

Securing Crucial Endorsements

Garnering endorsements from important leaders and organizations is a key part of a winning campaign. When seeking an endorsement, many organizations will require you to complete a candidate questionnaire, which can be labor and time intensive to complete, so make sure you are strategic about which organizations you ask to endorse you.

Endorsements from the right sources can help your campaign:

- Gain visibility for your campaign and earn more media attention
- Build credibility and trust with key groups of voters
- Get more donations
- Access campaign resources like trainings, coaching, and online tools like VoteBuilder
- Bring in more volunteer capacity for door knocking, text and phone banking, poll watching, etc.
- Help you build your brand as a champion for public education

This worksheet below breaks down each type of leader or organization you should consider when it comes to seeking endorsements, with columns to fill in the information you'll need for contacting relevant organizations, materials needed for each endorsement process, and notes you take along the way to getting those endorsements.

Type of Leader/ Organization	Relevant contact info & website	Materials needed for endorsement	Notes on status of endorsement
Local politicians (e.g., an incumbent or past school board member; a local legislator or city council member)			
Local political party (e.g., the local Democratic Party Committee or Club)			
Local influential leaders (non-political) (e.g., leaders of non-profit organizations, PTO members or leaders, etc)			
Labor unions (e.g., local teachers' unions active in your district from chapters of the NEA, AFT, etc.)			
Community organizations (e.g., a local grassroots group like an Indivisible chapter)			
Interest groups or clubs (e.g., a local club dedicated to fighting book bans; National groups that support local candidates like Run For Something or the School Board Project)			