

# Combating Critical Race Theory In Your Community

An A to Z Guide On How To Stop Critical Race Theory  
And Reclaim Your Local School Board



CITIZENS FOR  
RENEWING  
AMERICA

Count on this page: 1

We don't care if you have critical thinking skills, we've made our agenda really easy for you to understand. Baby bird style, just open your mouth and let us pour it in.

This guide is meant for anyone of any knowledge and experience level who is concerned about what children are being taught and how they are being treated, with an emphasis on making the banning of Critical Race Theory (CRT) the central theme by which you reclaim your schools.

Critical Race Theory (CRT) is a branch of what we call Critical Social Justice (CSJ), or what others may refer to as Critical Theory. The fact is that proponents of this radical ideology will attempt to take over your cultural institutions, including all educational institutions, and in order to fight it you absolutely MUST understand it. There is no other way around it except straight through it. However, once you understand how to identify and explain the problem, you will see right through many of the games and tactics your opposition will try to use, and you will know just how to defeat them.

We will further note that opposition to CRT is a bipartisan issue. We are all Americans who care about our children and their futures. Parents who find themselves aligned with either major political party in the United States can see that teaching children to disregard character and to measure people's relative worth on the basis of skin color, sex, or other immutable or variable characteristics is simply not an environment conducive to the healthy development of children into good citizens. Though some of the resources in this guide display strong partisan bias in some instances, they are linked to because they nevertheless have important resources or information that you might benefit from as you try to create a plan to stop CRT in your schools.

To help you move forward, the toolkit below includes a crash course on Critical Race Theory, which will be enough to get you caught up to the point that you will be able to actively participate in efforts to stop it. There are 3 sections:

**Section I** describes what CRT is, how to spot it, and how to identify the tactics being used against you by CRT proponents.

**Section II** focuses on how to grow your network.

**Section III** enables you to tie together Sections I & II and turn those efforts into a political strategy to reclaim your local school boards with successful candidates.

*If you do not have time to read this all right now, but you need model legislation to stop CRT at your school board immediately, you can find that [here](#). When time permits, it is highly recommended that you come back and finish this guide to properly understand and frame the debate behind that model legislation.*

“ I have a dream that my four little children will one day live in a nation where they will not be judged by the color of their skin but by the content of their character. ”

Martin Luther King, Jr.  
“I Have a Dream”

We want you to know that if you aren't Republican and you don't identify with our Partisan garbage, then you don't care about your kids.

Also: we are front loading this with the fact that we know we are only using partisan sources, even though we just said that this is a bipartisan issue. We just couldn't find any reliable sources so critical thinkers would believe us.

If you don't feel like reading 18 pages, then let me show you this 8 page section with all the buzzwords you're looking for.

Total count of saying "straight white men" in this Document: 4

Total Count for "White People", "Straight White People", or "White Person": 7

Ideology/Ideological/Ideologically: 12

Indoctrination/Indoctrinate: 5

The creator of this document bolded these phrases, but did not use a source for where they got the definition, so I dug into it.

The biggest proponent of these words framed like this is New Discourses, James Lindsay. His content is cited as a part --> of the creation of this playbook.

Based on their incorrect definition of what CRT and CSJ are, --> they say it's inappropriate to teach to children and actively harmful.

Says who?

Sounds like projection -->

Says WHO?? -->

SAYS WHO??? ---->

Count on this page: 4  
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### What is **Critical Race Theory**?

In order to understand what Critical Race Theory is, we first need to understand where it comes from. **Critical Social Justice** says that all of society should be looked at and understood through the lens of **identity politics**. Critical Social Justice divides society up into groups based on race, ethnicity, **sexual preference**, religion, disability status, and gender, and then requires a view of society based on which groups it is divided into. According to Critical Social Justice, **straight white people** (especially men) are the oppressors, and have systematically rigged society for their own benefit: whether the education system, the economic system, or the transportation system, all of society is rigged for the benefit of straight white men. Recognizing the flaw of this philosophy is not to say that racism does not exist, that we should not teach that racism is wrong, or that we should not teach an honest assessment of our history (the good and the bad). It is to say, however, that CSJ will not do so in an appropriate manner, and that carried out, it will harm the intellectual and psychological development of children in our schools. Because our children are our society's future, this will have a devastating impact on our nation as well.

The goal of CSJ is to analyze society from the perspective of all groups that are not seen as privileged (in this framework, proponents usually primarily define that as straight white males) and then destroy all of the things (institutions, culture, ideas, etc.) that have had any kind of perceived part to play in augmenting that disparity.

This means that there is a branch for each kind of identity. The **ideology** of CSJ has many branches, in the same way that science has different branches (chemistry, astrophysics, biology, geology, physics, etc). Critical Social Justice has different branches as well: one for race, one for sexuality, one for gender, one for women, one for transgender people, and on and on. Basically, CSJ makes up a theory for everything that makes a person different than a typical straight white male.

So, CSJ applied to race is called **Critical Race Theory**.

#### In short:

- Everything that makes up American Society is racist. This includes Christianity, free markets, traditional marriage, rule of law, traditional family structures, and a representative form of government. (This is not to say that a healthy debate regarding the parameters of these issue areas is out of line in a free society, it is to point out that CRT inherently racializes all of these discussions to intentionally stifle any opinions deemed counter to their aims).

