

Campaign Team

Manager/Coordinator	Fundraising Coordinator
<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>Usually done by a trustee with some input from director</p> <p>Individual's Name & Contact Info:</p>	<ul style="list-style-type: none"> Raise money Arrange events Organize direct mailings Ask people to donate on an individual basis <p>Usually done by a Friend or other volunteer</p> <p>Individual's Name & Contact Info:</p>
Direct Mail/Literature Coordinator	Field Coordinator
<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>Usually done by a trustee with some input from director</p> <p>Individual's Name & Contact Info:</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>Usually done by a trustee with some input from director</p> <p>Individual's Name & Contact Info:</p>
Community Coalition Coordinator	Media Coordinator
<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>Usually done by a trustee with some input from director</p> <p>Individual's Name & Contact Info:</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>Usually done by a trustee with some input from director</p> <p>Individual's Name & Contact Info:</p>
Information Coordinator	Treasurer
<ul style="list-style-type: none"> Establishes a voter database and manages vote related information. <p>Usually done by a trustee with some input from director</p> <p>Individual's Name & Contact Info:</p>	<ul style="list-style-type: none"> Develops budget and manages money <p>Usually done by a trustee with some input from director</p> <p>Individual's Name & Contact Info:</p>

