

TROUBLEMAKER **TRAINING**



JUST DO IT
YOU GOT THIS
GO FOR IT!

READY, SET...

LET'S GO

- How will you communicate?
- What is your focus?
- Who is invited to join?
- What's your name - vibe check!



MORE CONSIDERATIONS...

- All Work and No Play – NOPE!
- Delegate, delegate, delegate



WHY YOU NEED TO SHOW UP AND TAKE ACTION

- The opposition is small but loud
- Important your community sees that people are standing up for common sense and opposing extremism
- Your goal is to influence not only the school board but also your community

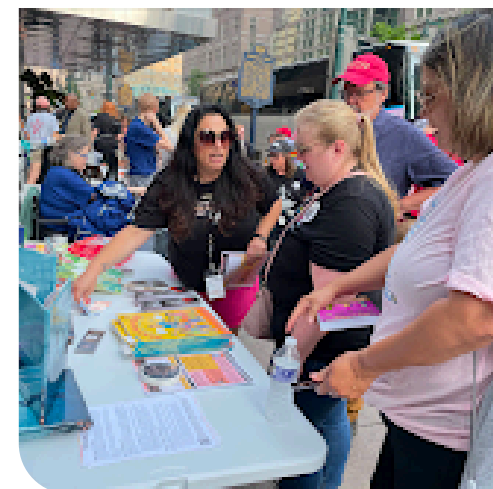


YOU ARE THE MAJORITY

EDUCATION ISSUES



- **87%** do not support banning books that discuss race.
- **83%** do not support banning books critical of U.S. history.
- **98%** of voters support sex ed in high school, **89%** support it in middle school.



USE YOUR TROUBLEMAKER POWERS!



- Contact Campaigns: Emails, Phone Calls, Letters/Postcards
- Social Media Campaign
- Attend Meetings
- Line Up Speakers



INTRODUCTION & CONNECTION

The opposition often brings in people with no connection to the community:

- I have two kids who attend these schools or grandchildren in district
 - I have lived here for 15 years
 - I started my business 8 years ago
- ✳ Nice touch is to thank Board members for their service and hard work

SHARE YOUR PERSPECTIVE

- Why are you speaking today? Why do you care?
- Personal stories have the greatest impact
 - Data is helpful but emotions move people
 - How does this impact you, your child, your family or your friends?
- Stay Focused: It's about your town, not Washington D.C.
- It's about your kids, not partisanship.

Focus On The **Impact** On Students:

- Kids are losing basic rights, like safety and access to knowledge about themselves, their bodies, their history, and the world.
- Teaching empathy is one way our schools are working to reduce bullying. Let's make sure kids get the information they need to understand the world, the people in it, and be successful in life.
- It can be uncomfortable to learn about dark aspects of our past, but kids must learn accurate history so they don't repeat it.

WHAT TO EMPHASIZE!

- Loss of knowledge of history
- Loss of access to a quality, well-rounded education
- Loss of a sense of safety and protection at school
- Loss of access to books
- Loss of freedom to learn about the world and all who are in it
- Loss of access to different perspectives and views
- Becoming narrow minded
- Facing more bullying in schools and mental health concerns

TALK ABOUT THE BANS

- **THE VOLUME OF BANS HELPS DRIVE HOME THAT THIS IS A POLITICAL STRATEGY TO DIVIDE PEOPLE**
- **USE A VISUAL OR GRAPHIC**

TALK ABOUT CONTROL AND POWER

- **ALL THESE BANS - POLITICIANS WANT TO CONTROL PEOPLE**

HOW TO FIGHT DISINFORMATION

DON'T REPEAT IT!

- Multiple studies have shown that statements like “The school library does not have pornography” or “Teachers are not groomers” are actually counterproductive.
- What people remember is the salacious charge, not any accurate information that follows.

HOW TO FIGHT DISINFORMATION

**INSTEAD USE A LINE THAT PROVIDES
TRUTHFUL INFORMATION:**

- I believe that students must learn accurate history. Teaching them fairy tales does not prepare them for the future or to be successful in a global economy.
- All students should feel welcome and accepted at school. No one should be told their stories or history is inappropriate.