- Straight white people, children included, are inherently and irredeemably racist, and benefit from—as well as systematically rig—all the social institutions, rules,

# Section I Knowing and Identifying CRT

Count on this page: 5

laws, and norms that white people invented and keep in place for their own disproportionate success and in order to maintain their own stranglehold on power.

- CRT holds that racism is not just a belief held by individuals; rather, it is a *system* of oppression that has been built into the very structure of our society. In the same way that all the roads in a city interlock to form a system of roads, Critical Social Justice believes that individual racism, cultural racism, and institutional racism overlap to form a system of racism that is present through all of society.
- CSJ also says that members of each group share the same perspective with all the others. This means that women have a shared experience, men have a shared experience, persons of African descent have a shared experience, Asians have a shared experience, disabled people have a shared experience, and so on and so forth. Everyone has been programmed by society to think according to their skin color (or their gender, or their religions, etc.), and so that different people cannot see the world the same way. For example: white people can only see the world the way white people see it, and black people can only see the world the way black people see it. This is why proponents of CRT often start speaking by saying “as a white person,” or “as a gay person.”

Another term that has become very common in usage is “anti-racist,” and the label poses a rhetorical challenge for those opposed to CRT because of course it is otherwise commendable to be against racism. But “anti-racism” instead is part of a CRT effort to change the definition of racism in order to sanction racism.

“ If racial discrimination is defined as treating, considering, or making a distinction in favor or against an individual based on that person's race, then racial discrimination is not inherently racist. The defining question is whether the discrimination is creating equity or inequity. If discrimination is creating equity, then it is antiracist.”<sup>1</sup>

In other words, because people of color were discriminated against in the past, white people, including children in schools, need to be discriminated against now in order to make up for it and let African Americans catch up. Recognizing historical inequity and its lasting impacts presents a call to action for proponents of civil society to ensure all children have access to robust educational opportunities, not to stifle the opportunities of some children because of traits that they were born with.

Social Justice scholars think anti-racism is a “lifelong commitment to an ongoing process” of fighting systemic racism, requiring people to constantly reflect upon the ways in which we are all complicit in racism. The CRT idea of anti-racism expects people to do CRT activism in order to fight racism.

<sup>1</sup>How to Be an Antiracist, by Ibram Kendi, p.19.

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Count on this page: 1

SAYS WHO?? --> To recap: according to CRT proponents, everything in American society is racist. They would argue, without proper context or consideration of the complex opinions of the founders, that the Founding of America was very bad and that each successive generation of oppressors systematically organized everything so that all the things that exist in society give the oppressors an advantage, and that people of the same race are expected to think the same way about nearly everything.

No, I can't because you've yet to prove it --> You can see what the strategy is: they want to split people into groups, tell them that they are oppressed victims, and then get those groups to overthrow our society and replace it with their ideology. This is a Divide-and-Conquer play.

No it doesn't. --> The next quote comes directly after they say they put civil rights into a broader context

With that in mind, it should be no surprise that CRT unfortunately rejects the methods, aims, and goals of the civil rights movement, and in fact calls into question the value of things like equality, rationalism, human rights, and neutral principles of law:

“ Unlike traditional approaches to civil rights, which favor incrementalism and step-by-step progress, critical race theory calls into question the very foundations of the liberal order, including equality theory, legal reasoning, Enlightenment rationalism, and the neutral principles of constitutional law.”<sup>2</sup>

“ Critics [Critical Race Theorists] are highly suspicious of another liberal mainstay, namely, rights.”<sup>3</sup>

Still not true, no matter --> how many times or ways you say it. CRT theorists reject the civil rights movement. The civil rights movement wanted to make sure there were equal rights in America for everyone. That means equal treatment of individuals regardless of race. CRT activists believe that everything in America is racist and all of society on every level unjustly produces “racist” outcomes that favor white people at the expense of everyone else, especially black people. Additionally, because racism is embedded in every single part of the system including anything from laws, to morality, to culture, to healthcare, and even science, racism is everywhere—

no matter what anyone thinks. The way society operates is racist. In light of that, proponents of CRT would argue that our representative form of government and civil society need to be torn up, root and branch, and replaced with something else.

What "proponents" say that? --> What evidence? --> **And this is what they may already be teaching your children.**

They have yet to prove --> once that the "framework" even exists... To be abundantly clear, the above framework, as described, is communicated through the clear intentions of the radical CSJ and CRT movements within the United States. The spectrum of victims of such a framework will eventually expand, through endless deconstructionism cycles, to harm most—if not all—children, regardless of their skin color, sex, or any identity that the Left tries to give them. Parents, regardless of the

<sup>2</sup>Critical Race Theory: An Introduction, first edition (2001), by Richard Delgado and Jean Stefancic, p. 3.  
<sup>3</sup>Critical Race Theory: An Introduction, first edition (2001), by Richard Delgado and Jean Stefancic, p. 23.

Says Who?  
What  
scholars??

