

Rough Campaign Outline

13. Week of August 3rd-9th A) prepare presentations`` main message B) Solicit supporters/key endorsers---names for first mailing piece, press conference ect **C) Begin vigorous fundraising and Continue throughout the campaign**

12. Week of Aug. 10th-16th A) Begin writing Fundraising letter to past supporters/known givers

11. Week of Aug. 17th-23 A) plan press conference announcing the group (have main message, talking points early list of endorsers down and spokespeople chosen B) Finalize and print fundraising letter C) begin writing Chamber of Commerce letters

10. Week of Aug. 24th-30th A) Hold press conference B) mail out first fundraising letter C) begin scheduling presentations to groups/editorial boards D) finalize and print Chamber of Commerce letters

9. Week of Sept. 1st-6th A) Have labeling party and Mail out Chamber of Commerce Letters B) Write first mailing piece to voters C) get mailing label lists for voters

8. Week of Sept 7th-13th A) Finalize and print first mailing piece to voters B) plan labeling party C) begin design of newspaper ads C) begin design of first door to door flyer D) begin contacting Volunteers for Door to door work and Phone banking

7. Week of Sept. 14th-20th A) Begin Letters to the editor effort -B) Send first Voter mailings out C) follow-up fundraising with phone calls/meetings D) have 'Rapid response' team in place to respond to negative letters E) finalize door to door flyers F) Create neighborhood walk list

6. Week of Sept. 21st-27th A) Finalize newspaper ads, buy placements B) Begin preparing for debates C) script a grassroots TV show format, panelist, visuals ect D) print door to door flyer E) continue fundraising and letters to the editor F) Prepare debate team as needed G) find location for phone banking, write phone banking scripts, get phone banking call list

5. Week of Sept. 28th- Oct 4th A) Begin running newspaper ads B) design postcard mailers C) design door to door piece D) begin door to door deliveries of FIRST Flyers E) film grassroots TV show F) plan some sort of Big press event? E) Continue fundraising and letters to the editor F) Write and record radio ads buy placement

4. Week of Oct. 5th-11th A) Begin Radio ads B) print postcard mailers C) Begin Phone banking D) continue door to door deliveries of First Flyers E) continue fundraising and letters to the editor

3. Week of Oct. 12th-18th (Early/Absentee Voting) A) mail postcard piece-All voters B) collect absentee early voter data C) record phone banking data D) continue door to door deliveries E) continue fundraising and letters to the editor F) write final reminder to vote piece

2. Week of Oct. 19th-25th A) print final reminder to vote piece B) labeling party and mail C) continue phone banking efforts D) Start door to door deliveries with NEW 2nd piece E) continue fundraising and letters to the editor F) continue to collect and enter absentee & early voter data

1. Final 10 Days Oct 26th-Nov 4th A) line up volunteers for Election Day voter turnout efforts B) continue to collect and enter absentee & early voter data C) continue door to door deliveries with 2nd piece D) Final push letters to the editor E) Continue fundraising F) make final ad buys! Finalize any new Ad designs

0. Election Day----Bring it on home--- Work All Day, Collapse---Party!