



How to Fight CRT in Your School District

Can your school officials be convinced to fix the problem?

After learning about what CRT is and is not and figuring out how to build or join a coalition of like-minded people, your task is now to put those efforts further into action. The first step is to identify and define what exactly the problem is and who is perpetuating it. This could be any or all of the following:

- Superintendent
- Some or all of the school board
- Individual teachers and/or teacher unions
- A vocal and active minority of parents
- Local CRT activists
- Federal, state, county, parish, municipal, or non-governmental grants or other financial support and resources

If you can educate the individuals causing the problem and move them to your position, and trusting them is a reasonable proposition, and they follow up with action to stop CRT, your mission is now accomplished and no further action is needed—aside from standard accountability efforts to ensure they don't backslide. Accountability efforts require that we as citizens always keep track of what our elected officials are doing, even those who say the right things. Good words do not always match up with good deeds.

If school system officials need to be replaced, now what?

Work within your groups to identify who would be best and most willing to put in the work required to win. Winning by small margins is a victory, but winning by much larger than expected margins provides you a clear mandate and encourages others around the country to reclaim their schools.

Use national momentum on the issue of CRT to win elections and reclaim your children's futures. School board, city council, and mayoral candidates running for seats in Southlake, TX _____ by a whopping 40 points and turnout was three times higher than previous elections. An example of one of the websites used by a successful candidate in that race _____. Parents are fired up about reclaiming their schools and protecting their children from the harmful effects of CRT. Radio personality Dana Loesch was at ground zero of the Southlake effort, alongside Leigh Wambsganss, who helped to lead and organize the coalition. Dana wrote about how they were successful in Newsweek. Their plan, what they refer to as the "RedPrint," is structured in 5 steps:

1. Understand what you are fighting for
2. Gather numbers
3. Organize
4. Demand answers
5. Outreach

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Parents in Southlake, TX ultimately formed a group named Southlake Families, which developed a plan, _____ of actions for newcomers to take to tackle this issue in their school board races. It involved ample amounts of research and using information requests to uncover specifics of what was occurring. In this case, the framework was _____, not Critical Race Theory, which is another example of why it isn't always easy to spot CRT in action. A team-based thorough review of CCAP identified the problems _____. After Southlake Families ran Facebook ads targeted at parents in their district cutting straight to the chase of what was being taught to their children, a groundswell of donations and support came in, which was then used in turn to help fund candidate efforts.

Southlake Families isn't the only example of a groundswell of parents wanting to protect all children from CRT. Additional examples include _____ in North Carolina, _____, and _____ or _____ in Virginia.

Start recall petitions for the people you are targeting for replacement in your area, if possible. Make sure you are familiar with the rules and know how many signatures you will need. Aim for significantly more signatures than you will need in case the list is challenged and some names are disqualified. Learn the rules of the process and adhere to it to minimize your opposition's ability to whittle away at the number of accepted signatures and stymie your efforts.

It's time to mount a political campaign. Now what?

As elected representatives, school board members have the ability to influence incredible change in their communities. Before you begin your campaign, ask yourself: **Why** am I running for office? **When** am I seeking election? **How** will I get resources, campaign funding, volunteers, time, etc.? **Who** will vote for me, volunteer, donate; and how do I get more support? How do I counteract the spurious charges leveled against me by those who want CRT to flourish unchallenged in our schools?

You will need to identify the candidate or plan for the process by which you will become a candidate. Local and municipal election filing is often a separate process from state or federal candidate filings with different forms and rules. _____ a shortcut to resources in each of the 50 states to help identify ways to get started down this path. These resources are important for you to be successful in winning elections.

How to create and run a successful school board campaign

1. Identify a candidate.

Identify a potential candidate or candidates to run for school board seats that are currently being used to perpetuate the school-sanctioned racism of CRT. Perhaps that's you, or perhaps you have someone in mind. If not, work with your network to find and recruit candidates.

Of the potential candidates, rule out any candidate that cannot answer yes to all of these questions:

- Can you legally accept donations?
- Can you get on the ballot and will you get on the ballot?

Of the remaining candidates, pick the one that can answer yes to the following questions:

- Are you willing to solicit donations?
- Have you created a voter contact plan?
- Have you made it easy for supporters to assist your campaign?
- Can you meet deadlines and timeframes you need to be aware of?

Again, every state is different, so double-check your paperwork and work with people who are seasoned campaigners. Plan for the worst so that you do not miss deadlines, and unless you are very confident in your paperwork or have a strategic reason to wait until the last minute, do not wait until the last minute. If something is wrong or missing, you will have time to correct it.

2. Major elements of a campaign.

Before you or your preferred candidate file, think through the organization of the campaign and how you will coordinate and delegate the following elements:

Branding

You will need a social media presence. Create and keep hidden, or do not publicly push, until you are ready to rollout. Use whatever platforms you think will help, but make sure you have a strategic plan for their use and a plan to engage followers. These options include, but are not limited to, Youtube and/or Rumble for posting and storing videos, Facebook/Twitter/Instagram/Parler/TikTok/etc. for social media sharing.

