

School Board Service Campaign ASPRAtion

Overarching Goal:

Increase the visibility of ASBA as a resource for school board service trainings to both individuals and organizations.

Dedicated webpage for school board member candidates and other communication resources

<https://azsba.org/becoming-a-board-member/>

[School board candidate publication](#)

Animated video <https://youtu.be/0tPMF00mac0>

Video testimonials (ASBA Rookies and other testimonials) <https://azsba.org/becoming-a-board-member/#1491408031633-f7e58476-6a3f>

Past Webinars

Recording: [Thinking of Running for School Board?](#)

PowerPoint: [Thinking of Running for School Board? Webinar PDF](#)

Recording: [What do I do now that I am on the ballot?](#)

PowerPoint: [What do I do now that I am on the ballot? Webinar PDF](#)

Webinars-Live or On Demand

Webinar #1: March 29 - **38 registrants**

1. General Overview
 - a. Intro of ASBA and Thank you for considering service on a school board
 - b. Legal Basis for School Boards
 - c. What do School Boards Do?
 - d. Qualifications for board service
 - e. The Basics of Board Service
 - f. Team Member Roles in School districts
 - g. Rewards of Board Service

Webinar #2: April 12) – **81 registrants**

1. Getting on the Ballot, Fundraising, and Campaigning
 - a. Running for School Board: Legal Requirements for getting on the ballot
 - b. What happens once I am on the ballot?
 - c. Campaigning 101
 - i. Fundraising
 - ii. Getting your Name out

- iii. Messaging
- iv. Campaign Materials (website, social media sites, signs, direct mail, phone calls and walks, automated calls or robo calls)

Social Media

Produced a series of special online targeted campaigns reaching **61,233 users**.

Campaign Name: Become a School Board Member	Delivery	Reach	Impressions	Unique Link Clicks	Button Clicks	Amount Spent (USD)
Becoming a Board Member_Why I Serve	active	10936	25473	276	13	200
Becoming a Board Member: Awareness	completed	13651	36644	492	14	300
Becoming a School Board Member_April Webinar	completed	17943	41053	240	16	200
Becoming a School Board Member_March Webinar	completed	18703	45883	263	12	200
TOTALS		61233	149053	1271	55	900

Internal

- A. Edited and updated Interested in School Board Service booklet:
 - a. Mailed to every county school superintendent’s office
 - b. Provided at community presentations
- B. Updated “Thinking of Becoming a School Board Member” webpage
Received 1,437 views within the last six months and top 10 webpages for the year.
- C. Produced a new animated video with **978 views**
- D. Produced video testimonials with ASBA president and president-elect used in social media campaign, on dedicated webpage, used in ASBA Connect e-news and on ASBA Facebook and Twitter pages.

Community Presentations

- Presentations delivered at **12** different community events including Black Mother’s Forum, All Arizona School Retirees Association, and three in partnership with Yuma, Santa Cruz, and La Paz County Superintendent of Schools.
- Total Attendees: **318**
- Materials on school board service provided at each event

Individual Contacts with Community Member

- Approximately **25 in-person or phone/email contacts** with aspiring board members

Action Items and Timeline for School Board Service Campaign

Ongoing: Engage with community organizations hosting candidate trainings and forums

February 20: Delivery of “Interested in School Board Service” booklet

February 21: Post webinar links on ASBA website

February 21: Announce campaign to all board members and superintendents via Connect

February 23: Announce on Facebook and Twitter

February 23: Connect with media outlets about the campaign, webinars, website resources, and interview opportunities

February 23: Announce to county superintendents

- Provide webinar dates
- Provide webinar promotional materials and graphics/jpg for social media sharing
- Provide sample email message announcing webinar
- Send updated copies of “Interested in School Board Service” booklet
- Offer to present at regional events for prospective board members
- Save the Date New Board Member Orientation

February 23: Announce campaign to partner organizations/groups and provide promotional toolkit, including:

- Webinar promotional flyer and graphics for school media
- Sample email announcing webinar

March 7: Provide teaser and link to register in Connect, Facebook, Twitter

March 12: Follow up email to county superintendents and partner organizations

March 21: Ad in Connect

March 29: First Webinar; 6:00-7:00 pm (include whiteboard video)

March 29: Film ASBA President and President Elect for “Why I Serve” videos

March 30: Post “Interested in School Board Service?” whiteboard video on website, social media sites

April 2: Post Why I serve videos to YouTube and website

April 3-6: Post serving board member photos with quote on social media platforms

April 12: Second Webinar: 12-1:00 pm

April 20: Advertise “On Demand” viewing of webinars on website

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Arizona School Boards Association

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Be a champion for public education in your local community. Find out if serving as a school board member is right for you! Are you #allin?



Have You Thought about Becoming a School Board Member?

Find out what it takes to serve on a local school board. Make an impact on student achievement in your community. Click here for more information.

AZSBA.ORG/BECOMING-A-BOARD-MEMBER/

[Learn More](#)

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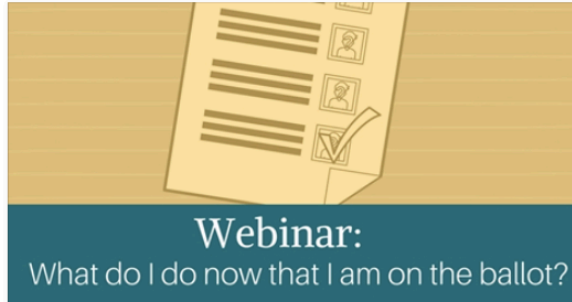


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Register for webinar #2 of a two-part series to find out the process for getting on the ballot and campaigning for school board seats. Topics covered will include fundraising, messaging and developing campaign materials. Are you #allin?



Must-view webinar for anyone thinking about running for school board!

Register for this webinar on April 12 @ noon - 1 p.m.

AZSBA.ORG/EVENTS/WHAT-DO-I-DO-NOW-THAT-I-AM-ON-THE...

[Sign Up](#)

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Register now for the first in a series of two webinars for an insider's look at school board service. If you are considering a run for school board, this webinar on Thursday, Mar. 29, 2018 from 6 p.m. - 7 p.m. is exactly what you need to get off to the right start! Are you #allin?



Webinar:
Thinking of Running for School Board?

Register for this webinar on March 29 @ 6 p.m. - 7 p.m.
Click to sign up.

AZSBA.ORG/EVENTS/THINKING-OF-RUNNING-FOR-SCHOOL-BO... [Sign Up](#)

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Thinking of Running for School Board? [LEARN MORE](#)