

# THINGS TO DO FOR 414

## **MARCH**

Board agrees to proceed with a 414

Board creates a "[Magic Quadrant](#)" to identify current supporters for vote and groups that may be targeted for additional support.

## **APRIL**

Petition

Write a draft petition

Check with Board of Elections about wording and rules

Check with local municipal clerk for specifics

Publicity

Create overall plan for public relations and targeting efforts.

## **MAY**

Petition

Develop strategy for petition drive

Find volunteers for petition drive

Identify events where petitions can be signed

Create process for checking petitions

Publicity

Develop scripts for staff and petitioners

## **SUMMER** (June – July)

Petitions

Identify dates of municipal meetings and target one for petition submission

By August 31, petitions should be completed

Publicity

Messages and themes created

Tasks for fall campaign

## **SEPTEMBER**

Petitions

Submitted to town board

Assign someone to insure petitions are sent to Board of Elections

Publicity

Begin a low-keyed campaign

## **OCTOBER**

Publicity

Final Push

## **NOVEMBER**

Thank you notes sent to all involved

If vote is unsuccessful, figure out what went wrong

Plan for next year