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SAMPLE CAMPAIGN PLAN

This is a sample campaign plan for a fictional district that includes any number of made-up facts. It is designed to help campaign planners see the level of detail they must think through, decide, and commit to paper as they prepare for their campaign efforts.



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Anytown School District
3.2 mil Levy Request (Issue 18)
Campaign plan
June, 2008

Introduction/Description of District:

In recent years, the Anytown School District has had limited success at the polls when asking area voters and taxpayers to support school operations, losing by a narrow margin twice in the last year. With the need for operating support still pressing, the school board and administration has reduced the millage request and is preparing to return to the voters in November 2008 with another request for support. Failure to pass this levy will result in a need to cut the schools' budget by 22%, forcing a cutback in non-academic programs, a decrease of 1.5 staff, and a drastic reduction in the schools' ability to acquire new material.

Because the November General Election comes in a presidential year, many more voters will be at the polls on Election Day than in other years. The Anytown School District, which includes all of the Village of Anytown, plus the surrounding townships of Red, and White, as well as two precincts of Blue Township, can expect 5,597 voters on November 4, 2008. While the school service district includes the outlying townships, 92% of the school's students live in the Village of Anytown. Approximately 52% of the district's voters will be women. Nearly 40% of registered voters are over the age of 60. The median household income is \$43,000 a year and the average home value is \$116,000. While we have not seen organized opposition to past levy efforts, a small but determined group of anti-tax activists seems to be getting stronger.

To be successful, the campaign committee must motivate at least 2,799 people to vote for the levy. Our last effort in August of 2007 yielded 1278 supportive voters. In order to make up the gap, the campaign committee will: 1) identify those voters who are favorably disposed to voting for the levy and facilitating their access to the polls, 2) identify voters who are undecided but open to being convinced to vote favorably and employ several means of persuading them, focusing on delivering our core message to those who are likely to vote in this election, and 3) build an organization that runs effectively and efficiently and is adequately resourced with both people and money.

Research

A thorough post-election study of community attitudes was conducted by our parents group in the fall of 2007, yielding much useful information regarding public concerns regarding the school and taxes in general. It revealed that there is high awareness of the school in the community and that 87% view us as a community asset. The poll also revealed that a sizeable portion of the public has developed "tax fatigue" as the school, as well as county and state programs, have been forced to request levy support more and more often. The public has little understanding of the nature of school funding. More than half of respondents indicated that neither positive nor negative news stories affect their opinion of the schools. Also of interest was how few citizens knew of the school's website or had visited it.

While the October 2007 poll was very interesting and has many useful applications, its direct relevance for the levy campaign is limited by the fact that it was conducted among district residents, irrespective of their likelihood to vote, and favored women by a 2 to 1 majority.

A second type of research conducted concerned the voter turnout and precinct-by-precinct performance statistics from previous elections, including two county-wide levies that were on the ballot in the last two presidential elections: November 2000 and November 2004. This study supports the notion that many levy-supportive voters in the Anytown School District fail to vote in off-year elections, the levies received 2,583 votes in 2004 and 2,436 votes in 2006. Since voter turnout is projected to be higher in 2008 than in years past, the Issue 18 campaign will have to build upon those numbers.

In order to develop campaign themes that are likely to resonate with supportive and undecided voters, focus groups will be conducted in the summer and early fall. By asking both mild supporters and undecided voters questions specifically designed to elicit information about what influences their decision-making as voters, the committee can determine to a relative degree of certainty exactly what issues and phrases will motivate the largest number of swing voters.

An internal SWOT analysis conducted during the board/staff/parents strategic planning retreat held earlier this year revealed a substantial amount of internal pride in our school and a strong desire to see the school grow and prosper. Most feel that the two levy losses in 2007 were due primarily to the economy and not to ill-will directed at the schools. Increased outreach efforts were added to the schools' strategic plan for 2008 and include a number of public events designed to get people into the schools' doors.

Targeting

Goal: Identify at least 3,000 voters who are likely to vote FOR the levy on Election Day.

Strategy 1: The campaign will acquire from the Board of Elections a database of registered voters in the district, that includes contact information and their history of voting, and will update the list throughout the campaign.

