



School Board Candidate Profile

Voters who show up to school board elections do so because they have an interest in their local schools. Usually, that means they have school-aged children. Having children in the district gives them both a level of authority and respect. The best candidates have kids who either have recently graduated or are about to graduate from the district. These are parents who have been through the system, are familiar with it, and know its problems. If their children have graduated, they have no fears of retribution by administrators and feel more able to express their frustration. Parents who have younger children who are likely to remain students in the district have a tendency to get cold feet, and express an unwillingness to rock the boat lest their child be singled out. Even when they start out willing to fight, as campaigns heat up and pressure mounts, they tend to have second thoughts. Candidates who have never had children in the district have a difficult time connecting to voters and are typically disregarded in school board elections. Potential candidates must be well-spoken, be at ease at public events, and be knowledgeable enough on the issues to give quick, adroit responses.

Finding School Board Candidates, Step by Step

1. Build a list of names. Search social media and local online boards to find people speaking out against the current school administration, policies, or curriculum. Attend local patriot organizations and Republican groups and become acquainted with the activists in your area.
2. Hold events on important issues like critical race theory, mask mandates, and school closures. Invite people from the lists and contacts you've made, and encourage them to bring friends and other like-minded neighbors. As a hook to entice attendance, acquire a speaker with some level of name recognition or host it at the home of a prominent, respected member of the community.
3. At the event, watch and listen for people who initiate and lead conversations. These are the people who self-engage on the topic and demonstrate passion.
4. Set follow-up meetings with the above. If they're suitable and fit the criteria, encourage them to consider running for school board. If something prevents them from running, ask them for suggestions and leads on other potential candidates.

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