Reps communicate with members?
- Are buildings mapped?
- Could Reps successfully engage in 1-to-1 conversations regarding endorsed candidates?

Action Team & Committess

Rep Council

PRIDE/FAST

Community Partnerships & Coalitions

- What postive impact has the local had in the community through grants?
- Have any partnerships been developed?

- What connections/coalitions exist within the community?
- How many members of the local live in the community?
  - NJEA/NJREA members
  - Other unions
  - Parent groups

As you complete the Structural Analysis, give consideration to the work accomplished by local committees and consider how it could help support the local's efforts in a Board of Education campaign.

Consider:

- Does your local have a standing Action Committee or has it only been used for negotiations? How could a standing Action Committee help support success?

- Are there critical issues in the schools related to learning conditions? Does your Health & Safety Committee have data/pictures that would be useful?

- Do you have a Technology Committee? Does it make regular use of social media? What are the typical response or engagement rates on posts? Do you know how to track this through Facebook?

- Has your PRIDE Committee established relationships with local stakeholders? How could these connections support your efforts? Do you work with a local print shop for events?

- Has your PRIDE or FAST Committee created grants/programs to address local issues of importance?

- Do you have a Legislative Action Team or Representative? Has this person/people previously been involved with the screening of candidates in partisan races?

What local Teams/Committees exist?	What is the charge of the Team/Committee?	How could this charge support the local's goals related to BOE campaigns?	Who is identified as the leader/chair of this group?
Executive			
Rep Council			
PRIDE			
Action			
Elections			
Tech/Newsletter			
LAT			
BOE			
Health & Safety			
FAST			
How do members who are not on any of the above fit into the analysis? How will they be engaged in volunteering and building support?			

V. Calculating Your "Win Number"

What is a "Win Number"?

A win number is the minimum number of votes needed to win a campaign. Determining the simple majority needed to win a campaign helps set a goal for your campaign.

When calculating a win number, it is important to select two to three recent years of voting information that are most representative of the upcoming campaign (i.e. presidential, off-year, referendum, etc). Much of this information can be found online through county election pages, but it may also require a direct request/OPRA to the County Elections Clerk.

Example of an Off-Year Win Number Calculation
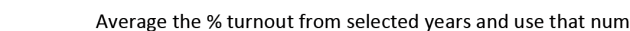
School Board Race

Off-Year Numbers 2014 & 2018
Current Registration in District: 33,456
VBM (2021): 4,616
Provisional (2021): 385
In this community, VBM tends to skew in favor of endorsed candidates, while provisional ballots do not,
so this should also be factored into campaign support plans and outreach.

Year	Total Registration	Dem Votes Cast	Rep Votes Cast	Ind Votes Cast	Total Votes Cast	Turnout %
2018 General	29,825	8592	8592	748	**17,929**	**60%**
2014 General	27,434	3751	5454	296	**9,501**	**35%**

Current Registration: 33,456

Average Turnout %:   47.5%
Expected Turnout: 15,891.6

> Average the % turnout from selected years and use that number to determine the likely turnout amongst currently registered voters

Expected Turnout: 15,891.6
Half: x   .5
                   7,945.8

Plus 1   +1
                   7,946.8

> Multiply the expected turnout by .50 to determine half and then add +1 to estimate the number of votes needed for simple majority

Expected Turnout: 15,891.6
Comfortable Margin   x   .52
                   8,263.63

> Multiply the expected turnout by .52 to calculate the target "win number"

BOE Voting Trends *Excluding Write-in		
Year	**High**	**Low**
2014	3457	1684
2015	2454	1416
2016	8693	5237
2017	4283	1344
2018	8592	3158
2019	4250	3306
2020	13,172	4913
2021	7542	4905

Number of XEA Members: 1057
Number of XEA Members in Town: 461 (Approximately 43.6% of total membership)