DEFINING THE OPPOSITION

DON'T TURN OTHERS INTO VILLIANS

We don't want to pit parent vs. parent! Define the villain as narrowly as possible!

- Say “a few extremists” or a name a specific politician.
- Don't say “everyone who opposes this measure.”
- Don't blame an entire political party or group.

BOOK BAN TALKING POINTS

OUR CORE VALUES:

- Every kid should feel safe to learn and thrive at school.
- To prepare our kids for a 21st century global economy, we need them to learn real history—not fairy tales—and to respect people across our differences.

BOOK BAN TALKING POINTS



CALL IT OUT DIRECTLY!

- I can't believe we have actual calls for book bans in 2025. They've even tried to ban books about Martin Luther King, Jr. and Rosa Parks!
- This isn't about parental rights – it's about using our kids' education to impose a political agenda.
- The books being targeted are almost entirely about LGBTQ+ and people of color. What message does that send to students in our schools who are part of these communities? What message does that send to students who are not a part of these communities?

BOOK BAN TALKING POINTS

OWN INDIVIDUAL FREEDOM:

- You can decide what is right for your child, but you don't get to dictate what's right for other families. Live by your own ideals but you don't get to stop others from living their values.
- Most books that are being targeted are not assigned. They are simply on the school library shelf. If a parent doesn't want their child to read a book - fine - opt them out - but don't take that opportunity away from everyone else's kids.

Own patriotism: In America, we celebrate free speech, independent thinking, and equality – these are the ideals of our nation. Trying to limit or remove those freedoms is not patriotic. It's censorship.

Flip the frame on who is playing politics: Our libraries offer a wide array of topics and ideas so there's something for everyone. They are not endorsing every book or idea in their collection. Book banners are imposing their political views on others – not the other way around.

Own your mom expertise: As moms, we know what happens when you ban something. It just makes it more appealing. When books are banned, sales go up. If parents really want to stop their kids from reading certain books - talk to them.

The link between legislation & books: Books that tell stories about LBGTQ+ individuals help save lives. Legislation similar that bans them threatens lives.

THINK OUTSIDE THE BOX

- Hold a Positive Event (School Supply Drive to Support Teachers) and Pass out Info on the Bans
- Sign Big Thank You Card for Teachers/Librarians
- Pass Out Banned Books at Meetings
- Stock Little Libraries w/ banned books
- Sidewalk chalk messages
- Read-In of Banned Books
- Highlight books that are being banned on social media - share the subject/stories and awards they won
- Yard signs to support your side or students (You Belong)
- Wear t-shirts with banned authors/books/wording about bans
- Hold a banned book club (good for parents and students)
- Change profile pictures to you holding banned books

IT'S A **READ-IN** FOR ACCURATE EDUCATION

**READING ACCURATE
HISTORY**





Any book worth
banning is a
book worth
reading.