## Count on this page: 3

immutable or variable traits of their children, have clear cause—indeed urgency—to want to protect their children from such divisive and destructive **ideology**.

2. Ultimately, though exposing CRT is critical to stopping it, measures to make sure it stays out of schools will also be necessary. This may include opposition to or boycotts of institutions and entities pushing CRT, such as taking steps to ban entities that receive taxpayer dollars, grants, favorable tax carve outs, government contracts, etc., from engaging in the use of CRT, with the view of ensuring that our government institutions don't sanction overt racism in violation of long established laws and policies. **Model legislation** is provided as an example addressing many of these concerns. Other pieces of legislation to review include Rep. Dan Bishop's bill **HR 3179** in conjunction with the previous **Executive Order 13950**.

Trump Executive Order

SC: Ban CRT Bill

3. Additional **primers** on what CRT is can be found [here](#), [here](#), and [here](#).

4. **Critical Race Theory (CRT) is often not labeled as such**. To try to determine if CRT is being implemented in your school or community, the **following euphemisms/buzzwords** may indicate a CRT framework is in use.

Literal Fear Mongering -->

Bible reference -->

<-- Second time this 8 page condensed version has been linked.

<-- All of these words are indicative of CRT? XD

## Where is CRT being implemented?

**C**RT and CSJ activists are trying to implement their **ideology** everywhere they can, including in K-12 education. Political and policy outcomes are a consequence of culture, the effects of which may not be seen for decades, and education is a powerful force in driving culture over the long term. We cannot surrender on the K-12 curriculum front.

<-- Again, still haven't provided one instance.

If they prove you wrong--> it's just a part of their evil plot to make you look bad

Critical Race Theory (and all other branches of Critical Social Justice) is part of a take-over **ideology** with an **end goal of completely controlling all institutions that are a part of American life**. This includes everything from **higher education**, government, health care, military, law enforcement, and much of corporate America. **Link to the LEGAL INSURRECTION FOUNDATION (LIF)**

<-- Says Who??

This view of society is paired with the doctrine of **complicity**, which states that we are all responsible for the racism that Critical Race Theory declares dominates our society. This means that even if we ourselves have not done anything racist, we are complicit in systemic racism because we participate in or enjoy the benefits of a society that continues to be racist. According to CSJ, the only way to avoid being complicit in racism is to spend **all your available time fighting racism**.

Front loading the fact --> that because it doesn't exist people will say that it doesn't.

<-- Says who??

The result of this philosophy is that CRT activists believe every organization they enter, and every person involved with those organizations, needs to be inspected for beliefs, attitudes, prejudices, and ideas that might be racist. Further, Critical Race Theory activists think they will be complicit in racism if they do not persuade their entire organization and all people involved in it to believe the ideas of Critical Race Theory.

Another Link to "buzzwords" -->

<--- Says who?

What is the difference between --> CRT and "regular old diversity training"?

## Count on this page: 1

This means that once the **Critical Race Theory** activists show up, they will do everything in their power to take over your school, church, mosque, synagogue, club, business, government, police service, hospital, and any other institution you can think of. They will not always come as wolves in wolves' clothing. Often, they will come as sheep, pretending to be articulate, reasonable, and moderate thought leaders. But with just an ounce of power, they will move surreptitiously and artfully to implement destructive CRT dreams into reality. It is incumbent on parents to always be on their guard and not invest power or potential in those who could do their children harm.

They will stop at nothing.

## How will you be attacked?

**A**s previously discussed, the way CRT and CSJ operate is as take-over **ideologies**. CRT proponents do not care how they win as long as they win. They are not trying to win an academic debate, they are attempting to socially replace you. Read that line again: **they are not trying to win an academic debate, they are trying to socially replace you**.

As such, almost any action stemming from CRT activists is designed to shut you up, diminish your standing in the community, undercut your authority to speak on an issue, alienate you from whichever group you are a part of so that others ignore you, pretend like there really isn't any problem at all, or tear down your reputation so people don't listen to you. Anything that they can do to win they will do.

That's the bad news. The good news is that these tactics can be countered, and if you counter them effectively they will backfire on CRT activists. This is not like boxing—this is like social jiu-jitsu where you use their own tactics against them to expose them.

Here is a small sample of just some of the tactics they will use:

### Phony Deflection by Saying that CRT is Non-Existent

**Claim:** "This is a solution in search of a non-existent or made-up problem" or "We don't use CRT, so why remove it from the curriculum?" This is pretending that the problem does not exist.

**Response:** Supporters of CRT often hide behind this claim because **CRT often, if not most of the time, isn't actually labeled as CRT**. To properly identify CRT, you need to first understand how the framework is defined. That will help reveal whether it is in use. Often, those using it don't even realize that the materials they are using are based on the CRT framework because they got duped—or to be charitable, conditioned—into thinking it was just regular old diversity training

that teaches tolerance. For instances in which a school system in fact does not yet use CRT, it will be easier to be proactive and make sure you set guidelines preventing CRT from getting into the school system. An ounce of prevention is worth a pound of cure because once it gets in, getting it out can be time-consuming.

