



# SAMPLE CAMPAIGN TIMELINE



## APRIL - JULY

### Identify & Build Team to Win

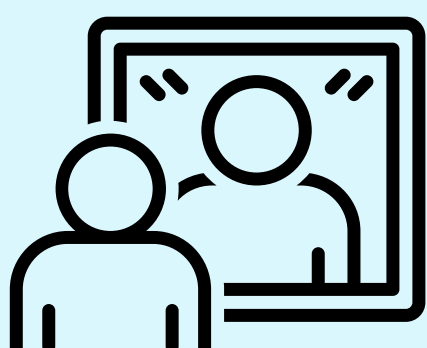
- Conduct candidate interviews
- Formalize chapter endorsement
- Finalize campaign plan
- Complete ABC funding application
- Prepare application for joint mail program



## SEPTEMBER - E-DAY

### Organize & Finish Strong

- Member to Member outreach
- Volunteer recruitment
- Direct voter contact
  - Phonebanks
  - Canvassing
  - Digital outreach
  - Text banks
  - Community forums



## JANUARY - MARCH

### Lay the Groundwork for Success

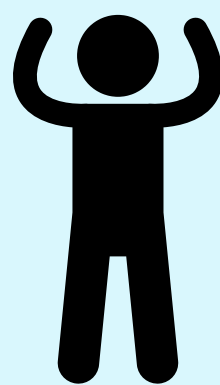
- Assign Campaign Committee
- Work with your PCS and PO to develop your plan and budget
- Outreach to incumbents and recruit potential candidates
- Connect with other CTA locals, labor unions, parent groups, or community allies to build a winning coalition



## AUGUST

### Hit the Ground Running

- Agree upon final messaging for each candidate or issue
- Draft and submit powerful voter guide statements
- Secure candidate photos
- Review and approve mail and digital creative
- Finalize voter contact schedule



## AFTER E-DAY

### Reflect | Improve | Capitalize

- Campaign debriefs with PAC, leadership, candidates, and coalition partners
- Document what worked well and build upon that success
- Analyze problems and build systems to avoid them next campaign
- Work with your PO to design and implement an ongoing relational contact program with your school board