

School Board Campaign Training

Sample Agenda

Introduction and the Real Nature of Politics

The Candidate

Candidate Development

Dealing with Scrutiny

Campaign Planning

Campaign Organization

Research Throughout the Campaign

Phases of the Campaign

Defining Vote Goals and a Contact Universe

Voter Contact Program

Building a Volunteer Force

Communications Strategy

Identity as Message

Interviews and Presentations

Storytelling

Working with Negative Information

Fundraising

Discussing School Board Issues