### You don't understand it.

**Claim:** "You don't understand what CRT is and you are inaccurately describing it."

**Response:** Review the reference material above to understand what CRT is. Cite the provided definition at the top of this toolkit. If the individual challenging you denies the accuracy of the definition, simply point out that Kimberlé Crenshaw, who helped develop the framework of CRT, has said that the definition of CRT is a moving target. As summarized by the [American Bar Association](#), Crenshaw "notes that CRT is not a noun, but a verb. It cannot be confined to a static and narrow definition but is considered to be an evolving and malleable practice." This is an effective tactic for CRT activists, because as soon as they realize you have nailed your understanding of it, they can move the goalpost at their will. Therefore, push them to come up with a fixed definition of CRT.

CRT activists know CRT is indefensible when accurately defined, thus their need to shift goalposts often. It is enough to quote the founder and then refuse to be bamboozled by double-speak.

Note: **Time permitting**, review the works of those who have written about and advanced the CRT framework. **Use their own words against them.**

- An additional [brief explanation of CRT](#). <-- [New Discourses - James Lindsay](#)
- A two page set of notes for further reference on [CRT concepts](#). <-- [New Discourses - James Lindsay](#)
- A clear explanation of [why CRT is ineffective](#). <-- [New Discourses - James Lindsay](#)
- A reading list of [top CRT theorists and critics](#). <-- [The exact same link as right above](#)

### By banning CRT, you're banning teachers from teaching history.

**Claim:** "Banning Critical Race Theory prevents teachers from teaching about racism, white supremacy, and aspects of U.S. history that you want to hide" or "You are violating the free speech of our teachers."

**Response:** The vast majority of adults of a certain age in our country learned about racism, the slave trade, the KKK and white supremacist movements in

society and government, the Trail of Tears, Jim Crow, Japanese internment during WWII, and more—all without Critical Race Theory. For that reason alone, the claim is wrong. If anything, banning CRT makes teachers do their jobs effectively by presenting the correct and whole history—not a slanted or tendentious version. It also stops teachers from discriminating against or asserting wrongful dominance over students in the teacher's own presumptuous fiefdom.

### Teachers have a right to teach CRT in their classrooms.

No one has ever said that --> In fact, many leftists fight against religion in schools, homophobic and trans rhetoric.

<-- \*ANY\* topic that is hard to pin down will fit this narrative.

For example: Christianity

**Claim:** "Teachers have a First Amendment right to teach whatever they want in K-12 public school classrooms."

**Response:** This is false. School boards have a duty to regulate classroom instruction and decide what the content of the curriculum will be. School Boards absolutely have the right to determine what is in the curriculum, and what is left out. Further, according to the [Foundation for Individual Rights in Education](#):

*"You have different speech rights as a hired employee than you do as a private citizen. You are generally considered to speak for the school district when you are in your classroom. "Speech" extends to classroom decorations, signs, posters, and statement clothing (such as pins or buttons.) According to the ruling in Garcetti v. Ceballos (2006), K-12 teachers' speech is regarded as the expression of a public employee pursuant to official duties. Hence, "curricular" speech is regarded as "hired speech," not entitled to protection by the First Amendment."*

Under those circumstances, teachers are not speaking as citizens for First Amendment purposes, and the Constitution does not insulate their communications from employer discipline.

Teachers absolutely do not have a First Amendment right to teach whatever they want in their classrooms.

### How did CRT get into education in the first place?

Counterweight CRT is --> "indoctrination" blog.

Directly conflates CRT--> with SEL and DEI.

They are specifically --> speaking to people who did not attend college.

There are a number of reasons for this, explained in an [essay found here](#). The extremely short version is that CRT activists did something most of us did not do: they showed up in colleges, state assembly meetings, curriculum meetings, and school board meetings, and they agitated and worked to get their ideas into the school system. Many later started their own training and consulting companies to promote CRT, SEL (Social Emotional Learning), and DEI (Diversity, Equity, and Inclusion), and so on. CRT activists were working in the places that people usually don't go to in order to get their views into schools: they trained teachers in CRT at universities and colleges,

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attended school boards to weave CRT into curriculum, and pressured accreditation bodies to make them push for CRT as well. They did activism while no one else was watching. And they conscripted or recruited seemingly respectable, moderate-sounding professionals to do their bidding by teaching them, reaching out and messaging to them, and making a politically-correct version of CRT fashionable. This double-barreled approach then gave them the ability to infiltrate the highest echelons of business, government, and the military-industrial complex by getting woke corporations, law firms (already predisposed to CRT Wokeism), and even the military. This expansion of the CRT message and following has been alarming and will ruin our Nation permanently unless we stop it right away in our schools and colleges.

<-- What? The entire point of activism is to draw attention to the subject.

<-- The military is in on it now? Says WHO?

Many colleges tell teachers that they should implement CRT and Critical Social Justice of all types into their classroom activities regardless of what the curriculum says. They will tell their teachers to find ways to work CRT into the classroom even if the curriculum does not include CRT. This is another thing to watch out for.

<-- Says Who??