VI. BOE PLAYBOOK
Local Association planning for before, duing and after the election

BEFORE THE ELECTION		
Actions/Events	**Educational Components/Process What Do We Need?**	**Needs from Other Teams/NJEA Where Do I Get Help?**
Initial Steps		
Information Request (local, NJEA/NJREA members)		UniServ Rep
Gather/identify institutional issues and knowledge		UniServ Rep
Create a team to work on this objective		UniServ Rep Government Relations
Assessment of Local committees/structures - Action Team, how engaged are the members in this type of work, strengths, weaknesses		Local Executive Board
Assessment of what Local has done in the past		Local Executive Board
Entry Level (starting steps if local is hesitant to dive into endorsement)		
Meet the Candidates		UniServ Rep/NJEA Government Relations
Next Level (ready to endorse/ get involved in the election)		
Candidate Screening / possible Endorsement		UniServ Rep/NJEA Government Relations
Contact with Local (reach out to prospective candidates' local associations)		Members who live in the community

Develop a strategic campaign plan dependent on $, time and people		UniServ Rep
Fill gaps - assess candidate strengths/weaknesses		Local LAT Committee
Data collection - using VAN, previous election results		UniServ Rep/NJEA Government Relations
DURING THE ELECTION		
Phone Banking		UniServ Rep/NJEA Government Relations
Hustle (texting service) Peer to Peer Texting		UniServ Rep/NJEA Government Relations
Door Knocking/Lit Drops		UniServ Rep/NJEA Government Relations
1-to-1 Conversation/Outreach		Local LAT Committee
Hosting small gatherings for the candidate to meet people		Local LAT Committee/Members who live in the community
Lawn Signs		Local LAT Committee
Mail / Social Media		Local LAT Committee Communications
Fill gaps - assess candidate strengths/weaknesses - what do they need help with		Local LAT Committee
Target specific voters (parents, families), use data to help target specific voters (who is likely to vote, etc)		UniServ Rep/NJEA Government Relations

AFTER THE ELECTION		
For the candidate		
Governed by NJ 18A		https://www.nj.gov/education/ethics/coe.shtml
Roberts Rules		https://robertsrules.com
Bylaws of BOE		See Local School District Website
Committees		See Local School District Website
Act Professionally at all times - politely and professionally disagree / question dress to impress phone away during meetings do the reading - put in the time		
Give Board and Superintendent a heads up		Local Association Executive Board
Ask questions in public session to make a point		Local Association Executive Board
Ideally Board - Super and Association should be rowing in same direction		
Transparency		
Data collection on endorsed candidate & incumbent performance/positions		
For the Local Association		
Assess the process - what worked, what didn't, keep notes, plan/prep for the next election		UniServ Government Relations Local Association Executive Board

VII. Organizing for Action and Communication

No matter the size of your local or obstacle faced, organization of your Association is a key component of your success. Please contact your NJEA UniServ Field Rep to schedule the full Organizing Your Local Training.

Building Mapping

With increased demands and decreased time, many locals are coming to rely on technology and social media as a primary source of communication. When communicating information (dates, PD, rallies, etc.) these resources can be effective, but can fall short when locals are attempting to drive home important messages and rally support. In these instances, face-to-face communication is always best.

No matter the size of the local, it is possible to map buildings to ensure effective and quick face-to-face interactions between ARs and members. Consider the following:

- **Number and size of building sites**
    - o Do you have a ratio of 1 rep to every 12-15 members or less?
    - o Do you have maps of each building with members and room numbers? Are they accurate?

- **Are hallways divided by departments/grade levels?**
    - o If so, attempt to assign an AR from that grade or department
    - o Are there grades, departments or buildings where representation is lacking?

- **Are there unique subsets within your units of representation?**
    - o A high number of members ready to retire/early career?
    - o Underrepresented ESP's, coaches, etc.

