

SAMPLE CAMPAIGN TIMELINE

	PHASE 1: BUILDING THE FOUNDATION	PHASE 2: ENGAGING SUPPORTERS	PHASE 3: ENGAGING VOTERS	PHASE 4: WINNING THE ELECTION
MONTHS PRE-ELECTION	10 (January-April)	7 (May-July)	4 (August-September)	1 (October-November)
PURPOSE	<i>Campaign infrastructure, narrative, planning, early fundraising</i>	<i>Turn supporters and donors into volunteer leaders and raisers</i>	<i>Identify and motivate supporters, persuade voters, keep fundraising</i>	<i>Win by turning out more supporters than your opponent</i>
KEY DATES	<ul style="list-style-type: none"> • FPPC reporting deadline • Campaign kickoff event • Committee opened 	<ul style="list-style-type: none"> • FPPC reporting deadline • Community street fair • Major fundraising event 	<ul style="list-style-type: none"> • Filing deadline • Party endorsement • Candidate forum • Canvassing kickoff 	<ul style="list-style-type: none"> • Election Day • Voter reg. deadline • Early voting begins
ORGANIZATIONAL GOALS & METRICS	<ul style="list-style-type: none"> • Treasurer hired • Committee formed • VoteBuilder purchased • NGP-VAN purchased • Campaign plan drafted 	<ul style="list-style-type: none"> • 5 active volunteers • Campaign manager hired • Volunteer coordinator named • 10 endorsement meetings held • Meet-and-greets scheduled 	<ul style="list-style-type: none"> • 10 active volunteers • Canvassing shifts scheduled • Mail consultant hired • Office rented • Budget revised • Nomination papers filed 	<ul style="list-style-type: none"> • 20 active volunteers • GOTV shifts scheduled
FUNDRAISING GOALS & METRICS	<ul style="list-style-type: none"> • \$5,000 raised • 1 fundraising event • 5 hours/week call time • 2 solicitations sent • Remit envelopes printed 	<ul style="list-style-type: none"> • \$10,000 raised • 3 fundraising events • 10 hours/week call time • 4 solicitations sent • Finance committee formed 	<ul style="list-style-type: none"> • \$15,000 raised • 4 fundraising events • 10 hours/week call time • 5 solicitations sent 	<ul style="list-style-type: none"> • \$20,000 raised • 2 solicitations sent
COMMUNICATIONS GOALS & METRICS	<ul style="list-style-type: none"> • Website built • Logo designed • Official photos taken • Messaging developed • 300 on email list • Basic flyer printed 	<ul style="list-style-type: none"> • Op-ed placed online • Letter-to-editor printed • 500 on email list • Walk literature printed • Fundraising announced • 200 Facebook likes 	<ul style="list-style-type: none"> • Profile in local newspaper • Endorsements announced • 800 on email list • Lawn signs distributed 	<ul style="list-style-type: none"> • Press conference held • 1,000 on email list • 500 Facebook likes
VOTER CONTACT GOALS & METRICS	<ul style="list-style-type: none"> • Win number determined • 400 door knocks • 100 ID'd supporters 	<ul style="list-style-type: none"> • Contact universe defined • 1,000 door knocks • 1,000 phone calls • 500 ID'd supporters 	<ul style="list-style-type: none"> • 1 mail piece sent • 2,000 door knocks • 1,500 phone calls • 1,000 ID'd supporters 	<ul style="list-style-type: none"> • 2 mail pieces sent • 1 robocall delivered • GOTV universe defined • 4,000 door knocks • 3,000 phone calls • 2,000 ID'd supporters • 5,000 votes received