Strategy 2: The campaign will assume all school board members, staff, and members of their households are supporters and will code them as such in the voter file.

Strategy 3: The campaign will identify supportive voters from among parent rolls and will register non-voters to vote by October 6. Voters registered by campaign volunteers will be coded as likely supporters.

Strategy 4: The campaign will make phone calls to unidentified voters using a persuasion script with gentle ID attempt.

- Create phone lists from voter file
- Phoners report back for data capture
- Unwalkable precincts: Red 1, White 3, Blue 5, Blue 6
- Voters not home during door-to-door ID campaign

Strategy 5: The campaign (including the school superintendent and board members) will go door-to-door among undecided/unidentified voters to ask for support and capture identification information.

- Create walking lists from voter file
- Craft "thank you and please vote" literature and scripts

- Doorknockers report back for data capture on voter file
- Tier 1: Red 2, Red 3, City 1, City 6
- Tier 2: Red 4, City 4, City 5, City 9
- Tier 3: White 1, White 2, City 2, City 3, City 7, City 8

Message

Goal: To maximize the effectiveness of campaign communications by identifying and “staying on” unique and repeatable core messages.

Strategy 1: The campaign will thank supportive voters at every opportunity and encourage them to vote.

Strategy 2: The campaign will repeat our main themes over and over to targeted persuadable or undecided voters

- Maintain services at current levels
- Stewardship of taxpayer resources
- Preparing students for the future

Strategy 3: The campaign will respond to public statements made by the anti-tax group under the following circumstances:

- We determine that their comments are negatively influencing our supporters or undecided voters.
- We are able to do so employing the same medium (i.e. a letter to the editor for a letter to the editor, a mail piece for a mail piece.)
- We are able to employ the messages outlined in our agreed to “Message Box” as shown below and updated after focus group results are developed.

Strategy 4: The campaign will test existing messages at focus group sessions in August and September and will consider revising messages accordingly.

	What we say	What our opponents say
About us	--We provide a good service for little cost --We are happy to provide accurate facts.	--The school system is wasteful and does not deserve taxpayer support --The schools do too little to protect children from dangerous reading material
About our opponents	--They are well-meaning and sincere. --They have a right to have and to express their opinions. --They may have some inaccurate facts. (--But our campaign is about... then return to our core messages.)	--We are truth tellers and freedom fighters, looking out for “the little guy” against government waste and abuse --We are overtaxed and cannot keep paying

Community Involvement

Goal: Demonstrate community support for the levy.

Strategy 1: The campaign will identify key “opinion leaders” in the community and request their endorsement of/support for the school levy issue. These will include, but are not limited to: local elected officials, business leaders, prominent former teachers and coaches, and prominent patrons.

Strategy 2: The campaign will publish those names on persuasion literature (see Voter Contact, below.)

Strategy 3: The campaign will conduct a “kickoff rally” and fundraising event in the first week of September.

Voter Contact

Goal: Motivate supporters and persuade undecided voters to vote for the levy.

Strategy 1: The campaign will craft a “thank you and please vote” follow up letter to be sent to voters identified as supporters. This letter will include an application to vote absentee and information on how to vote early

Strategy 2: The campaign will send three (3) pieces of persuasion mail to approximately 2000 households of undecided/unidentified voters who are likely to vote on Election Day. See calendar for timing. (Note: suggested messages may change as focus groups are conducted.)

- Piece 1: Q&A: Your Questions about the Anytown Public Schools Levy Answered
- Piece 2: Endorsements: Looks Who is Supporting the Anytown Public Schools
- Piece 3: Emotional Appeal to Anytown Pride

Strategy 3: The campaign will purchase the lists of people who request an absentee ballot and will mail persuasion literature to them on the same day.

Strategy 4: The campaign will revise and maintain an informational website with material concerning voters’ most frequently asked questions. The web address will be published on all printed material.

Strategy 5: The campaign will endeavor to answer voter questions by conducting a town hall meeting and other public appearances by the director, treasurer, school board members, and prominent supporters.

Strategy 6: The superintendent, board members, and key community members will make personal calls to undecided voters where doing so will be helpful.

Field and Visibility

Goal: Show momentum and vigorousness of campaign; let supporters know where to find the school issue on their ballot, (i.e. We are Issue 18.)

