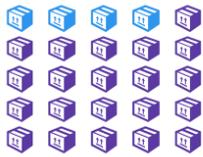


Campaign 2020 Toolkit ✂



The countdown to **Election Day 2020** has begun. The results of our organizing, activism and vote will mean more than ever before. Together we've endured a worldwide pandemic and learned different ways to connect with our students and each other. So much remains unknown, except this: When educators and parents put all boots on the ground, we win... for **all** students, **their** schools and **our** communities. Use this **Campaign Toolkit** to customize your support for candidates & measures that will lead to equity in rights, funding and resources.

Educators Vote for their students



This is why educators vote and why we organize and mobilize every **campaign season**.

Meet the Candidates



Why do CTA members support these **candidates** and why should you?

Know the Issues Vote our values



Ballot measures impact life in our **schools and communities**. Key Props. for CTA members.



Equity. Racial Justice. Social Justice.

Lift up our communities' voices in **many languages**.



Making Headlines

Engage Local Media

Earned media is a great way to **reach voters** and it's FREE!

Got 10 Minutes? Here's Your Guide

10-min. meeting guide



Use your **duty-free time** to host a power chat with your friends and co-workers.

Take the Show on the Road

30 minutes



This **PowerPoint** is what you need to give a presentation for Campaign 2020.

Lights! Camera! Action!

60-second video



Jump start your conversations with this video to **rally the troops** for a victory in Nov.



Legal Do's & Don'ts

If in doubt, check it out

Wonder if your activity is **reportable** or legal? Worry not! See CTA Legal Team's memo.



Get Out The Vote

Plan your strategy

It's never too early to start planning and recruiting **partners** to GOTV.



Digital Shareables

Graphics, images & sample posts

A picture is worth a thousand words. **Download** winning content.



Prop. 15 Speakers' Bureau

Messaging Toolkit

Speaking opportunity? Great! This toolkit has the ABC's and 123's about **Prop. 15**.