

Campaign Team

<p>Manager/Coordinator</p> <ul style="list-style-type: none"> • Chief strategist • Write the campaign plan • Ensure everyone stays on message • Head-honcho-ensure everything gets done • Keep "to do" lists throughout the campaign • Coordinate the various campaign activities • Develop campaign timeline <p><i>Usually done by a trustee with some input from director</i></p> <p>Individual's Name & Contact Info:</p>	<p>Fundraising Coordinator</p> <ul style="list-style-type: none"> • Raise money • Arrange events • Organize direct mailings • Ask people to donate on an individual basis <p><i>Usually done by a Friend or other volunteer</i></p> <p>Individual's Name & Contact Info:</p>
<p>Direct Mail/Literature Coordinator</p> <ul style="list-style-type: none"> • Integrate the message into various pieces of literature • Develop look/branding of literature pieces (work with professional graphic designer) • Write the pieces • Arrange for production and mailing or distribution <p><i>Usually done by a trustee with some input from director</i></p> <p>Individual's Name & Contact Info:</p>	<p>Field Coordinator</p> <ul style="list-style-type: none"> • Coordinate and organize ways to reach voters (besides direct mail and paid media) • Work with campaign manager on targeting (identifying which groups you're going to reach out to and how) • Organize door-to-door activities and/or phone banks • Work with information coordinator to track voters <p><i>Usually done by a trustee with some input from director</i></p> <p>Individual's Name & Contact Info:</p>
<p>Community Coalition Coordinator</p> <ul style="list-style-type: none"> • Build and manage community relations <ul style="list-style-type: none"> ◦ Find champions for the library. ◦ Speak to community groups. ◦ Consider reaching out to groups with large numbers of neutral people (Ex. Rod & Gun clubs, Sports & Recreation Associations et.) <p><i>Usually done by a trustee with some input from director</i></p> <p>Individual's Name & Contact Info:</p>	<p>Media Coordinator</p> <ul style="list-style-type: none"> • Work with the press • Write press releases, letters to the editor, arrange for editorial board meetings etc. • Someone with past experience working with the press is most suitable for this role <p><i>Usually done by a trustee with some input from director</i></p> <p>Individual's Name & Contact Info:</p>
<p>Information Coordinator</p> <ul style="list-style-type: none"> • Establishes a voter database and manages vote related information. <p><i>Usually done by a trustee with some input from director</i></p> <p>Individual's Name & Contact Info:</p>	<p>Treasurer</p> <ul style="list-style-type: none"> • Develops budget and manages money <p><i>Usually done by a trustee with some input from director</i></p> <p>Individual's Name & Contact Info:</p>