Strategy 1: The campaign will purchase 300 new yard signs with Issue 18 prominently displayed and place them in high traffic areas throughout the district.

Strategy 2: The campaign will make 4-8 homemade billboards with Issue 18 prominently displayed and place them in high traffic areas.

Strategy 3: The campaign will purchase an ad to run in the newspaper on the Sunday before the election reminding voters that the school needs their support and indicating Issue 18.

Strategy 4: The campaign will ask business owners to display messages of support in their storefront windows and on their marquees.

Earned Media

Goal: Generate positive media coverage for the school and the levy issue.

Strategy 1: The campaign will endeavor to place positive articles in the paper focusing on the need for school support for the children in the Anytown Public Schools and the effective and efficient use of taxpayer resources.

- Press release announcing website
- Press release announcing campaign kickoff rally and fundraiser
- Announcement of Town Hall Meeting
- Any other good news releases or events

Strategy 2: The campaign has designated school superintendent Sue Jones as our official spokesperson. All questions generated by the media should be directed to her.

Strategy 3: The campaign will recruit supporters to write and send letters to the editor.

Strategy 4: The campaign will pursue the editorial endorsement of the local papers.

Fundraising

Goal: The campaign committee will raise sufficient resources to implement the campaign plan - which is \$11,500.

Strategy 1: The campaign will send an appeal letter to previous donors and make follow up phone calls as needed.

Strategy 2: The campaign will send an appeal letter to friends and family of staff and board members and make follow up phone calls as needed.

Strategy 3: The campaign will identify potential major donors (those who can give \$200 or more) and approach them for one-on-one meetings.

Strategy 4: The campaign will conduct a fundraising event (such as a spaghetti dinner or pancake breakfast) as part of our kickoff.

Strategy 5: The campaign will “Pass the Hat” at the Town Hall meeting and other events as appropriate.

Administration/Organization

Goal: To maximize use of human resources, everybody is working at their highest and best function.

Strategy 1: The campaign will utilize the following people in the following roles:

- Campaign Manager: Sue Jones, superintendent, will function as campaign manager, making all day-to-day campaign decisions in consultation with the levy issue committee, the board, and the consultant. She will be responsible for implementing the strategies in this plan and for supervising all other staff and volunteers.
- Campaign Treasurer: Bob Smith, President of our school parents group, will be responsible for keeping track of all incoming and outgoing cash, and will complete all legally required campaign finance reporting in a timely way.
- Campaign Data Keeper: Mary Book will maintain the voter data file, keeping track of supporter and opponent information, updated phone numbers and addresses. She will provide all needed lists for walking, phoning, and mailings. (Since Mary is school staff, it is understood that she will do this work on her home computer on her own time.)
- Campaign Committee: Campaign related activities will be coordinated by a campaign committee that will meet weekly throughout September and October to oversee the implementation of the campaign plan and see to it that sufficient resources (financial and human) are available to do all tasks necessary to assure victory on November 4. Many committee members will also serve as campaign volunteers for door knocking and Election Day activities.

Strategy 2: The campaign will fully train committee members for all tasks associated with this plan by conducting volunteer trainings before each Saturday morning door knocking and on the Monday night prior to the election.

Strategy 3: The campaign will not have its own office but will be operated largely from individual homes. The XYZ Real Estate office has offered us the use of their phones (in kind contribution) for our voter ID and persuasion phoning programs. We will also allow volunteers to phone from home if they choose.

Volunteers

Goal: Recruit and train sufficient numbers of volunteers to complete all tasks as called for in the campaign plan.

Strategy 1: The campaign will recruit volunteers to perform all required administrative tasks including mailings, phone calls, organizing events, and others as needed.

Strategy 2: The campaign will recruit volunteers to go door to door in October to talk to voters and identify their support or opposition.

- i. Script will focus on voter identification but will also contain mild persuasion message for undecideds and a reminder to vote for supporters.
- ii. Doorknockers will report the information back to the data file manager for incorporation into the voter database.

Strategy 3: The campaign will recruit teams of volunteers to perform supporter turnout activities on Election Day.