You will need a logo and a tagline (a catchy slogan perhaps). It can be as simple as “John Doe for School Board Seat 3,” but some amount of creativity can also help. Darker background with light colored letters is usually best, as studies show that eyes naturally flow towards light in any image, so let nature work for you. If the people in your network have a particularly good reason to deviate from that color scheme, listen to them. This logo will be used on all of your materials, including yard signs. Your logo must be clear and easily readable. Its legibility at speed and distance will be of special importance when used on signage.

Yard signs are often one of the most expensive expenditures of a campaign. If you have a good source that can produce them cheaply, that will be a distinct advantage.

Do you know someone with experience who can shoot and edit video?

Discuss whether a website would be helpful, sometimes they are, sometimes they are not. These days, they can be done pretty inexpensively. At the bare minimum, you should own domain names that relate to your name and campaign.

You will need to be able to draft statements and comments on the issues of the campaign.

On the ground campaigning

You will need to be able to organize and manage canvassing of neighborhoods in your district and be ready to knock on doors to turn out the vote. This should be carried out through the use of voter-contact software that allows you to carefully target and efficiently reach your voters. There are many choices out there, ask around to see what people recommend. CampaignSidekick, i360, Advantage, and Nation Builder are common options. Such options often also provide phone banking and texting functions to reach out to voters.

You may want to send mailers and should at least print push cards to hand out to people as your networks knock on doors to raise awareness during the campaign season. These can also be prepared after the campaign is formally filed.

You may also want to send out some text messages or emails to people in your district. Plan which service you might use to handle bulk emails or texting operations. Consider sending out a mailer or robotext.

Throughout your canvassing efforts, keep track of responses. With accurate data, you can minimize costs by ensuring you are not sending out resources to homes that are decidedly not supportive of your efforts. It will also help you identify strong supporters and voters that are still undecided. Each will entail different types of follow-up contact. An effective voter contact system will track data on past engagement with voters.

Get out the vote

Having support in the abstract does not mean much if it does not translate into getting people over to the polls during the election period. Throughout the campaign you will need to have someone who is in charge of keeping track of your supporters so you can get them out on election day. The best campaigns will make sure they keep a database of support complete with phone numbers and emails so that they are able to contact people on election day and get them out to vote.

You should have transportation available so that you can get elderly and other appropriate people or those without transportation out to the polls to vote for you. You also want to make sure that anyone with car trouble or without access to a vehicle can get to the polls easily. The last thing you want is to lose because people did not want to wait in the rain for a bus and your opponent arranged transportation to get their voters to the polls and you did not.

3. Who is in charge and why.

Ensure that someone competent is in charge to organize the campaign.

- If your network is robust enough, you should be able to find someone (generally referred to as a campaign manager) to oversee all operations and a group of people tasked with carrying out each area. If you cast a wide enough net among your network and that of your friends, you may be able to find someone experienced in most of these areas that can donate their time and skills to help you put forward a solid campaign at a low price point.
- Ensure that whoever runs the campaign is someone who is ethical, careful, respectable, intelligent, mission-aligned, supportive, cohesive, and responsible. Remember, this is about results and picking someone who is not up to the task is a recipe for disaster. Pick the most responsible person, not the person who is most friendly or the nicest.

There are a myriad of resources that provide tutorials on how to run a campaign—consider checking them out. For instance, [Campaign Toolkit](#) has a number of free resources as well as some [paid resources](#).

4. Paying for it.

Remember: many things here are free, but some do cost money. **Make sure you have a budget and stick to it.**

Campaigns cost at least a little money, depending on filing fees, etc., but even on a budget of a few thousand

dollars or less, a dedicated and passionate grassroots network of fired up parents can win big in local elections.

Depending on how large or competitive the seat you are targeting is, costs can scale up quickly, but remember, parents are fired up about stopping CRT, and it's hard to put a price on the outpouring of support you can get if you run a campaign that stays on message. You can overcome a significant expenditure deficit compared to opponents if your message resonates with voters and the data supports it.

Social media is free, so use it to your advantage to spread your message and connect with people in your district. We do highly recommend **paid targeted social media advertisements**, though. Make sure you do not get bogged down with trolls and haters, whose very objective is to distract you from effective advocacy of our campaign and causes.

Public speaking events are free, aside from gas to travel, so make sure you get out in the community and meet with as many groups as you are able.

Ideally, your network will provide dozens of passionate parents and neighbors to volunteer for free to canvas your district with materials, and to reach out to all future voters so that you can build out the list of people you will want to target for later contact, when it comes to voter turnout. As much as the candidate is able, it is also important that they get out and meet potential voters and explain what is going on in our schools with CRT and then recruit them to your team. These external validators can be especially helpful in reaching out to their networks, but also for being trustworthy and relatable exemplars whose support for your campaign elicits votes in your column. People often vote for candidates who have the support of folks relatable to them.

If you have a large network of support but are having trouble finding people to canvass neighborhoods, consider hiring supporters to knock on doors and to pass out literature. You can usually find college students that agree with you who are looking to get involved with campaigns as paid interns, or work with local campaign consultants who might be familiar with good groups who do paid block walking. As always, try to budget for this as an expectation, but hopefully you will have such an enthusiastic base of support, you will not need to spend any money on canvassing efforts.