Further, CRT activists have been active at the federal level trying to make CRT a condition of receiving grant money for education, including from the "American Rescue Plan." Many school districts want to implement CRT to ensure they are able to apply for local, state, and federal grants. President Biden has already indicated that he wants federal grants tied to CRT implementation, and the U.S. Department of Education has already proposed a rule to that end. The Biden Administration would even have taxpayer dollars going towards anti-racist "therapy" for white teachers. Additionally, in Biden's "American Rescue Plan," a source is linked that overtly develops the link between CRT and Social Emotional Learning (SEL). As a reminder, many terms and phrases are used within the CRT framework, which may make the presence of CRT within your schools not initially obvious.

<-- "Indoctrination as Intervention" Right wing blog

<-- No evidence to support this.

<-- NY Post article

<-- Abolitionist teaching network, If the name of the organization is the issue, then promoting the Legal Insurrection Foundation is just as bad.

CRT-infused curriculum, like that of the 1619 Project, will be favored and promoted with incentives like grants, or other enticements. 1619 Project curriculum was used in over 3500 classrooms in 2020 alone.

<-- it launched Aug 2019. It is a deep dive into the true history of slavery, named for the year the first slave arrived on U.S. shores

Many parents, teachers, school administrators, etc., are attracted to the window dressing of "anti-racism." After all, racism is indeed a terrible thing, so why would anyone oppose teaching a curriculum that reinforces this point? They think that when CRT activists talk about "anti-racism" they are referring to the idea that we were all taught as children: racism is bad and we should work to end it. But as we have seen, "anti-racism" is a CRT term that is not equivalent with standing against prejudice or discrimination.

Finally, sometimes people will choose to allow CRT in because CRT activists will call those that oppose them racist and destroy their reputation—and people don't want to have their reputation destroyed.

<-- just calling someone racist does not destroy their reputation.

Many people advocate for, defend, or teach CRT materials out of fear. Some recognize

<-- says WHO? Not one teacher of CRT can be found to corroborate this.

Count on this page: 1

that while the racist nature of CRT is self-evident and empirically obvious, they may lose their job if they speak out. Teachers who are against CRT are themselves on the front lines of this culture fight, and often face immense backlash if they are not seen as sufficiently "woke" or committed to the cause of "anti-racism." Success in pushing back against the racism inherent in CRT will help insiders speak out without fear of losing their jobs or being falsely labeled as a racist.

<-- Still yet to prove that, so no it isn't "obvious".

We should also recognize that many will see dollar signs and opportunity in all of this upheaval. "Equity" companies and consultants stand to make a lot of money providing CRT materials, surveys, and training. Panorama Education is one such company. Other organizations focus on accreditation while pushing CRT. These entities, in conjunction with other stakeholders, will lobby all relevant elected officials and bureaucrats directly to support CRT. If targeted school systems are not already ideologically predisposed, pressure through public commentary via the modern emerging "Woke" movement will be used by third-party entities as leverage to convince those school systems to hire them to help assist in CRT implementation to placate the aforementioned movement

<-- Source? Example? How did you come to this conclusion?

Is CRT being used in your schools?

If CRT is being used in your schools, there is no time to waste: it's time to get to work. If CRT is not being used in your schools, now would be a good time to get involved in your local school board and community before radical CRT activists take it over and you have a real mess on your hands.

<-- "whether or not you think it's an issue, you need to be involved."

If you are not sure exactly what CRT looks like, or if your schools are using it, here is some helpful information on where to look:

First, and most importantly, examine the materials your child is bringing home from school. CRT that directly and overtly targets your children will often be the most powerful example to motivate other parents and people in your community. You should also examine the materials teachers are using to prepare their lesson plans. BrainPop is a politically-biased online resource with copious amounts of CRT propaganda, for example.

<-- If there is copious amounts use one.

Second, examine school and school district websites. What types of materials, training, or departments and programs are publicly listed and might initially be worth a deeper dive? Do they have diversity, equity, and inclusion (DEI) materials or offices? If so, review them to see if they utilize a CRT framework. They often do. Search engine searches of key terms, in conjunction with the name of your state, state Department of Education, county, and city, often returns surprising or undiscovered material for review.

<-- Their buzzwords again.

Third, much of what you seek may not be front-facing or otherwise readily available. Learn how to make public records requests through either the Freedom of Information Act for federal documents, or through the public information request process required

Link to --> buzzwords again.

by your local government entities and school boards, regarding all training, curriculum, programs, materials, school system budgets, and emails promoting CRT, whether named explicitly or not (remember sometimes they hide it by using it without calling it that.) Depending on the volume of materials you receive, coordinate with others in your network to review those materials. To the extent possible, organize and catalog your findings so you can show other people in a way that is easy to understand. If the powers that be drag their feet, attempt to charge excessive fees, and are otherwise not being responsive to information requests, this means two things:

1. You are on the right track, and they are likely hiding something.
2. It is time to look at legal options for getting access to information such as Freedom of Information requests.

Where it may apply, be sure that your school board adheres to "open meeting" laws to ensure that discussion of anything related to CRT can be documented.

Create an independent "Classroom Incident Report" resource for parents that protects confidentiality, if desired. Some of the best information you will gather about CRT in schools is from parents seeing or hearing something going on in their classrooms.