Get Out the Supporter Vote (Election Day)

Goal: Ensure maximum participation of supporters on Election Day.

Strategy 1: The campaign will work to make sure that all natural supporters are registered to vote before the registration deadline.

Strategy 2: The campaign will employ the absentee voter strategy described under Voter Contact, strategy #1.

Strategy 3: The campaign will mail a reminder postcard that Election Day is November 4 to all identified supporters which includes their polling location.

Strategy 4: The campaign will make a reminder call to all supporters prior to Election Day.

- i. Volunteers in each precinct will make reminder calls.
- ii. Call from precinct-by-precinct supporter lists.

Strategy 5: The campaign will recruit volunteers to check the polls against our supporter lists twice on Election Day.

- i. Receive supporter list from campaign leaders before 10:00a.m.
- ii. Take supporter list to poll location at 11:00a.m and again at 4:00p.m on Election Day to check it against posted lists of voters who have voted.
- iii. Count number of total voters/total number of supporters who voted.
- iv. Get list and totals back to central location.

Strategy 6: The campaign will recruit volunteers to make Election Day phone calls to supporters who have not voted before the 11:00a.m. or 4:00p.m. poll checks.

- i. After 11am phone supporters on list who have not yet voted
- ii. Make calls using turnout script provided.
- iii. Get results back to precinct coordinator.
- iv. Repeat process at 4:00p.m.

Strategy 7: The campaign will recruit one or two people to be available on Election Day to drive supporters to the polls as necessary.

- i. Receive calls from phoners/precinct coordinators.
- ii. Take people to the polls as needed.

Operational Schedule (See also attached calendar)

Week 20: Week of June 15- Getting Organized

Campaign goals:

- | | |
|-----------------|---|
| Fundraising: | Finalize budget; Begin compiling potential donor lists
Opening balance = \$500 (gift from parents' club) |
| Communications: | Begin identifying speaking engagements
Begin securing endorsements from key supporters |
| Administrative: | Campaign planning meeting, finalize plan
Order voter file from Board of Elections |
| Field: | Begin volunteer recruitment
Begin identifying yard sign locations |

Week 19: Week of June 22 – Begin fundraising

Campaign goals:

- | | |
|-----------------|---|
| Fundraising: | Finalize list of potential donors
Send fundraising appeal letter |
| Communications: | Ongoing speaking engagements
Ongoing endorsements |
| Administrative: | Set up voter file database, begin entering supporter codes |
| Field: | Ongoing volunteer recruitment
Ongoing yard sign locations |

Week 18: Week of June 29 – Fourth of July Weekend

Campaign goals:

- | | |
|-----------------|--|
| Fundraising: | \$500 (mail) |
| Visibility: | Fourth of July festival and parade |
| Communications: | Ongoing speaking engagements
Ongoing endorsements |
| Field: | Ongoing volunteer recruitment
Ongoing yard sign locations |

Week 17: Week of July 6

Campaign goals:

- | | |
|-----------------|--|
| Fundraising: | \$500 (mail) |
| Administrative: | Deadline for taxing authority to adopt resolution of necessity |
| Communications: | Ongoing speaking engagements
Ongoing endorsements |
| Field: | Ongoing volunteer recruitment
Ongoing yard sign locations |

Week 16: Week of July 13 – Anytown County Fair

Campaign goals:

- Fundraising: \$750 Begin funding phoning
- Visibility: Booth at Anytown County Fair
- Communications: Ongoing speaking engagements
Ongoing endorsements
- Administrative: Campaign planning meeting
Deadline for taxing authority to certify resolution to auditor
- Field: Ongoing volunteer recruitment
Ongoing yard sign locations

Week 15: Week of July 20

Campaign goals:

- Fundraising: \$750 ongoing fundraising phoning
- Communications: Ongoing speaking engagements
Ongoing endorsements
- Field: Ongoing volunteer recruitment
Ongoing yard sign locations

Week 14: Week of July 27

Campaign goals:

- Fundraising: \$750 ongoing fundraising phoning
- Administrative: Deadline for auditor to calculate average annual levy
- Communications: Ongoing speaking engagements
Ongoing endorsements
- Field: Ongoing volunteer recruitment
Ongoing yard sign locations

