

**NOVEMBER ELECTION  
TYPICAL AGENCY/ADVOCACY COMMITTEE ACTIVITIES TIMELINE**

<b>Date</b>	<b>Agency Activity</b>	<b>Agency Activity Outcome</b>	<b>Advocacy Activity</b>	<b>Advocacy Committee Outcome</b>
February	Staff, board study feasibility of placing measure on ballot	Initial recommendation regarding placing measure on ballot	Key Campaign leadership identified, campaign chair begins planning	Executive, Board members recruit campaign leadership, identify potential consultants, and advocacy committee begins fund raising. Chair aware of agency work, begins plans for campaign needs
Feb-March	Staff, patron information/feedback meetings	Input from key constituents concerning proposed measure. Information to community members about need, possible election	Advocacy Committee treasurer files organizational papers required by state.	Advocacy Committee adheres to state requirements for filing of PAC papers.
March-April	Board/Administration meetings	Discuss timeline, survey to be conducted, how data will be used if available. Disseminate information about need to patrons, community members. Administration formulates communications plan for getting information to residents concerning the measure.	Campaign membership expanded	Board members and campaign leadership expand advocacy committee group, hire consultant, agree on strategies and budget, and continue fund raising.
May	May and onward-- Agency communications staff and all staff	Information continuing to all staff. Now through election disseminate information about measure and need based on comprehensive communications plan that includes specific activities for entire system as well as each branch.	Voter Survey	Advocacy campaign pays for and conducts random-sample telephone survey of district voters to determine community support for measure. Survey designed with consultant and survey firm advice. Campaign uses results to determine key messages and finalize campaign strategy. Results are shared with Agency board.

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June	Administration, Board	Consideration of survey findings and implication for proposed measure amount, viability, proposed date of election.	Bond Levy Information Meeting	Large group of key community supporters invited to an informational meeting about the measure. The meeting's primary purpose is to recruit and organize campaign workers as well as gain their commitment to following research-based campaign strategies.
June-July	Administration	Survey results, decisions to be made by board shared with staff. Staff communications expectations outlined. Each manager assigned to communicate key details with staff, patrons. Branch managers responsible for communications plan for each site. Meetings through August with key communicators in each community served by agency	Advocacy committee prepares for fall push. Steering committee meets on weekly basis to coordinate, share needs and successes	Fund raising continues, campaign plans are worked out in detail with strategies determined by survey results, other data. Data bases are refined, data sorts defined, and volunteers are recruited to meet strategy needs. Key materials are drafted. Some volunteers are looking up phone numbers, finding e-mail addresses, doing other research necessary for future contact work.
August	Board, Staff	August-early September: board makes decision about what to place on ballot using survey results, community input. Information mailed to all registered voters.	Materials and resources for advocacy effort are secured. Depending on strategy, this is items such as phone bank location and furnishings, printing services, mail house services.	All committee plans and resources are in place.

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September	Administration	<p>Ballot measure filed by legal deadline. Board adopts measure resolution, ballot title and explanation (if required).</p> <p>Reminder to staff about legal activities for staff.</p> <p>Information dissemination plan continues with materials provided at all sites.</p>	Phone banks for voter information, identification	<p>From Sept. 1 onward: Campaign strategies and activities, including phoning and mailings, are carried out with volunteer assistance for the following activities:</p> <ul style="list-style-type: none"> <li>• Volunteers are available to go with district officials to staff, parent and community group meetings to advocate for bond levy, to work with district to schedule neighborhood coffees, as appropriate and to do door-to-door canvassing in targeted precincts.</li> <li>• Volunteers phone targeted registered voters to raise measure awareness and identify “yes” voters (first round of phoning); to encourage voting by identified “yes” voters (right after ballots are mailed); reminder to return ballots (week before ballots are due. Buy lists of ballots that have been returned and continue calling to identified “yes” voters whose ballots have not been returned. )</li> </ul> <p>Volunteers assist in personalizing at least two mailings: an 8 ½” x 5 ½” postal card with key messages mailed 4-6 weeks before ballots are mailed and a 5 ½ x 4 ¼” postal card mailed when ballots are mailed</p>

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Sept/Oct	Administration, board	Continue to carry out communications plan.	October--absentee ballots are mailed. Advocacy Committee Communications	<p>Campaign committee mails strategic message to key voters with arrival timed to coincide with arrival of absentee ballot.</p> <p>Campaign activities, including phoning and mailings, are carried out with volunteer assistance for the following activities:</p> <ul style="list-style-type: none"> <li>• Campaign will mail strategically worded postal card reminder (perhaps only to identified supporters) to return ballots by _____ (Dates determined by county mailing schedule and locations of out-of-state voters.)</li> <li>• Phoning to encourage voting by identified “yes” voters (right after ballots are mailed); reminder to return ballots (week before ballots are due.)</li> <li>• Other activities that may occur at this time, depending on the best strategy for this election as determined by the survey, are door-to-door canvassing, personalized letters, and, if best strategy, mass measures to appeal to all voters.</li> </ul>
20 days before election date			Ballots are mailed to all voters	Voter contact, poll watching activities continue through election day.
After absentee ballots are mailed				Tracking ballots from positive voters, calling positive voters to get ballots returned, continuing emphasis on key messages. If there are walk-in locations, poll watching, vote reminders on election day.

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Nov Election Day			Election Day	All ballots must be returned by the time the polls close. Citizens plan Election night gathering, celebration.