## Campaign Phases Checklist

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## Set Up - MAY 1-31

## • Finance

□ Draft Campaign Budget

□ Set Up Bank Account

□ Consider any contributions from the Candidate

□ Develop Friends and Family List

□ Send Initial Fundraising Letter (friends and family)

## • Field

□ Determine Vote Goal

□ Acquire Voter File

□ Develop Friends and Family List

## • Communications

□ Develop Announcement Strategy

□ Consider Media and Campaign Consultants

□ Build Press List

□ Develop Campaign Suite (Logo, Stationary)

□ Draft “Why are you Running”

□ Draft Resume

## • Other

□ Develop Kitchen Cabinet

□ Consider Office Space and Needs

# Capacity Building & Base Outreach - JUNE 1 - 30

## • Finance

□ Expand potential donor list

□ Develop major donor prospects list

□ Send direct mail fundraising letter

□ Follow up with Fundraising Calls

□ Host announcement fundraising with friends/family

## • Field

□ Develop List of Likely Volunteers from Friends and Family

□ Build Potential Volunteer List

□ Contact potential volunteers (calls and events)

□ Reach out to community and local leaders, within district

## • Communications

□ Develop Website

□ Set up social media accounts

□ Announce campaign

□ Develop Initial Literature

# Community Outreach JULY 1-31

## • Finance

□ Identify/Reach out to PAC’s and corporate contributors

□ Send second direct mail and resolicit mailer

□ Continue phone calls and list development

□ Solicit hosts for small house/cottage fundraising events

□ Push email fundraising

## • Field

□ Attend Key Community Events, Fairs, and Parades

□ Host/Attend events at various communities

□ Begin door-to-door campaign

## • Communications

□ Develop basic platform

□ Identify potential supporters/endorsement organizations

# Voter Identification AUGUST 1-31

## • Finance

□ Continue phone calls and recruiting major donors

□ Follow up on any outstanding pledges

□ Ask Previous Donors to Introduce you to New Donors

□ Solicit PAC and Corporate Contributions

## • Field

□ Develop list of potential undecided voters

□ Begin canvas of targeted voters (door and phones)

□ Put up lawn signs (if applicable)

## • Communications

□ Develop mail pieces

□ Develop digital ads

□ Develop and place paid print ads

□ Develop and place paid television

□ Develop and place radio ads

□ Implement earned media strategy

# Persuasion - SEPTEMBER 1 - OCTOBER 31

## • Finance

□ Send final direct mail & resolicit letter

□ Follow up with PAC and potential corporate contacts

□ Continue phone calls

## • Field

□ Develop list of targeted voters

□ Field Canvas (door and phones)

□ Follow up with undecided voters

## • Communications

□ Send direct mail (4 – 6 pieces)

□ Implement Earned Media Strategy

# Get-Out-The-Vote (GOTV) NOVEMBER 1-7

## • Finance

□ Thank supporters and contributors

## • Field

□ Contact Identified Supporters (phone and door canvas)

□ Plan election night party/celebration

□ Take down signs on Nov 7

## • Communication

□ Send GOTV Mailers

□ GOTV Robo-Calls

□ Purchase Print Advertising

□ Purchase Radio Ads