

Campaign Timeline: Sample

Notes:

- This is a sample timeline listing recommended campaign activities for public libraries. Customize this sample by adding or deleting activities as needed. You may choose to use all or some of the options listed based on the time, support, and resources available to your library.

Phase	Month	Dates	Activities	Person	Budget
1: BUILD & ORGANIZE	MONTH 1	[Fill in dates]	Identify staff, trustees & friends who will be helpful.		
	Ex. Feb		Gather statistics & resources to support your case.		
			Make your budget reports transparent & easy to understand. Educate staff on these issues.		
			Use the Magic Quadrant to identify current supporters and groups to target for additional support.		
			[Fill in any additional activities]		
	MONTH 2		Obtain any needed consultations from MHLS staff: space planning, focus group facilitation, creating your message etc. [A full list of consultations is available at http://midhudson.org/trustee/consulting.htm .]		
	Ex. March		Identify roles & responsibilities within the campaign.		
			Begin creating a supporter database or spreadsheet that you can use to connect with "yes" voters throughout the campaign and for Get Out the Vote activities. Add names to this list throughout the campaign.		
			Arrange for voter registration at the library.		
			[Fill in any additional activities]		



Phase	Month	Dates	Activities	Person	Budget
			414 specific activities: Get Petitions Signed		
			<ul style="list-style-type: none"> Have volunteers attend community events and get signatures for petition. 		
			[List targeting activities planned]		
III: Connecting with Yes Voters	MONTH 6		Continue media relations.		
	Ex. July		Initiate direct contact through phone calls, mailings, programs etc. as deemed necessary		
			414 specific activities: Get Petitions Signed		
			<ul style="list-style-type: none"> Have volunteers attend community events and get signatures for petition. 		
			[List planned voter contact activities here]		
	MONTH 7		Continue media relations.		
	Ex. August		Continue direct contact through phone calls, mailings, programs etc. as deemed necessary		
			414 specific activities: Plan Petition Submission		
			<ul style="list-style-type: none"> Identify municipal meeting dates and target one for petition submission. Petitions should be completed by Aug. 31st. 		
		[List planned voter contact activities here]			
IV: Connecting with Yes Voters (Part 2)	MONTH 8		Letter Sent to Regular Users		
	Ex. Sept		Send direct mail piece/pieces to supporters		
			414 specific activities: Submit Petition to Town Board		
			<ul style="list-style-type: none"> Assign someone to insure petitions are sent to Board of Elections. 		
			<ul style="list-style-type: none"> Prepare for public reaction to 414 announcement. 		
			<ul style="list-style-type: none"> Public announcement of 414 		
			[Fill in any additional activities]		
	MONTH 9		Door-to-door campaign activities (if deemed necessary)		
Ex. Oct		Friend-to-friend campaign activities (if deemed necessary)			
		Create Band Wagon Piece that shows breath of community support			



Phase	Month	Dates	Activities	Person	Budget
V: GET OUT THE VOTE	NOV.		Mail Band Wagon Piece		
			Create scripts and recruit volunteers for reminder phone calls the night before the vote		
			Initiate reminder phone calls to yes voters the night before. [Include friends & family eligible to vote "yes."]		
			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		
			Create scripts and recruit volunteers for reminder phone calls the night before the vote.		

