

PR Timeline (for all counties)

Two years out from election

- Website: If you need to update it, now is the time. If you can appoint a website lead, do so now.
- Branding: This is a good time to review your logo and consider a branding package with branded colors, fonts, and if possible different versions of your logo (i.e. white, black, full color, blue). If you need to do this, do it before the Website.
- Clubs and Caucuses: connect or update the digital leads of your clubs and caucuses. Create a master list of their digital leads. Make a FB group or email list to enable communication. Clubs and Caucuses should disseminate election and voter education messaging.
- Create or update a calendar of press releases that you can anticipate will be needed (eg. fundraisers, election of officers etc.)
- Create or update that same calendar to include newspaper ads you know you will run (eg. slate card, VBM, Christmas wishes).
- Design or update a brochure for your county that can be used for tabling and canvassing. (If you are rebranding, do this one year before the election, after your rebranding process is complete).
- Consider any flyers you may need for the coming year. If you will be recruiting street leaders, do you need a flyer to explain what a street leader does? Do you need a flyer about voter registration?
- Create signatures and business cards for new leadership
- Consider and budget any swag you may need for voter registration tabling
- Who will lead social media for the next two years? Will you have a lead for each platform? Which platforms would you like to add this year? In order of priority: Facebook, IG, Twitter, Youtube. If you are on Twitter, use the Tweetdeck platform for scheduling and create or update your list of elected officials in your county. RT them frequently.

One year out from election:

- Budget for election. Items to consider:
 - Yard signs (100 is a good number to start with).
 - Swag (Consider starting with 100 magnets and bumper stickers).
Do you want rubber bracelets or pens for tabling?
 - Tshirts
 - Facebook ads
 - Newspaper ads
 - Radio ads
- Determine key demographics in your county, and what areas of the county they live in. Beginning running regular posts and Facebook ads.
- Create branded graphic for logistics of primary VBM.
- Create branded graphic for logistics of primaries in-person voting.
- Put candidate photos with links to their websites and social media on website as soon as they are officially running.
- Create a branded, draft slate card (blank). We recommend a single county-wide card rather than cards for different sectors of your county. A single card is easier to distribute, and a e-version can be used for mass emails, facebook posts and ads. Budget your slate card, considering printing and, if necessary, mailing costs. You want this card to be ready to print the moment the primary winners are announced.

After Primaries (4 months out):

- Update website to show final candidates by race with a photo, their website and social media.
- Finalize slate card with candidate names.
- Create Twitter list of candidates on Tweetdeck and begin tweeting and reposting.
- Share events for candidates. Emphasize key candidates. Create events as needed.
- Share events for sister organizations.
- For non-sister organizations, we recommend posting rather than creating events. Creating events implies liability for events.
- Design e-poster with logistics of VBM (can be edited to update. Include QR codes). These should begin running one week before ballots hit mailboxes. Run it twice a week until two weeks before the election. Update it weekly as needed, to emphasize changing priorities (i.e. Only one week left to safely return your ballot!)
- Design one primary, motivating GOTV post in Sp and Eng. This ad should center around the issue of primary importance to voters. (In 2020; anti-Trump sentiment). Run it twice weekly.
- Design posts for local candidates by race (State Senate, State House, County Commission and School Board). Priority is to encourage name recognition. Sp and Eng. Schedule the four slides to each run once a week.
- Begin sending weekly mass emails on Votebuilder two months out. Mass emails will focus on the most important issue of the week, such as “VBM ballots arrive this week”, “early voting begins Sunday”, etc.
- Design and schedule three countdown series. Countdown to Register to vote (10 days). Countdown to register to VBM (10 days). Countdown to election. Choose a single image, and repeat it with a big clock or similar image which changes from 10, to 9, to 8, etc. to count the days down.
- Ensure that whomever sends out your county newsletter has up to date graphics for the newsletter every Sunday.

