

Where we are, who needs to do what, when

Things we need to do	Yes	no	If no, how will we get this done/by whom/by when	If yes, do we need to update? By when? By whom?
Information				
Build/analyze district election history—date and type of election				
Determine percent of parents registered to vote				
Establish system to register parents as part of school registration				
Have meaningful community involvement				
Have unified board of directors unanimously supporting the measure				
Modify measure if called for by the survey results				
Build understanding and support with ALL staff				
Have internal unity among board of directors, administrators, ALL staff, parents and key community members				
Have a good district information plan based on research				
Information/Advocacy				
Conduct a random sample, valid survey of district voters (Public expense if used for decision-making, campaign expense if used for advocacy only)				

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Info/Advocacy con't.				
Have precinct-by-precinct analysis of past elections, study them, know voting pattern/trends				
Have detailed information about district voters, their voting habits				
Check data to see whether parents of school-age children or other key voter groups actually vote				
Advocacy				
Analyze survey data and determine method for winning based on survey, voter data.				
Do a thorough analysis of survey crosstabs by every demographic group possible to determine target voters and messages that move them to support measure				
Organize citizens' advocacy group committed to implementing the research-based plan for winning				
Have the resources necessary to carry out campaign activities 100%—time, money, volunteers				
Identify potential opposition, side issues				
Develop plans for mitigating opposition, side issues if the emerge				