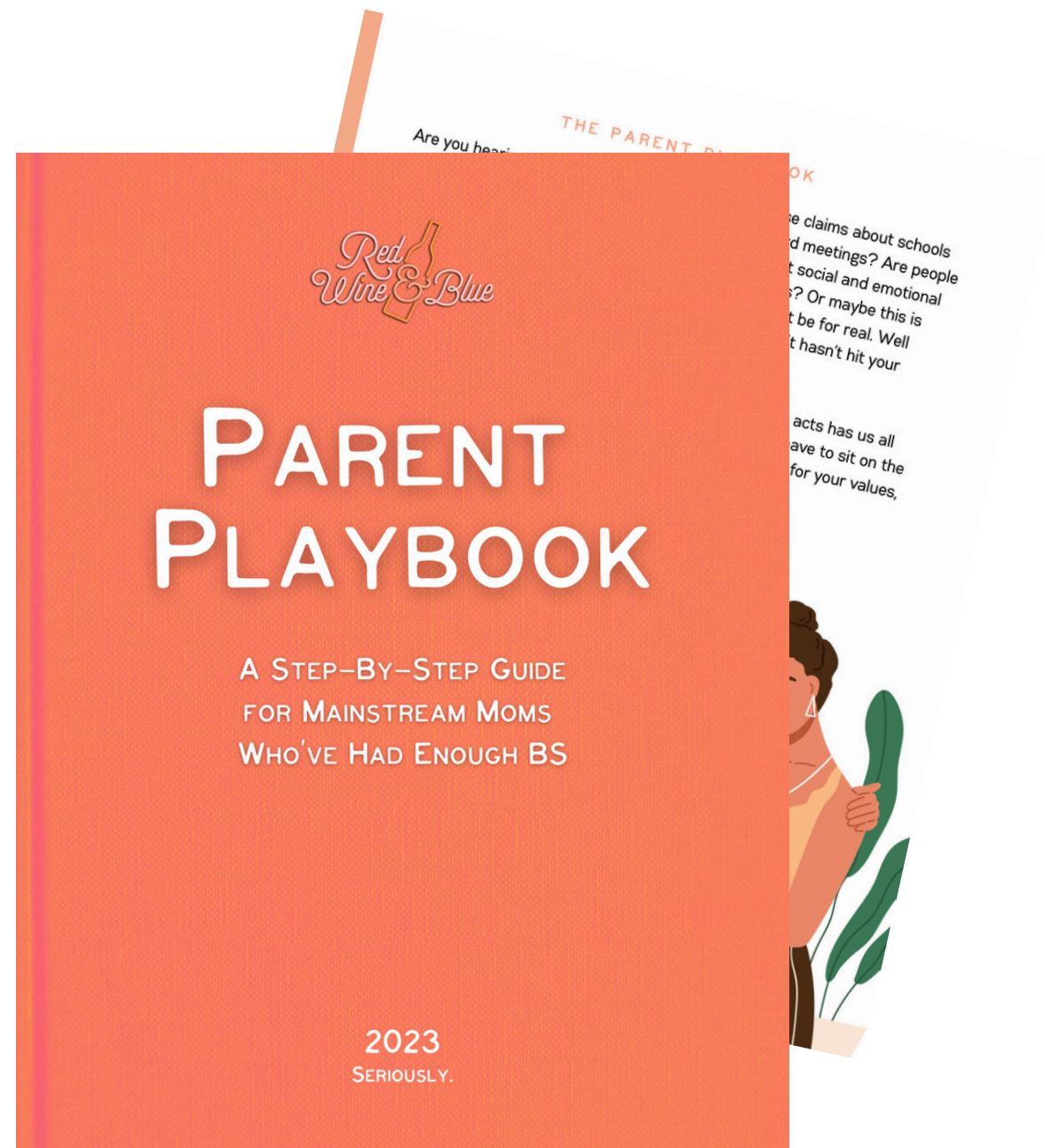
**Isaac
Asimov**



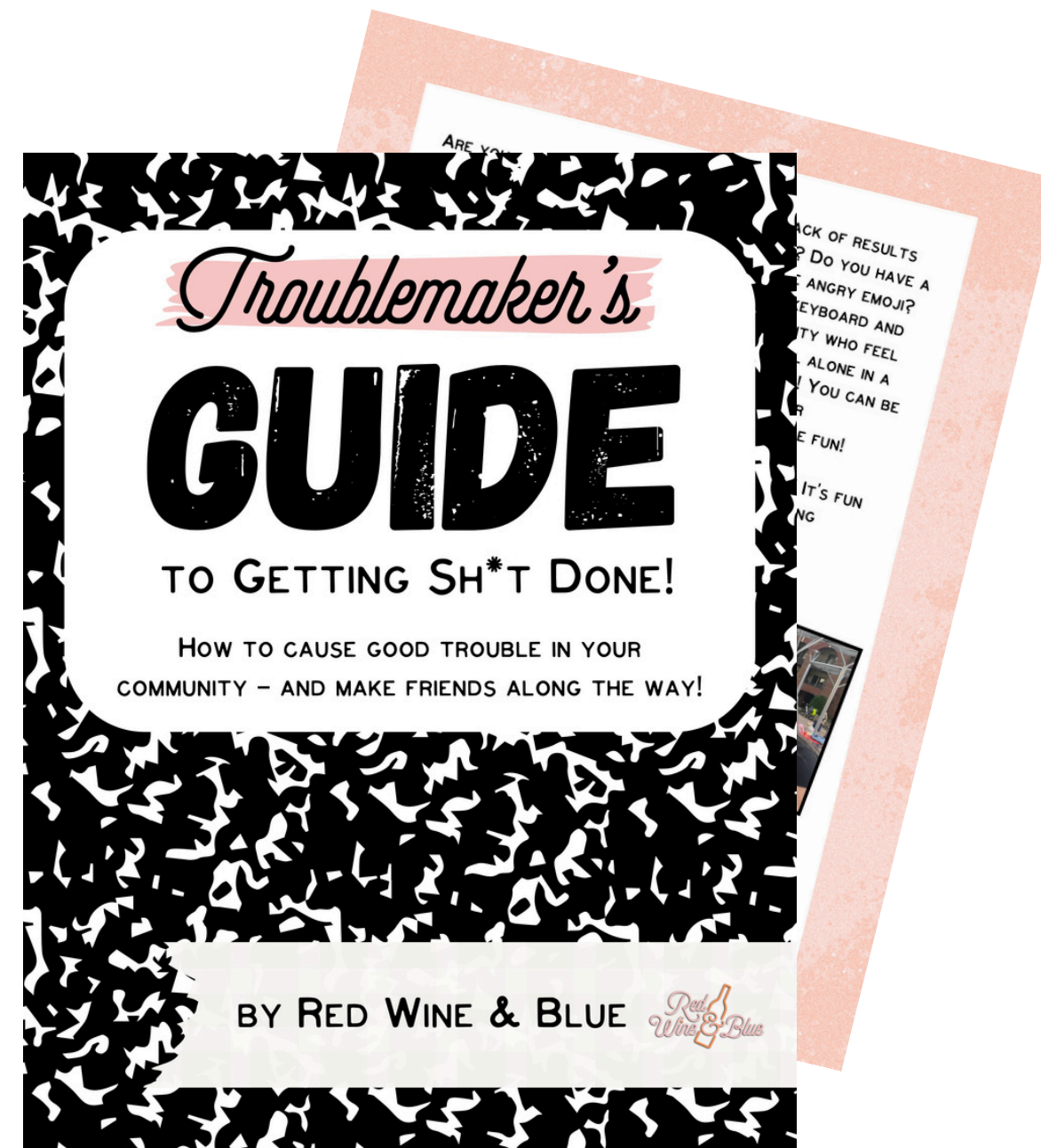
FINAL THOUGHTS

1. Remember: Present a calm face to counter the yelling and shouting!
2. Reach out and support teachers and librarians
3. Learn the book review process at your school
4. Watch other school districts and prepare

