

Calendar for Open Space Funding Ballot Measure (Legislative Referral)



MONTH	12	11	10	9	8	7	6	5	4	3	2	1	0	+1				
COMMITTEE	Assemble political advisers and research help		Recruit broad-based membership		Establish executive committee		Legal advice on incorporation and election laws		Decide on structure and officers		Register political committee		Reports to election commission					
RESEARCH & POLLING	Research funding mechanisms, election history, fiscal issues, ballot access requirements			Feasibility poll of program components, mechanisms, spending tolerance						Campaign poll: messages, key endorsers, swing vote, opposition strength			Party					
FUNDRAISING	Raise poll funds		Line up institutional funding partners		Cultivate lead donors and pledges			Adopt campaign budget and fundraising plan		Solicitations, events					Exit poll			
MEASURE DEVELOPMENT	Interviews, focus groups re: funding needs		Propose amount, purposes, ballot title			Introduce to legislative leaders, public officials		Legislative hearings Finalize with legislative counsel		Legislature refers to ballot		Ballot pamphlet arguments			Thank public officials			
ENDORSEMENTS	Early endorsements to influence legislative approval						Build endorsement roster			Additional endorsements as indicated by campaign poll					Thank endorsers			
STAFF & OFFICE							Hire fundraiser		Hire campaign manager		Hire press secretary		Open campaign office Hire field staff		Thank staff, close office			
FREE MEDIA	Early media if key to legislative approval						News events, news releases, opinion articles				Editorials, interviews major events			Position next steps				
SPEAKERS BUREAU							I.D. speakers, bureau chair, venues		Train speakers		Schedule, deploy speakers					Thank speakers		
LITERATURE							Produce brochure with purpose and proponents		Additional literature: Q&A sheet, endorsers			Distribute literature at public hearings, speaker venues, fundraisers, press events						
DIRECT MAIL							Postal permit		Bid out, select consultant		Design program, pieces		Print and mail			D		
PAID MEDIA									Bid out, select consultant		Media plan, reserve air time		Air and run ads			A		
PHONE BANK									Bid out, select consultant		Phone script I.D. voters		Phone script GOTV calls			Y		