Week 13: Week of August 3

Campaign goals:

- Fundraising: \$750 ongoing fundraising phoning
- Communications: Ongoing speaking engagements
Ongoing endorsements
- Field: Ongoing volunteer recruitment
Ongoing yard sign locations

Week 12: Week of August 10

Campaign goals:

- Fundraising: \$750 ongoing fundraising phoning
- Communications: Mail invitations to kickoff rally and pancake breakfast
Ongoing speaking engagements
Ongoing endorsements
- Administrative: Campaign planning meeting; finalize events plans
Taxing authority must adopt resolution to put issue on ballot
- Field: Ongoing volunteer recruitment
Ongoing yard sign locations

Week 11: Week of August 17 – Focus Groups/Message refinement

Campaign goals:

- Fundraising: \$750 ongoing fundraising phoning
- Administrative: Taxing authority certifies resolution to proceed to Board of Elections
- Research: Focus Groups
- Communications: Press release announcing kickoff and breakfast
Ongoing speaking engagements
Ongoing endorsements
- Field: Ongoing volunteer recruitment
Ongoing yard sign locations

Week 10: Week of August 24 – Labor Day Weekend Begins

Campaign goals:

- Fundraising: \$750 fundraising phoning (whip attendance at breakfast)
- Visibility: Labor Day festival and parade
- Communications: Finalize brochure and send to printer
Ongoing speaking engagements
Ongoing endorsements
- Field: Ongoing volunteer recruitment
Ongoing yard sign locations

Week 9: Week of August 31 – Labor Day Weekend/Kickoff event

Campaign goals:

- Fundraising: \$750 ongoing fundraising calls/pancake breakfast
- Visibility: Labor Day festival and parade
- Communications: Send pictures and press release to paper after kickoff
Ongoing speaking engagements
Ongoing endorsements
- Field: Ongoing volunteer recruitment
Ongoing yard sign locations

Week 8: Week of September 7 – Voter ID begins

Campaign goals:

- Fundraising: \$750 ongoing fundraising calls (breakfast follow up)
- Voter Contact: Voter ID Program begins (finalize scripts)
- Communications: Ongoing speaking engagements
Ongoing endorsements
- Administrative: Campaign planning meeting
Deadline to finish Voter ID phoning and knocking lists
- Field: Ongoing volunteer recruitment
Ongoing yard sign locations

Week 7: Week of September 14 – Picking up speed

Campaign goals:

Fundraising: \$750 ongoing fundraising phoning
Voter Contact: Ongoing Voter ID program
Communications: Ongoing speaking engagements
Ongoing endorsements
Administrative: Ongoing data entry from voter ID
Visibility: Finalize yard sign artwork
Field: Ongoing volunteer recruitment
Ongoing yard sign locations

Week 6: Week of September 21 – Continuing the momentum

Campaign goals:

Fundraising: \$750 ongoing fundraising phoning
Mail invitations to spaghetti dinner
Research: Final focus group
Voter Contact: Ongoing voter ID program
Communications: Ongoing speaking engagements
Ongoing endorsements
Administrative: Ongoing data entry
Visibility: Order yard signs
Field: Ongoing volunteer recruitment
Ongoing yard sign locations

Week 5: Week of September 28 – Yard signs go up/Finish Voter ID

Campaign goals:

Fundraising: \$750 ongoing fundraising phoning
Administrative: Campaign planning meeting
All identification and new registration data entered into voter database
Communications: Review focus group/finalize messages
Ongoing endorsements
Begin recruit writers/signers for letters to the editor
Ongoing speaking engagements
Press release announcing spaghetti dinner
Mail invitations to Town Hall
Voter Contact: Finish Voter ID
Draft letter to supporters with absentee ballot application
Deadline to finalize first persuasion mail piece/key brochure
Field: Paint and post home-made billboards
Yard signs go up
Ongoing volunteer recruitment

Week 4: Week of October 5: Final phase of campaign begins

Campaign goals:

- Fundraising: \$750 Fundraising phoning (whip attendance at Spaghetti Dinner)
- Administrative: Campaign planning meeting
Ongoing database updates
- Communications: Ongoing speaking engagements
Ongoing letters to the editor
- Voter Contact: Finalize list of key endorsements
Finalize 2nd persuasion mail piece
Mail letter to supporters with absentee ballot application
Literature to absentee voter applicants
- Field: Voter registration deadline
Ongoing volunteer recruitment

