



## HOW TO RUN FOR SCHOOL BOARD

### **Qualifying:**

All candidates for School Board must pay EITHER a qualifying fee of \$115.00 OR submit a nominating petition between **July 7<sup>th</sup> through July 9<sup>th</sup>** qualifying.

If you choose nomination by petition, please remember that you must have 100 signatures and in addition to the signature you must have the date it was signed, the address of signer, and ward and precinct where the signer is registered to vote. Official forms are available at your local [Clerk of Court](#).

At the time of qualifying you must submit to the Clerk of Court your [Notice of Candidacy](#)

### **Identifying Your Race:**

Find your district. Use of the Secretary of State's [Polling Locator](#) to identify what school board district you live. Call your Clerk of Court and ask them to fax or mail you a list of precincts in your district (this will be helpful to you later in the race).

Once you've identified your school board district you can find out who currently holds that position by using the Secretary of State's [Elected Official Database](#).

There are 665 school board seats in Louisiana, meaning there is an average of 4,381 voters per seat. The exact number varies by district and can be obtained by contacting your [Clerk of Court](#).

You can get an estimate of the number of votes you will need to receive for victory by looking up the [election results](#) for the last time the seat was contested. For most races this year that will be the election on September 20<sup>th</sup> and November 7<sup>th</sup> in 2007. Note, if the current office holder was not opposed you will not find vote totals.

### **Fundraising:**

You can run this race without raising much money, but a little bit of money will go a long way in advancing your campaign. The easiest place to start is with your friends and family.

Many first time candidates have trouble seeking donations for their first race. Don't be discouraged and keep asking. Anyone you speak with who seems likely to support you on Election Day is also a potential donor so just ask them if they would be willing to help you spread your message by making a donation of amount they feel comfortable with.

Another effective fundraising strategy is to let them know not only why you need their support (to get elected and serve your community), but how you intend to spend the money. If their support will help you get a few more signs on the road, get your fliers printed, or help fund a direct mail piece to your potential voters then let them know about that and they're more likely to contribute.

## **Reporting:**

The number of voters in your school district will determine the contribution limits and reporting requirements for your race. If there are more than 5,000 voters then the office falls under the Tier 2 requirements and if there are less than 5,000 voters then it is tier 3.

### **Personal Financial Disclosure Reporting**

Within 10 days of qualifying for school board you must file a personal financial disclosure report. The reports are different for Tier 2 and Tier 3 candidates so be sure to ask the Clerk of Courts at qualifying how many voters are in your district. You can download the necessary form and instructions for each at the bottom of this page on the [Louisiana Board of Ethics](#) website.

### **Campaign Finance Reporting**

	<b>District Level</b>	<b>Any Other</b>
Contribution Limit	\$2,500 per entity	\$1,000 per entity
Required to file Reports	Yes	Yes, but only if expenditures are in excess of \$5,000 or if contributions from a single source exceed \$200.
Personal Contribution Limit	None	None

Even if you are running for a Any Other office and do not expect to make expenditures in excess of \$5,000 or to accept contributions in excess of \$200 from a single source, it is important that you gather the information necessary to file a report from the very beginning. If you are a District Level candidate you must do the following.

- 1) Set up a campaign bank account to keep your personal finances separate from your campaign expenditures and disbursements.
- 2) Review the [Candidate's Report](#) form provided by the Louisiana Board of Ethics. The report, and the accompanying instructions, will tell you what information you need to report and how you need to report it.
- 3) A schedule of report filing deadlines can be found [here](#). If you received contributions prior to June 24th, your next report is due on July 6th. If you did not receive contributions prior to June 24th, your next report will be due on September 2nd.
- 4) Review [Candidate Form's 103 and 104](#) provided by the Louisiana Board of Ethics. Certain transactions must be reported immediately before and after Election Day. Review these forms again 30 days prior to the election to make sure you know what must be reported.

If you have additional questions, or are uncertain whether the position you seek is a District Level or Any Other office, please contact the [Board of Ethics](#) directly using the contact information provided on their website.

## **Running Your Race:**

If you've followed the steps above, you should have a good idea about the size of the electorate and how many votes you will need for victory.

Because these elections are very local and very small, there is no need to think about spending money on television or radio. In fact, the most effective way to campaign for school board is not by spending money but by devoting your time.

Below are some suggestions on cheap and effective ways to get your message out and let the voters know about your candidacy:

- 1) **Friends and Family.** Talk to your friends at church, school, work, and any other organization you're involved in. Ask them for their support and to spread the word.
- 2) **MOST RECOMMENDED – Walk Door to Door.** Depending on the size of your district it may be advisable if knock on every door on the district (or try). However, if your district is large, the Republican Party has access to tools that can help you identify a targeted list of voters to reach door-to-door
- 3) **Make Phone Calls.** In some districts it is simply not feasible to walk door to door as the distance between homes is great. In these cases, you may have more luck on the phone. The Republican Party has tools to help you create a call list for your district. Should you choose to utilize **automated calling**, please review the guidelines on the [Secretary of State's website](#).
- 4) **Create A Flier.** Create a ½ page flier with your picture, name, the office you're running for, a very brief biography, and why you want to be on the school board. These do not need to be fancy, but you want to have something to give individuals you meet for the first time so they remember you.
- 5) **Simple Advertising.** Wear your own campaign button, put a sign in your yard and on your car.
- 6) **Conservative Organizations.** Speak with the chairman of any Republican organization in your community about speaking at their next meeting. There are numerous organizations across the state such as Republican Women, Parish Executive Committees, and Pachyderm Clubs across the state. Additionally you should contact Republican State Central Committee members in your area.
- 7) **Yard Signs.** They do cost money, so if you decide to use them you will want to think strategically. If you only have funds for 10 signs, don't put them all on your block; and 1 sign at the corner of a major intersection is 100's of times more valuable than a sign at the end of a cul-de-sac.
- 8) **Button or Stickers.** To save money and maximize effectiveness, don't give them to everyone you meet. Give them to friends and family to wear at large public events such as fairs, festivals, trade shows, and high school football games.
- 9) **Social Networks.** If you're active on social networks such as Facebook or Twitter, announce your candidacy there and create a group page for supporters.
- 10) **Direct Mail.** If you have the money to spend, direct mail can be effective. Write a simple one page letter similar to the flier mentioned above. If you can afford to send it to every registered voter, you can do that. If you can't, the Republican Party can help you narrow your focus to a target audience.

**Quick Checklist:**

If you've read all of the information above you should be well on your way to an effective run for school board. Below is a quick rundown of what was included above and in the emails we've sent you previously. Please take a moment to make sure you've checked all the boxes.

- 1) Submit LA GOP Candidate Questionnaire.
- 2) Qualify for the election
- 3) Prepare your personal finance disclosure report
- 4) Begin preparations for campaign contribution and expenditure report
- 5) Formulate your campaign strategy including fundraising, marketing, and grassroots mobilization.
- 6) Execute your campaign strategy.