

School Board Member Recruiting Guide

How to Find Board Members

- Contact Republican Party in each county and ask for information or introductions to the conservative school board members they know.
- Build relationships with ally organizations that train or otherwise support school board members. Propose a trade for contact information.
- Set up Google Alerts using keywords of “conservative school board [state name]”.
- Contact SBAE to discuss purchasing school board members contact info lists
- Use i360 to compare school board members to their voting behavior.
- Ask state policymakers and their offices for introductions to conservative school board members in their districts.
- Purchase an email scraper for your website
- Run an online and social media ad campaign targeting school board members

Pitching Your Organization

- Only use phone calls or school board members’ personal emails unless or until the board member expresses interest in their entire board joining your organization.
- Limit sharing of information until a phone call or meeting.
- Lead with the problems conservative school boards are facing both within their district and from the state school board association.
- Be clear about what your organization is *not* doing.
- Outline the top 3 benefits your organization is providing to school board members like them.
- Offer a free or complementary initial service of some kind.
- Invite them and a fellow board member to your next meeting or call.
- Ask them if there are other board members on their board or neighboring boards to whom you might be introduced (abide by all open-meetings laws when the reference is on the the same board).
- Contact 2 new members a day and follow up with 2 to whom you previously reached out.