Perhaps most importantly, find and identify sympathetic teachers, perhaps provide them a completely confidential and anonymous reporting tool, or communicate by word of mouth. Depending on how radicalized the school system is, their careers could be in jeopardy by speaking out, so you have a duty to help protect their anonymity if they desire to remain unnamed as a source of information.

As a final note on chronicling data and school system resources/curriculum materials: **archive it all.** Some school systems will fight dirty and pull it all down from the accessible fora and platforms, so that parents do not have the chance to review it. This poses a grave problem, but also an opportunity. If you have the materials archived, you can create a website for those materials to reside and then be the de facto resource for parents to see what is in your schools and in the process, recruit them to your side. Concerned voters in [Reno, NV did just that](#) when their school board pulled down public access to resources.

It is important to note that whether CRT is currently in your school system is mostly irrelevant to the purpose of this document. Actions to prevent CRT from entering your schools are similar to those you would want to take to ban CRT that is already in use.

## Is CRT being taught in your school board district and/or in schools?

It is imperative that you get a "lay of the land" by ascertaining how your elected school board members view CRT. Who are your school board members? [This link may help you answer that question.](#)

As a standard method of accountability for any elected official:

1. Begin with following their social media accounts and reviewing their public commentary. You can search their social media yourself or set up Google Alerts for keywords, names, and phrases so that when commentary on CRT occurs, search engines highlight it for you.
2. Contact your school board members directly and ask them their position on CRT. A list of questions you can ask if they are being evasive can be found [here](#).
3. Attending your local school board meetings and getting your elected officials on the record is helpful, and non-answers can be revealing. Regardless, it is good to understand the political dynamics at play within the school board itself.

There will often be a history of roll call votes (a recorded vote that shows their position clearly) or a unanimous consent/voice vote (less clear on vote position) on items that are directly or indirectly related to CRT curriculum or training.

4. You, and the network of people you organize, can go back through and chronicle how school board members positioned themselves. If you don't know how to search for this, that's fine, assuming that your local laws require transparency and records of this type to be kept. As your network grows, enlist someone to help take a look at this or train you how to find it.

If your school board is publicly on the record opposing CRT and after a review of school materials, there appears to be no sign of CRT in use yet, work with your school board to take charge of the curriculum so that teachers do not decide to teach CRT behind the back of the school board (which, as we discussed earlier, sometimes happens). [Proof? An example?](#)

It may be that your school board is vocally committed to opposing CRT. If so, that's great; however, many school board members now know that CRT is bad but may not be aware that it is already in use in their schools because they have not been trained on what CRT is and how it often presents itself under the guise of other seemingly "feel-good" phrasings. Further, they may not realize that sometimes teachers will instruct through the lens of CRT even if CRT isn't called for in the curriculum.

A website called "Parents --> Defending Education"

-- Nevada Family Alliance Pro-Religion in schools, advocate for cameras in the classrooms

What does this mean? --> Regardless of intent to share history, if they share more context, then they are teaching CRT?



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Count on this page: 2

## What is the goal?

The goal of the above subsections of Section I of this document is to bring you up to speed on what CRT and CSJ are, and to help you figure out exactly what the situation in your school district is. The goal is to ensure that:

1. The school board adopts a curriculum that is not taught through the lens of CRT and does not contain CRT as a required element. Indoctrination through CRT is removed (and the racism that comes with CRT) from all K-12 public school curricula.

2. Ensure that teachers are teaching the curriculum that has been put in place and not just choosing to continue to indoctrinate children into CRT, or using CRT as the lens through which they teach.

If your local elected school board members are vocal supporters of CRT, document their support. Experience shows that elected officials that are wrong on issues like this are rarely salvageable. It may be that with immense public exposure and pressure, they will bend to the political winds to satisfy you, but usually not because they are ideologically aligned with you and have seen the light. It is important in these instances to ascertain whether these specific school board members are generally with you and simply need to be educated, or whether they are saying whatever they have to say in order to get elected. If the latter instance is the case, they need to be replaced. If your school board members support CRT and refuse to remove it from the curriculum, or if they say they are opposed to CRT but refuse to implement a proper curriculum, then they need to be replaced. The rule here is that any school board member that refuses to implement a CRT-free curriculum that mandates teacher compliance needs to be replaced, and replaced as quickly as possible.

**Given the state of education in America,  
it is almost certainly the case that you will have work to do.**

## Section II

# Growing Your Network

Count on this page: 1

Count on this page: 1

Once you have moved through the first section and checked the lay of the land you will have to build a movement to help you raise awareness of the problem and create support for correcting the situation.

## Personal network mobilization

**S**tart with those closest to you, including your family and friends. The circle will expand in later steps. Make sure that those who you know, and who are otherwise likely aligned with you on this issue, are sufficiently brought up to speed on what CRT is and why it is egregiously inappropriate for children to be indoctrinated by it. People should be encouraged to want to stand up for the children in their community and protect them from overt racism. At the end of the day, you are a human rights advocate; you want to protect children from abusive and harmful curriculum. No child should be told that because of immutable characteristics, they are irredeemably racist and less than others in their peer groups, or that because of their skin color they should be treated differently and that success in life is unattainable.

