**Campaign Timeline Worksheet**

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| Phase | Month | **Dates** | Activities | **Person** | **Budget** |
| 1: BUILD & ORGANIZE |  |  | * **Identify** staff, trustees, Friends & others who will be helpful
* Identify and assign **roles and responsibilities** within the campaign
* Develop **campaign timeline: technical steps and & PR plan**
* Develop **campaign budget**
* Work on your **case statement**: gather statistics and resources to support your case
* Make your **budget reports** transparent and easy to understand.
* **Educate staff** on budgetary issues and funding model issues
* **PR Audit**
* Environmental scan of how you currently get the word out and who you are reaching.
* How do people currently access local news and information?
* Who are you currently **not reaching** in the community with library messages?
* If there is time:
	+ conduct **focus groups** and a comto test library’s reputation and identify community values and current priorities
	+ conduct community **survey** to evaluate the library and identify future needs/trends
* Obtain **registered voter list** from board of elections
* Use the MHLS “**Magic Quadrant**” to
	+ identify current supporters
	+ identify groups to target for additional support
		- Check out the MHLS Building Your Base toolkit (<http://midhudson.org/byb>) to learn more about targeted marketing
* Begin creating a **supporter database** or spreadsheet that you use to connect with “yes” voters throughout the campaign and for Get Out the Vote activities. Add names to this list throughout the campaign
* Investigate **voter registration process** and deadlines
* **Staff training** on customer service, word-of-mouth marketing; what is ok for them to say related to the campaign and when to say it
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| 2: Public Relations |  |  | * Identify **community groups** that will support the library
* Identify **key political stakeholders and supporters**
* Confirm at least two “**champions**” in the community who will endorse your campaign
* Create a **“Friends & Allies” Group** or an email list of 10-20 well-connected patrons who will support your cause
* Begin a **Letter to the Editor Campaign** ( general, not specific to the campaign)
* Issue **routine press releases** ( general, not specific to the campaign)
* **Create messages** that will form the basis for all marketing and PR activities within your campaign
* **Coach** staff, trustees, Friends Group & “Friends & Allies” on messages to ensure consistent promotion of the vote
* Develop **a Frequently Asked Questions (FAQ) guide** that provides strong answers to questions about the vote
* Arrange for **voter registration drives** at the library; make that info available through the library’s web site
* Develop **campaign promotional materials**
* Begin **targeting efforts** (programs, mailings, presentations, etc.)
* Concerted **social media** efforts
* Begin **educating the media** about your funding situation and plans
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| 3: CONNECTING WITH YES VOTERS (Motivate) |  |  | * Continue **media relations**
* Initiate **direct contact** through phone calls, mailings programs, etc. as deemed necessary
* Letter sent to **regular users**
* Send direct mail piece(s) to **supporters**
* **Door-to-Door** campaign activities (if deemed necessary)
* **Friend-to-Friend** campaign activities (if deemed necessary)
* Create **“bandwagon” piece** that shows breadth of community support
* Absentee ballot distribution
* **“Your Vote Matters” push**
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| **4: GET OUT THE VOTE (Mobilize)** |  |  | * Mail **bandwagon piece**
* **Create scripts and recruit volunteers** for reminder phone calls the night before the vote
* Arrange for **poll watchers** to increase yes voter turnout the day of
* **Arrange rides** to polls for yes voters who will need them the day of
* Initiate reminder phone calls to yet votes the night before (includes friends and family eligible to vote “yes”)
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