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| **[Year]** | January | February | March | April | May | June | July | August | September | October | November | December |
| **[Year]** | January | February | March | April | May | June | July | August | September | October | November | December |

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| **Phase 1: Build & Organize** | Goals:   * Assess how many votes it will take to win * Develop Campaign Strategy (timeline, team, budget) * Stakeholder identification and communication strategy * Assess readiness for a campaign (*PR Audit*) * Identify voters * Assess library’s reputation & community priorities * Develop case statement * Education for Staff, Trustees, Friends & Foundation |
| **Phase 2: Public Relations** | Goals:   * Manage and optimize the spread of information between the library and community (in general) * Move residents into the “Magic Quadrant” * Build stakeholder buy-in |
| **Phase 3: Connecting with Voters (Motivate)** | Goals:   * Ensure likely yes voters are aware and energized by what is going on at the library and the potential for the future of the library * Proactively engaging with voters (in general) to ensure a positive impression of the library, even for non-library-users |
| **Phase 4: Get Out the Vote (Mobilize)** | Goal:   * Mobilize the “yes” vote |