Source? -->

<-- Where are they being told this? Who is telling them this?

Zero examples have been given where people are told they are racist based only by the color of their skin.

Any identified anger or frustration detected in parents or members of your community about the general direction of cultural Marxism in schools should be cultivated into a desire to take action to stop CRT. The people in your personal network will often be those that you are able to most quickly convince and motivate. <-- Because they know you they are less likely to question or stand up to you.

## Local community network mobilization

**N**ow is the time to reach out to your second tier of close community networks. Neighbors, church groups, parents of your children's friends and sports teammates, civic clubs, political clubs, work colleagues, and local social media networks and groups. Every community is different, but the concept is simple: identify everyone that you or your friends know that may be concerned about stopping CRT in your schools.

Strength and influence in politics usually boils down to a simple rubric of how many people are for or against something. The larger the number of people on your side who show up to make their voices heard, the more likely you are to succeed in the policy or political outcomes you seek. Identify political groups in your community that may be ideologically aligned on opposing CRT. Your messaging will be amplified if such groups span the political party spectrum. This will likely include political groups on the Right, but to the degree possible should include centrist and Leftist groups that can plainly see the problems of CRT. The broader your coalition the better. Keep an eye out for people who are opposed to this. Again, this is not a partisan issue. It is an American issue.

If the ambiguity of CRT --> doesn't fit the criteria to get parents involved, use the word "indoctrination"

Hijacking the anti-mask --> group.

Politics can often lead to otherwise peculiar alliances. Don't discount the fact that many people who are active in a different political party than you are may be just as opposed to CRT curriculum as you are. Opposing racism in curriculum should be a bi-partisan

Count on this page: 1

position. Have conversations and bring them into the fold to help stop CRT if they seem receptive.

As a general rule of thumb, a single issue focus group at the local level will attract the most overall support. Conflating it with other issues could be detrimental to the mission of taking CRT down. The more issues you try to tackle, the more you may alienate people who would otherwise be willing to support your effort to stop CRT. Based on some recent anecdotal data from school board elections, specifically the Southlake, TX school board races, once people know what CRT is, there appears to be broad bi-partisan opposition to it. The more people you can convince of this, the better your odds are of achieving the goal of stopping CRT.

Don't let people hijack your support for their own cause: stay the course. This can include elected officials who may have their own agenda, or who take the lead but then either are not serious about prioritizing it, or do not plan to put in the work to bring other elected officials to their side. Take what you can get, but if many options are available, identify the person who will most successfully elevate the issue.

Grow even further to a third tier of contacts by asking those in your group to repeat steps 1-3 for themselves. Set goals for growth, encourage people to add X amount of people each week, or think of fun ways to reward those who bring in the most people.

## Organize your network

**O**nce you have identified a starting group of your concerned friends, family, and neighbors, it is time to more formally organize opposition to CRT. This may include the establishment of a new grassroots group or coalition that is focused on defeating CRT. Such a group may already exist. If so, consider joining that group and bringing your group of people with you. Having a formal coalition will make it easier to organize larger groups of supporters as you scale up the effort. The best way to lead is to be strong, of course, but in a manner that entices others to join you to defeat the common opponent.

Plan for the long haul. If no group exists, you will need to start one or find someone who can. Know your community and assess your needs. If more focused, whether you go with "Parents Against Indoctrination," make sure the name communicates the mission. There are several groups around the country popping up to oppose CRT, so consider opening up a new chapter in your state or locality if you determine that doing so brings advantageous resources and networks to help you along. Stopping CRT may not be your only policy or political objective, so it will be up to you to decide whether to start or join a group that is primarily focused on stopping CRT, or whether to start or join a group that makes stopping CRT one of several primary goals, but may also focus on a wider spectrum of issues.

## Count on this page: 2

You will need motivated, articulate, respectable, and dynamic people to lead and organize your coalition. A spokesperson needs to be an effective, engaging, attentive, logical, and interesting speaker. Many groups die on the vine because the person who wants to "lead" isn't skilled at capturing the attention of the audience. Those organizing the logistics of a group need to be organized, diligent, mission-aligned, visionary, and hard-working. Many groups fizzle out because they are not well organized. Know your strengths and weaknesses and of those in your network. Plug people in where you know they will succeed and thus be encouraged to continue being involved. Share the brunt of leadership amongst a core group of active participants and take no pride in ownership, but rather a shared commitment to achieving the objective of removing CRT from your K-12 public schools. Their pride lies in the success of the group's mission and they should take their ego out of the equation.

What works differs based on the abilities of those in your network, but consider assigning positions focused on recruitment, communications, policy, and hospitality. Hospitality is important, because although CRT is a serious issue, few public policy initiatives last long if the people within them do not feel like they are a part of something, a part of a community, a peer group of like-minded patriots. Some people turn to these groups for a sense of community and social activity. To the degree possible, have fun and make sure there is an occasional social component that bonds the group. Sometimes that can be having a meetup at a local restaurant patio to enjoy food, drinks, and live music after a long week of work.

If you have parents who are lawyers, urge them to organize and advise on legal efforts, as this will amplify your capabilities at very little cost. You may need them later if your situation warrants lawsuits.