Week 3: Week of October 12: Spaghetti Dinner and Voter Contact

Campaign goals:

- Fundraising: \$750 Spaghetti Dinner
- Administrative: Campaign planning meeting
Ongoing database updates
- Communications: Ongoing speaking engagements
Ongoing letters to the editor
Press release announcing Town Hall meeting
Press release and pictures after spaghetti dinner
- Voter contact: Finalize 3rd persuasion piece and GOTV postcard
Ongoing absentee voter program
Persuasion calls and door knocking begins (Tier 3)
- Field: Door to door training and script approval
Ongoing volunteer recruitment

Week 2: Week of October 19: Voter contact, voter contact, Voter contact

Campaign goals:

- Fundraising: As needed
- Administrative: Campaign planning meeting
Ongoing data entry updates
Pre-election campaign report due
- Communications: Ongoing letters to the editor
Town Hall Meeting
Ongoing speaking engagements
- Voter Contact: First and second persuasion mail pieces mailed
Ongoing absentee voter program
Ongoing Persuasion calls and door-knocking: Tier 2
- Field: Ongoing volunteer recruitment

Week 1: Week of October 26: Voter Contact and GOTV

Campaign goals:

Fundraising:	As needed
Administrative:	Campaign planning meeting Ongoing database entry updates
Communications:	Ongoing letters to the editor
Voter Contact:	Ongoing absentee voter program 3 rd persuasion piece mailed GOTV postcards mailed
Field:	Ongoing Persuasion calls and door-knocking: Tier 1 Ongoing volunteer recruitment

Week 0: Week of November 2: Get Out the Vote

Campaign goals:

Fundraising:	As needed
Administrative:	Campaign planning meeting Final database updates and production of GOTV lists
Field/GOTV:	Train volunteers Distribute lists “Dress” polling locations with yard signs Let It Rip!

Campaign Budget

	June	July	August	September	October – half	October – half	November	Total
Administration								
Rent/Utilities	In kind	In kind	In kind	In kind	In kind	In kind	In kind	In kind
Furniture/Equipment	In kind	In kind	In kind	In kind	In kind	In kind	In kind	In kind
Computer	In kind	In kind	In kind	In kind	In kind	In kind	In kind	In kind
Phone/Fax	--	50	50	50	50	--	50	250
Letterhead and envelopes	--	400	--	--	--	--	--	400
Photocopying	--	25	25	25	50	50	25	200
Postage	--	40	40	80	80	80	20	340
Office supplies	In kind	In kind	In kind	In kind	In kind	In kind	In kind	In kind
Snacks for volunteers	In kind	In kind	In kind	In kind	In kind	In kind	In kind	In kind
Fundraising								
Printing-invitations/letters	150	--	--	225	--	--	--	375
Printing-BRE	125	--	--	--	--	--	--	125
Postage	210	--	--	210	--	--	--	420
Event costs	--	--	--	350	--	--	--	350
Voter contact								
Persuasion mail-printing	--	--	--	--	2000	--	--	2000
Persuasion Mail-postage	--	--	--	--	1650	--	--	1650
Newspaper ads	--	--	--	--	1000	--	--	1000
Absentee voters	--	--	--	--	1800	--	--	1800
Field/Visibility/GOTV								
Brochures	--	--	--	750	--	--	--	750
Yard signs	--	--	--	1000	--	--	--	1000
Home made billboards	--	--	--	In kind	--	--	--	In kind
GOTV postcards	--	--	--	--	--	500	--	500
Election Day Expenses	--	--	--	--	--	--	In kind	In kind
Research								
Voter file purchase	15	--	--	--	15	--	--	30
Focus groups	--	--	200	100	--	--	--	300
TOTALS	500	515	315	2790	6645	630	95	11490