Donations of time and skill-based resources can be just as valuable as money. Utilize them as much as you can.

Donations of money are important, too, though. For a school board race, even an individual small monthly donation of \$5 can make a big difference if you have a large number of people committed to that same financial pledge.

Make sure you identify what your local and state campaign finance laws are so that you can adhere to the rules.

A new national PAC has been formed, called the [Stop CRT PAC](#), that is seeking to fund school board candidates that will oppose CRT.

5. Have A Strategy.

Study how the school board operates from a procedural perspective. You will need to be able to articulate how you or your candidate will lead the way on removing CRT from the curriculum. Your opposition, or perhaps biased media aligned with your opposition, may try to trip you up to make you seem inexperienced and unqualified. Understanding how the school board works will help you sidestep such ambushes.

Expose and highlight the problem of CRT and make it the defining issue of the campaign.

Create a drumbeat on the facts you have uncovered about CRT use in your school systems.

Come up with slogans, hashtags, etc., which will be easy to remember and easy to connect to you or your candidate, and which conveys your position against CRT. #StopCRT is a fine example of a generic hashtag. Be creative and localize the message if you can, but keep it simple, dignified, and memorable. (Don't give the potentially hostile press or social media mavens a process story to derail your candidacy. Remember, they're looking for one.)

Stick to a few major campaign points and try not to deviate into the weeds on different issues. Your opponents will try to shift the narrative because they know that CRT is a losing issue for them. Don't allow that to happen.

Show parents and neighbors what children are being taught or asked to do in schools, and show parents and neighbors exactly what teachers are being trained with. Always have well-rehearsed but seemingly natural talking points with you, complete with sources and data. If someone challenges the veracity of your facts, you must be able to authenticate it immediately.

Host as many meet and greets as possible. You want your candidate's supporters to get to know the candidate and see them in a personal way, as one of their neighbors who is passionate about children and their futures. The same applies if you are the candidate.

6. Close strong.

Enthusiasm can be infectious. You will want maximum volunteering and activity, essentially a non-stop buzz about what you are doing and why it is so important. If people see that you and your supporters are fired up about protecting our children and their future, they will want to be on the winning side.

In the two weeks leading up to voting, you will want to hit on as many identified doors as possible and saturate your community with your message, whether that be social media, texting, robo-calls, phone banking, radio, or even local TV ads. Remind people that this entire campaign is about the school-sanctioned racism of CRT and that you or your candidate wants to stop it, while your opponent wants to perpetuate it.

Identify voting dates and locations, and organize teams of greeters to stand at those polls with signs and materials to educate any undecided voters who may want to ask you questions. Even with all of your efforts, and that of your opposition, some voters will still have no idea who is running for school board or what those candidates believe in. Simply holding a sign as they walk into a building to vote may mean that when they get to your portion of the ballot, that name is the one that they find familiar now and be the deciding factor in how that vote was cast.

Congratulations: You've Won!

Now what?

First and foremost, do what you said you would do: **keep your promises**. You may have campaigned on other issues than just CRT. If you don't keep your promises or stick to the principles you campaigned on, you may soon find yourself on the other end of this scenario with angry parents initiating a grassroots campaign to defeat you.

You have made opposition to CRT the focal point of your campaign—now you or your candidate have the power to make change. Take steps to pass language to remove CRT from curriculum and ensure that teachers are following the curriculum and not teaching through the lens of CRT. Model language to use for banning CRT can be found here.

Format according to the rules governing your school board and add in any relevant references to existing statutes that you deem necessary.

Use that elected position to publicly advocate against CRT. You or your candidate may have won, but perhaps you still don't have enough votes to fix the curriculum. Name names, let the people know who stands in the way, and pay it forward by helping to recruit new candidates for the next election. Share with them all that you have learned so that they will be successful.

From here, work your way up the ladder on anti-CRT advocacy. You can do this in one of a few ways. You can use your position to request change at the state school board level, which could make your job easier if the entire state school system is able to remove CRT from the curriculum.

You can also use your position to pressure state lawmakers or the Governor to ban CRT curriculum. A total state-wide ban is the best possible outcome. Some states are doing this, but good school board members are still needed to make sure loopholes are not being exploited or that laws are not being ignored.

If those elected officials don't listen, once you've corrected the problem in your jurisdiction, consider running for state board of education, or the state legislature, or for Governor even perhaps eventually—but always pay it forward and help others and take steps to ensure that your position is taken by someone who will carry forward with your hardwork.

Lastly, remain committed to your cause and do not let the system corrupt you. Policy victories can take years to achieve. Your opponents may try to make you feel that your efforts are pointless. Every policy victory in history has started with one person's vision and dedication. Be that person. The point of all of this is to protect children, and to ensure we are creating a future in which the next generation seeks to build a civil society based on a common set of ideas and values, which importantly does not include an embrace of racism and discrimination as a guise by which to claim racism and discrimination are being combatted. In other words, a future without the systemic racism and discrimination of Critical Race Theory.