Have people take ownership over their neighborhoods. Where possible, work with local ideologically friendly political groups to get resources that might help your more focused cause. Some political entities may be willing to provide or help you get the data your people will need to efficiently walk their neighborhoods and knock on doors to talk to people who have a high propensity of being ideologically aligned with your efforts. Good data will maximize the efficacy of your hard work and speed up the growth of your coalition. Be cognizant, though, that the more you entangle with partisan groups, the harder it will be to maintain a broad coalition. Assess your needs and take the path that you deem most advantageous to accomplishing your goals.

Help bring along newly involved people by training them in the techniques you have learned and mastered, so that they can grow as activists themselves and expand the capabilities of your group. The importance of this cannot be overstated. The goal here is to empower people to be more effective. The more effective people you create, the stronger your movement becomes, and CRT activists will not go down without a fight—so you will need all the help you can get.

## Count on this page: 1

Work with vetted and legitimate organizations to supplement your materials and supporting research. Bad information or partnering with improperly vetted fringe groups can often provide your opposition with the opportunity they have waited for to delegitimize your efforts, and local media may hold the biased views of your opposition and help elevate attention the pushback. Even if you do everything right, expect this to occur the more successful your efforts become. Do not go on defense, stay on offense, and stay on message. CRT is a racist framework, and you should not let up on the gas demanding to know why your opponents support such racism. There are many organizations out there researching CRT. Examples can be found here, here, here, and here. Many of these organizations provide resources to help guide you through many of the actions you or your group will want to take.

Source? -->

Manhattan Institute, --> heritage foundation, BEST website, and more parents "defending" education

**Anger about Critical Social Justice indoctrination will be enough to motivate people to take action to stop CRT. Make people aware of what is going on and many will rally to your cause.**

## Creating awareness of your group to grow community support

There are other people out there like you, with the same concerns and goals you have. However, finding those people and connecting with them can be difficult. Making your group visible and creating awareness of your cause and your group can act as a beacon to attract other like-minded individuals.

Create social media profiles for your groups. While you may or may not be a fan of Big Tech, it is still an important means by which to reach people in your community, whether Facebook, Twitter, Parler, Rumble, Instagram, Tik Tok, Youtube, NextDoor, etc.

Identify print media outlets in your area and work on putting together a team that can submit Letters to the Editor (LTE) or longer Op-Eds. Ensuring that there is a drumbeat on anti-CRT narratives on every forum and outlet possible is necessary to elevate the public awareness of the issue and to create a broader public policy fight.

Manhattan Institute --> Conduct video webinars and parent bootcamp presentations to invite parents and bring them up to speed.

The same parents "defending" education links as above. -->

Examples of training materials to learn how to amplify your public communication efforts can be found here, here, here, here.

## Arguing your position

**A**s materials are produced that help communicate your message, make sure that the best of the best is being disseminated in a **weekly email** to supporters. This can include good national TV interviews you saw regarding CRT or a well-written document about what CRT is and **examples of it in use**. New material is coming out weekly building off past research. Stay ahead of the opposition, anticipate their pushback, debunk it if warranted, and define the narrative. <--- This entire document has failed to provide a single example of it in use.

**Stick with facts and avoid theories that cannot be demonstrated.** People should look to you as an authoritative source. Being wrong often will dilute your support and cause people to question not just your motives, but also whether you are just wrong about CRT. <--- Sounds like solid advice this document has failed to follow.

**Make sure you have your facts correct, and have sources available.**

<--- Notice that they don't say "reliable" sources.

Work with a coalition of groups that might already be in place to communicate similar ideas and concepts and to build a drumbeat on the issue. From a marketing perspective, an old rule of thumb is that the customer needs to be contacted at least five times to close a sale. Similarly, those in your community will need to see robust opposition to CRT, with multiple opportunities for them to see why CRT is bad, in order for them to begin forming a strong opinion on the matter.

**CRT proponents have an indefensible position, and they are beginning to understand that. Now is the perfect time for accountability.**

### Section III

# Winning Back Your School Board

You are now entering the political arena.

## 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 recently won 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 can be found here. 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 Wambsgans, 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

Please give an example --> of "incredible change" by a school board member.

They know you will ----> be called out for your views.

5 steps:

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

This is an effective approach to organizing against CRT generally, and it is equally effective in organizing to replace education leadership.

Parents in Southlake, TX ultimately formed a group named Southlake Families, which developed a plan, including an 11 point overview 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 referred to as CCAP, 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 listed at the bottom of this page. 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 Education First Alliance in North Carolina, Awake Illinois, and Fight for Schools or Stand Up Virginia 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. [We have provided here](#) a [links to own website with shortcut to resources in each of the 50 states to help identify ways to get started down resources for each state.](#) 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, [MyCampaignCoach.com](http://MyCampaignCoach.com) has a number of free resources as well as some [paid online courses](#).

### 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 **1776 Project 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. <--- even if it's not there?

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?

**F**irst 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

They have been hiding --> the fact that school board members hold very little power, so they want you to know that if you can't make change immediately (or at all) then that's normal.

hard work.

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.



**CITIZENS FOR  
RENEWING  
AMERICA**