- **Where are your officers located?**

Once you have addressed these considerations (and more) attempt to color code your map or create a legend that allows for easy identification. Using this system ARs can quickly and easily distribute messages to members in a face-to-face capacity. These messages have an added benefit when they are created with the knowledge that the opposition will ultimately see them. No message should ever be delivered to the membership without first considering that possibility or directly playing into it.
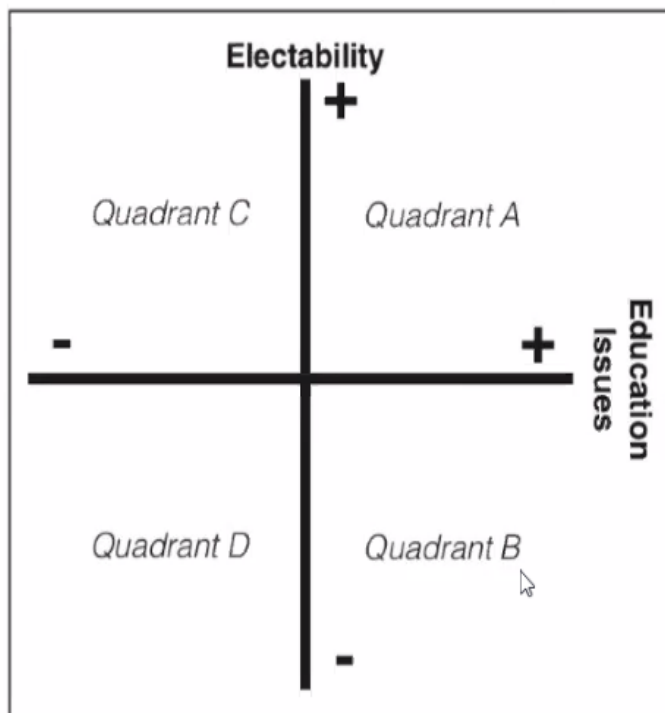
Candidate Scoring Chart and Scorecard

Effectively tracking information on prospective and current candidates helps to guide the recruitment, screening and endorsement process. All factors should be taken into consideration when deciding if a candidate is worthy of endorsement. A tool that can be used for a quick analysis of a candidate is the Candidate Scoring Chart:

Political candidate chart

Electability

Quadrant C   Quadrant A

Education Issues

Quadrant D   Quadrant B

Candidates in Quadrant A are ones we should strongly consider for endorsement. We should be wary of candidates in Quadrants B and C, and we should stay away from candidates in Quadrant D.

Don't let perfect be the enemy of the good

IX. BOE Member Scorecard

Following a quick scoring analysis, locals may want to consider the development and use of a "scorecard" to track important information. This can be used to help determine the viability of candidates, but is also a good tool for tracking incumbent candidates between races.

	Term Expires	Name *Previously Endorsed	Good/Bad/Neutral And Quadrant Rating	Committee *Chair	Other
Seat A	2023		Neutral/Good A	*Gov HR Operations	IT
Seat B	2022		Neutral A/B	*HR Education	Finance Open to collaboration
Seat C	2022		Bad C	*Operations Gov Negotiations	Refusal to accept EA donations to benefit students Anti-union sentiment
Seat D	2024		Bad C	Education	IT Anti-union sentiment
Seat E	2023		Good A	*Education Gov Operations	
Seat F	2024		Good A	Education	Former Teacher
Seat G	2023		Good A	HR	Teacher NJEA member
Seat H	2022		Neutral/Good A	Gov Operations Negotiations	Highly trained NJSBA
Seat I		Vacant			

X. Communicating Issues to the Public and Members

Many of the major obstacles faced by local teams are mired in legislation and foreign to members of the community, or even the local itself. With that in mind, locals must seek to educate before they agitate and once they have agitated, they must have a clear plan to organize.

Ultimately, every team must remember the words of community organizer, Saul Alinsky, who said "It does not matter what you know about anything if you cannot communicate to your people. In that event, you are not even a failure. You're just not there." *You MUST communicate – you MUST be present!*

1. Be Concise and Clear

Do not send messages laden with acronyms and legal terms. We cannot assume that the public and members are as aware of the issues as the Action or Negotiations Teams. Keep it simple!

2. Provide Sources

When appropriate, provide links to other sources that will allow interested parties to read more, but do not assume that all will – make sure the main points are available in your message.

3. Do Not Over Do It

Members and the public need to know that your messages are important. Try to limit the number sent to one message per week or less. Provide a summary of all important events.

4. Have an "Ask"

Do not agitate for the sake of agitation. Before you've engaged the community or members, you need to have a plan on where to direct those feelings. Start small and build from there to foster a growing sense of success.

XI. Working with the Media

1. Compile a media contact list.
Identify the appropriate reporters, editors, producers, news directors, and departments in your local newspapers and broadcast stations that focus on local and/or educational issues. Editors (bureau chief, news/executive/associate/deputy editor, or editorial page editor) assign the stories and can be the pivotal voice on whether your topics get covered! Also include photo editors on your list for events that could yield good photos. Have a few general lists that you can use at a second's notice, so you don't have to remake them every time you plan media outreach.