Campaign Calendar

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
June 15	16 Campaign planning meeting: finalize campaign plan and budget	17 Order voter file from Board of Elections	18 Begin compiling potential donor list/draft appeal letter	19	20	21
Ongoing activities: volunteer recruitment, endorsements, speaking engagements, yard sign locations						
June 22	23	24 Begin set up of voter database/begin entering supporter codes	25 Deadline for committee members to submit names for fundraising appeal letter/approve draft letter	26	27 Mail fundraising appeal letter to potential donors	28
Ongoing activities: volunteer recruitment, endorsements, speaking engagements, yard sign locations,						
June 29	30	July 1	2	3	4 Fourth of July Parade	5 Fourth of July Festival
Ongoing activities: volunteer recruitment, endorsements, speaking engagements, yard sign locations,						

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
July 6 Fourth of July Festival	7 Deadline for taxing authority to adopt resolution of necessity	8	9	10	11	12
Ongoing activities: volunteer recruitment, endorsements, speaking engagements, yard sign locations						
July 13 Anytown County Fair Begins – set up booth	14 Campaign planning meeting: fundraising planning, ID potential major donors, decide who will call	15 Committee members begin phoning those who got fundraising letter	16	17 Deadline for taxing authority to certify resolution of necessity to the county auditor.	18	19 Anytown County Fair ends – tear down booth
Ongoing activities: volunteer recruitment, endorsements, speaking engagements, yard sign locations, fund raising calls						
Anytown County Fair. Volunteers needed to staff booth 10:00am – 7:00pm.						
July 20	21	22	23	24	25	26
Ongoing activities: volunteer recruitment, endorsements, speaking engagements, yard sign locations, fundraising calls						

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
July 27 Deadline for auditor to calculate average annual levy	28	29	30	31	August 1	2
Ongoing activities: volunteer recruitment, endorsements, speaking engagements, yard sign locations, fund raising calls						
August 3	4	5	6	7	8	9
Ongoing activities: volunteer recruitment, endorsements, speaking engagements, yard sign locations, fund raising calls						
August 10	11 Campaign planning meeting: finalize events plans	12	13	14	15 Taxing authority adopts necessary resolution authorizing the issue to be on the general election ballot	16 Mail invitations to kickoff rally and pancake breakfast fundraiser
Ongoing activities: volunteer recruitment, endorsements, speaking engagements, yard sign locations, fund raising calls						

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
August 17	18	19	20 Focus groups	21 Taxing authority certifies resolution to proceed to county BOE/resolutions due to BOE	22 Press release announcing kickoff rally and pancake breakfast	23 Focus groups
Ongoing activities: volunteer recruitment, endorsements, speaking engagements, yard sign locations, fund raising calls						
August 24	25	26	27	28	29 Deadline for getting first brochure to the printer	30 Labor Day Festival
Ongoing activities: volunteer recruitment, endorsements, speaking engagements, yard sign locations, fund raising calls						
August 31 Labor Day Festival	September 1 Labor Day Festival and Parade	2	3	4	5 Deadline for getting first brochure back from printer	6 Kickoff Rally and pancake breakfast. Send pictures and press release to paper
Ongoing activities: volunteer recruitment, endorsements, speaking engagements, yard sign locations, fund raising calls						

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
September 7	8 Campaign planning meeting:	9 Deadline to create phone lists and scripts for ID phoning	10	11	12 Deadline to create lists and scripts for door-to-door ID	13 Door to door ID: Tier 1
Ongoing activities: volunteer recruitment, endorsements, speaking engagements, yard sign locations, fund raising calls, voter ID phoning						
September 14	15 Website finalized; press release sent	16	17	18 Deadline to finalize yard sign artwork	19	20 Door to door ID: Tier 2
Ongoing activities: volunteer recruitment, endorsements, speaking engagements, yard sign locations, fund raising calls, voter ID phoning						
September 21	22 Deadline to order yard signs	23	24 Conduct final focus group	25 Deadline to mail invitations to spaghetti dinner	26	27 Door to door ID: Tier 3
Ongoing activities: volunteer recruitment, endorsements, speaking engagements, yard sign locations, fund raising calls, voter ID phoning						

