**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”) |  |  |