Identifying contacts. Check on newspaper websites to see who typically covers local/educational issues. Call the media outlet and ask for the name and contact information of the reporters responsible for covering the topic you're wanting to pitch on. Make contact with the editors/reporters on your list to establish a relationship and awareness of your Association. Develop a relationship with the media, instead of just asking them for coverage. Reach out before you need something, not only because you need something, and frame your outreach as, "How can we work together?"

Updating your list. There is a high degree of turnover in the media field, so periodically update your lists to ensure that they are accurate. You can do this through media websites, emails or via phone.

2. Set a time frame with clear goals.
Take into account publishing deadlines. You may need an event or release published prior to an event/rally and need to be sure that it is submitted prior to printing.

3. Determine your key message.
What do you want the takeaway to be from the potential story about your issue or event? Make sure to factor in your intended audience in that message as well.

4. Tailor your pitch.
Knowing specifics about a reporter and outlet help you to tailor your initial pitch. Make sure you know key information about the reporter like beat (what she or he reports on), title, phone number, and e-mail. Tailor your pitch to draw upon these interests. Additionally, most news and radio shows have a Facebook and/or Twitter page, which can be used to glean more information that can be added to your list. Include the outlets, names, contact information, and web addresses on the media list, and use this sheet to guide and track your media outreach.

Contacting the Media
Once you have developed your media list and your message, use it wisely. Designate one member to be the news media spokesperson. Make the spokesperson available to the news media by placing her or his name and contact information on all media advisories and news releases. This person should also be involved in planning the media outreach and should ensure a consistent message is given to all outlets.

Flooding reporters with calls and e-mails on anything and everything will decrease, rather than increase, your chances of being covered. Providing new, timely, accurate information on issues and events helps you build relationships with reporters and can lead them to view you as a reliable resource on issues and news.

Earning Media Coverage for Your Events

Before the Event:
- At least three days before the event, e-mail a media advisory to the appropriate reporters on your media list. Include the advisory in the body of the e-mail, never as an attachment! Be sure to include the contact information for your designated media spokesperson in case reporters have questions.
- Call reporters the day you send the media advisory to follow up on the materials you sent. If they haven't seen the materials, offer to resend them and ask if they are the appropriate person to receive the information. If not, ask who the best contact would be and how you can reach them.
- The day before the event, resend the media advisory. Call reporters you didn't reach the day before.

During the Event:
- At the start time of the event, send a news release that provides more detailed information. Limit your release to one side of one typed page and make it available at your event.
- Call reporters the day of the event and remind them to cover the event. For example, you could say, "We've got giant signs and dozens of us will be gathering at the corner of Main Street and Second Street to tell Representative X to do Y. Can you make it?"
- Prepare a press table with a sign-in list and media kits with the vital information a reporter will need to cover your event, such as an event agenda, copy of the press release, and background information. Be sure to consult negotiations ground rules before releasing information.
- Help reporters write a complete story by talking with each reporter in attendance. This also helps you establish a relationship with that reporter that can be used for future press opportunities! Offer reporters a quick interview before or after the program. It's a good idea to practice your talking points beforehand. Even the experts practice before talking to reporters at events! Deliver your point and don't get distracted by questions. No matter what question is asked, always bring the message back to your talking points using phrases like, "I'm not sure about that, but what really matters today is …" or "The truth of the matter is …".
- Take digital photos (the higher the resolution, the better) of your events.
- Designate someone to post about what is going on at the event on Facebook and Twitter as it is happening. This will attract the attention of individuals who may not consume traditional media.

After the Event:
- Follow up! Contact reporters who covered the event to see if they need additional information or quotes to complete their stories. Call reporters who did not attend the event to offer additional information, including the media kit, in case they intend to publish an article on the event. Be sure to thank them for their time and coverage.

XII. 21 Do's and Don'ts of Writing a Press Release

A simple do's and don'ts checklist. Use this before writing, when you're writing and after you've written your press release.