RESOURCES



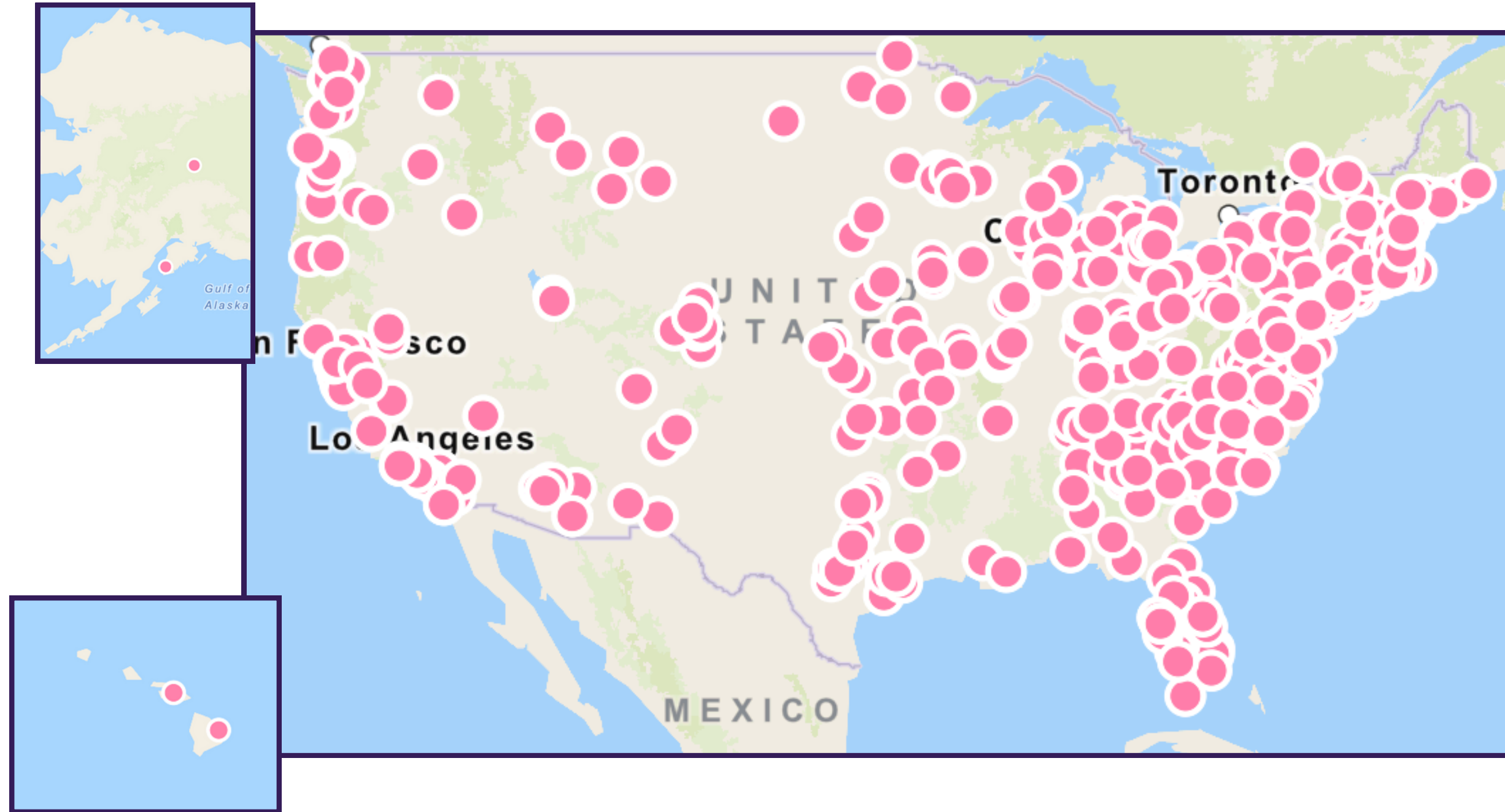
Parent Playbook



Troublemaker's Guide



TROUBLENATION TODAY



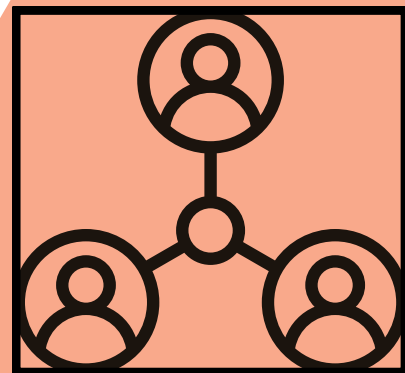
**LAUNCHED
FALL 2023**

**680+
GRASSROOTS
GROUPS**

50 STATES+

**120,000+
MEMBERS**

WHAT DO WE OFFER WITH TROUBLENATION?



NEW MEMBER
RECRUITMENT



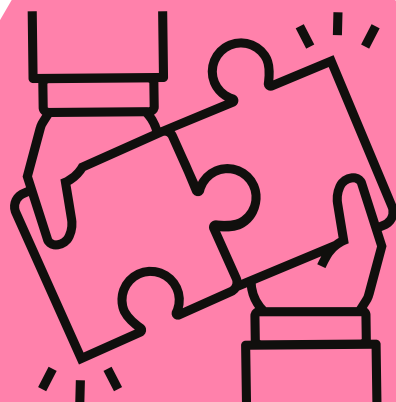
DEDICATED
LANDING PAGE



LEADERSHIP AND
ADVOCACY
TRAINING



EXCLUSIVE
CONTENT AND
OPPORTUNITIES



CONNECTIONS
WITH OTHER
LEADERS



RED WINE & BLUE
SUPPORT



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