

# Campaign Timeline Worksheet

Phase	Month	Dates	Activities	Person	Budget
<b>1: BUILD &amp; ORGANIZE</b>			<ul style="list-style-type: none"> <li>• <b>Identify</b> staff, trustees, Friends &amp; others who will be helpful</li> <li>• Identify and assign <b>roles and responsibilities</b> within the campaign</li> <li>• Develop <b>campaign timeline: technical steps and &amp; PR plan</b></li> <li>• Develop <b>campaign budget</b></li> <li>• Work on your <b>case statement</b>: gather statistics and resources to support your case</li> <li>• Make your <b>budget reports</b> transparent and easy to understand.</li> <li>• <b>Educate staff</b> on budgetary issues and funding model issues</li> <li>• <b>PR Audit</b> <ul style="list-style-type: none"> <li>○ Environmental scan of how you currently get the word out and who you are reaching.</li> <li>○ How do people currently access local news and information?</li> <li>○ Who are you currently <b>not reaching</b> in the community with library messages?</li> <li>○ If there is time:                             <ul style="list-style-type: none"> <li>○ conduct <b>focus groups</b> and a comto test library’s reputation and identify community values and current priorities</li> <li>○ conduct community <b>survey</b> to evaluate the library and identify future needs/trends</li> </ul> </li> </ul> </li> <li>• Obtain <b>registered voter list</b> from board of elections</li> <li>• Use the MHLS “<b>Magic Quadrant</b>” to                             <ul style="list-style-type: none"> <li>○ identify current supporters</li> <li>○ identify groups to target for additional support                                     <ul style="list-style-type: none"> <li>▪ Check out the MHLS Building Your Base toolkit (<a href="http://midhudson.org/byb">http://midhudson.org/byb</a>) to learn more about targeted marketing</li> </ul> </li> </ul> </li> <li>• Begin creating a <b>supporter database</b> or spreadsheet that you use to connect with “yes” voters throughout the campaign and for Get Out the Vote activities. Add names to this list throughout the campaign</li> <li>• Investigate <b>voter registration process</b> and deadlines</li> <li>• <b>Staff training</b> on customer service, word-of-mouth marketing; what is ok for them to say related to the campaign and when to say it</li> </ul>		

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<h2 style="writing-mode: vertical-rl; transform: rotate(180deg);">2: PUBLIC RELATIONS</h2>			<ul style="list-style-type: none"> <li>• Identify <b>community groups</b> that will support the library</li> <li>• Identify <b>key political stakeholders and supporters</b></li> <li>• Confirm at least two “<b>champions</b>” in the community who will endorse your campaign</li> <li>• Create a “<b>Friends &amp; Allies</b>” <b>Group</b> or an email list of 10-20 well-connected patrons who will support your cause</li> <li>• Begin a <b>Letter to the Editor Campaign</b> ( general, not specific to the campaign)</li> <li>• Issue <b>routine press releases</b> ( general, not specific to the campaign)</li> <li>• <b>Create messages</b> that will form the basis for all marketing and PR activities within your campaign</li> <li>• <b>Coach</b> staff, trustees, Friends Group &amp; “Friends &amp; Allies” on messages to ensure consistent promotion of the vote</li> <li>• Develop a <b>Frequently Asked Questions (FAQ) guide</b> that provides strong answers to questions about the vote</li> <li>• Arrange for <b>voter registration drives</b> at the library; make that info available through the library’s web site</li> <li>• Develop <b>campaign promotional materials</b></li> <li>• Begin <b>targeting efforts</b> (programs, mailings, presentations, etc.)</li> <li>• Concerted <b>social media</b> efforts</li> <li>• Begin <b>educating the media</b> about your funding situation and plans</li> </ul>		

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<b>3: CONNECTING WITH YES VOTERS (Motivate)</b>			<ul style="list-style-type: none"> <li>• Continue <b>media relations</b></li> <li>• Initiate <b>direct contact</b> through phone calls, mailings programs, etc. as deemed necessary</li> <li>• Letter sent to <b>regular users</b></li> <li>• Send direct mail piece(s) to <b>supporters</b></li> <li>• <b>Door-to-Door</b> campaign activities (if deemed necessary)</li> <li>• <b>Friend-to-Friend</b> campaign activities (if deemed necessary)</li> <li>• Create <b>“bandwagon” piece</b> that shows breadth of community support</li> <li>• Absentee ballot distribution</li> <li>• <b>“Your Vote Matters” push</b></li> </ul>		

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<b>4: GET OUT THE VOTE (Mobilize)</b>			<ul style="list-style-type: none"> <li>• Mail <b>bandwagon piece</b></li> <li>• <b>Create scripts and recruit volunteers</b> for reminder phone calls the night before the vote</li> <li>• Arrange for <b>poll watchers</b> to increase yes voter turnout the day of</li> <li>• <b>Arrange rides</b> to polls for yes voters who will need them the day of</li> <li>• Initiate reminder phone calls to yet votes the night before (includes friends and family eligible to vote “yes”)</li> </ul>		