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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
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| **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
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| **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
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| **Phase 4: Get Out the Vote (Mobilize)** | Goal:* Mobilize the “yes” vote
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