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
September 28	29 Campaign planning meeting: review focus group info and finalize message	30 Press release announcing spaghetti dinner	October 1 Deadline to mail Town Hall invitations	2 Deadline for data entry from ID phoning and door to door	3 Deadline to finalize list of yard sign locations	4 Yard signs go out Paint and erect homemade 4X8 yard signs
Ongoing activities: volunteer recruitment, endorsements, speaking engagements, yard sign locations, letters to editor, fund raising calls, voter ID phoning						
October 5	6 Voter registration deadline Campaign planning meeting: volunteer recruitment	7 Mail supporter letter w/ absentee ballot app. Absentee program begins	8 Get final voter lists from BOE	9 Deadline to finalize key endorsement list	10 Deadline to finalize 2 nd persuasion piece	11
Ongoing activities: volunteer recruitment, endorsements, speaking engagements, letters to editor, fundraising calls						
October 12	13 Campaign planning meeting: review and finalize mail pieces	14 Press release announcing Town Hall meetings	15 Deadline to finalize 3 rd persuasion piece Finalize GOTV postcard	16 Fundraising event (spaghetti dinner) Send pics and press release to papers	17	18 Door to Door Persuasion Activity: Tier 3 Volunteer persuasion phoning: not walkable districts
Ongoing activities: volunteer recruitment, speaking engagements, letters to editor, fund raising calls						

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
October 19	20 Campaign planning meeting: review budget and door to door efforts 1 st persuasion piece mailed	21	22 Town Hall Meeting (send pics and press release to papers)	23 2 nd Persuasion piece mailed Pre-election campaign finance filing due	24	25 Door to Door persuasion activity: Tier 2 Volunteer persuasion phoning, not walkable precincts
Ongoing activities: volunteer recruitment, speaking engagements, letters to editor						
October 26	27 Campaign planning meeting: review GOTV plans	28 Deadline to finalize newspaper ad copy and place ad	29 3 rd persuasion piece mailed GOTV postcard mailed to supporters	30	31	November 1 Door to door Persuasion activity: Tier 1 Volunteers GOTV phoning
Ongoing activities: volunteer recruitment, speaking engagements, letters to editor						
November 2 Ad runs in local papers	3 Campaign planning meeting: Final volunteer training, distribute supporter lists to pollcheckers	4 ELECTION DAY Dress polling locations GOTV phoning	5 Take congratulations calls and do interviews	6 Vacation starts!	7	8

Anytown Public School Voter Targeting Analysis

Precinct	Total Reg. voters	Proj. T-out % 11/08	Proj. # of voters 11/08	# we need to win	August 2007 5.3 mils new operating levy		May 2007 5.3 mils new operating levy		November 2004 4.8 mils new operating levy (Schools)		November 2000 3.9 mils new operating levy (Schools)	
					For	Against	For	Against	For	Against	For	Against
Red 1	231	71.7	166	84	16	67	20	65	51	110	40	89
Red 2	550	86.2	475	238	130	103	150	119	237	226	220	188
Red 3	488	85.4	417	209	99	72	125	102	200	207	193	186
Red 4	421	85.1	359	180	82	92	106	97	175	175	162	173
White 1	471	82.3	388	195	84	119	88	104	177	201	148	167
White 2	594	82.1	488	245	57	101	69	98	183	293	174	213
White 3	340	79.1	269	135	38	58	37	54	109	153	90	139
Blue 5	28	87.7	25	13	7	6	5	5	18	6	9	14
Blue 6	15	75.3	12	7	1	5	3	6	2	9	4	5
City 1	450	87.1	392	197	149	109	132	109	216	167	227	123
City 2	373	85.9	321	161	75	105	80	97	146	167	141	154
City 3	160	77.0	124	63	32	32	27	36	63	57	56	55
City 4	400	87.3	350	176	89	95	88	93	156	185	160	141
City 5	362	81.6	296	149	76	73	78	61	171	117	167	101
City 6	308	86.7	268	135	84	73	93	66	144	117	147	101
City 7	450	86.9	392	197	88	125	95	110	166	216	152	161
City 8	387	88.0	341	171	61	111	60	106	130	203	122	172
City 9	599	85.8	514	258	110	119	107	123	239	263	224	213
Total	6627		5597	2799	1278	1465	1363	1451	2583	2872	2436	2398

* projected 2008 turnout figures represent a 2% increase over turnout figures for 11/04