✓ Do's

- Follow a press release template.
- Keep it clear and concise (between 500-800 words).
- Provide as much contact details per release.
- Have a summary that describes the main point of your news.
- Write a factual, relevant, newsworthy, exciting story.
- Find a good angle, differentiate yourself from the others.
- Write an appealing headline.
- Try and leave readers wanting to find out more.
- Include a link to your main site and your press release page.
- Double-check press release before submission.
- Cite and credit sources.

✗ Don'ts

- Don't include company history.
- Don't continuously submit the same or slightly modified press release.
- Don't send out multiple press releases at the same time.
- Don't include unavailable contacts.
- Don't send out a release without it being reviewed and approved by appropriate staff.
- Don't send out a release about something unimportant.
- Don't send out an outdated news release.
- Don't use hyped-up promotional language with too many adjectives.
- Don't repeat information.
- Don't ask questions, you're supposed to give answers.

XIII. Branding Your Action/Issue

Careful consideration should be given to how you will brand your Association's activities and how this message can be used to build support and communicate a simple and effective message to the community, and more importantly to your opposition.

Once you have created a theme or brand, consider how this can be translated to t-shirts, hashtags, signs or symbolic actions. For example, negotiations and actions in Hillsborough centered around the theme of a team. The decision to brand upcoming negotiations and actions was reached a year prior to actual negotiations, but consistently communicated and reinforced to members leading up to the period of time where action would be needed.

The prior year's budget included funds to provide all members (1,000+) with a blue HEA t-shirt that included a customized design on the back that resembled a sports jersey and increased buy-in. Every member's last name and the year they became an HEA member were proudly displayed on the back of their shirt.

At a Board of Education meeting preceding a negotiations meeting, over 300 HEA members arrived in their blue shirts to silently line the hallways before the meeting. During the meeting, the HEA Action Chair delivered a strong message about the unity of "Team HEA". HEA members rose from their seats and symbolically turned their backs on the Board, simultaneously delivering a message of their anger with the Board and showcasing the number of dedicated years given to the district.

The blue shirts and "team" themed message became well known throughout Hillsborough through the coordinated planning of Blue Shirt Days and community service events where the shirts were worn by members.

Whatever message/theme is selected by your Association, be sure that it is multifaceted and can be useful in demonstrating various messages.

What to Consider When Branding

When creating your Association or campaign identity, branding experts recommend considering the following:

✓ Message
✓ Identity
✓ Color
✓ Motto/slogan/chant
✓ Consistency (colors, font, style)
✓ Logo (symbol or name)
✓ Your Story – this helps guide communications and media releases

Example of a Branding Story:

Not all members are comfortable with rallies/demonstrations/protests, so be sure to craft a brand that is accessible by all members on various levels. An example follows:

Theme: Team HEA
Our story: We are an all-inclusive local of over 1,000 dedicated public employees who work in Hillsborough Public Schools. We typically use the logo "The HEArt of Hillsborough" to demonstrate our connection to the community.

Message: Team HEA is focused upon the successfully negotiation of a fair and equitable contract that will control our members' healthcare costs and stop the continued loss of take home pay. Team HEA invites all community members who are concerned about the quality of Hillsborough Public Schools to join our group.

Colors: Team HEA is easily identified by their trademark royal blue "jerseys". If someone does not have a Team HEA shirt, they are encouraged to wear a shirt of a similar color. This creates a swarm visual, excellent for photography, media attention, and sticking together in a crowd. It also provides security to non-tenured/ESP members by allowing them to easily blend into the crowd, while also creating an intimidating demonstration of solidarity to the opposition.

Identity: Close to 50% of our members live, work and vote in Hillsborough. The community may have mixed feelings towards protests and unions, which is why we are asking them to simply support their friends and neighbors.

Added advantage: Authorities and Boards will have difficulty distinguishing members from community members.

XIV. Next Steps

A successful campaign benefits from close coordination with your NJEA field team. Your UniServ field representative has access to a whole host of resources, including press release templates, sample screening questionnaires, checklists for seeking financial support from NJEA, plans for conducting meet the candidates nights and more. Be sure to include them in your campaign planning to take your program to the next level and maximize your local's success!

Not sure who your field rep is?
Visit *njea.org/regional-offices* to learn more.

VOTE