

Build Your Campaign Timeline

[Year]	January	February	March	April	May	June	July	August	September	October	November	December
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Phase 1: Build & Organize	<p>Goals:</p> <ul style="list-style-type: none"> • Assess how many votes it will take to win • Develop Campaign Strategy (timeline, team, budget) • Stakeholder identification and communication strategy • Assess readiness for a campaign (<i>PR Audit</i>) • Identify voters • Assess library's reputation & community priorities • Develop case statement • Education for Staff, Trustees, Friends & Foundation
Phase 2: Public Relations	<p>Goals:</p> <ul style="list-style-type: none"> • Manage and optimize the spread of information between the library and community (in general) • Move residents into the "Magic Quadrant" • Build stakeholder buy-in
Phase 3: Connecting with Voters (Motivate)	<p>Goals:</p> <ul style="list-style-type: none"> • Ensure likely yes voters are aware and energized by what is going on at the library and the potential for the future of the library • Proactively engaging with voters (in general) to ensure a positive impression of the library, even for non-library-users
Phase 4: Get Out the Vote (Mobilize)	<p>Goal:</p> <ul style="list-style-type: none"> • Mobilize the "yes" vote