

WRITING YOUR CAMPAIGN PLAN



THE
ARENA

STRATEGIC OVERVIEW

How will we employ our resources to meet our goal?

In this section, you should describe your overarching approach. Give us a quick snapshot of the district, the candidate, and your strategy. Aim for a few paragraphs/one page that give us a high-level understanding of the electorate, your pathway to victory, and the kind of campaign you're going to run. Be sure to answer the following questions:

GOAL(S)

- What is your win number (usually 50% + 1, but check the rules for your race) and vote goal (the precise number of votes you are aiming to win)?
- What assumptions are you using to calculate these goals?
- Pathway to Victory: How many people do you need to register, persuade, and turn out to achieve your vote goal? If you haven't yet set these goals, review the Arena Campaign Snapshot, also in the Toolbox. (Before planning a registration program, remember that it typically takes 3 - 4 new registrations to add one voter to the electorate.)

STRATEGY

- How will you employ your resources to achieve your goal(s)?
- How will you differentiate your candidate from your opponent(s)?
- What approach will your campaign take to connect and build trust with voters?
- What core values will anchor your campaign? How does your candidate demonstrate these values, and how do they reflect the experience of voters in your district?

TACTICS

- What specific actions, as part of your overarching strategy, will you take to meet voters where they are, and move them to action?
- Don't get too into the weeds, but give us a sense of the programs you'll run and how you intend to invest in them — think door knocking, earned media, SMS, social media, email, etc.

CORE VALUES

Your core message (we'll get to this below!) should be anchored in the intersection point of your values, your experience, and the values and experiences of your voters. It's important to name those values, so that your team is well-equipped to amplify them with consistency. In this section, be sure to answer the following questions:

- What values are core to the candidate's vision, and also reflect the core values of the voters in your district? (Remember: values are different than issues. Values are the important principles that guide the decisions you make in life. Values unite people. Issues are topics on which you must have a position or choose a side. Issues divide people. This is a simple distinction, but it's an important one.)
- Think back to the candidate's story of self, and the choices highlighted in her narrative. What values guided those choices?
- What values does your candidate want to instill in the next generation? What values will guide her decisions as a policymaker and public servant? How did her experience shape her values?
- What's important to the voters in your district? How do the experiences of voters in your district shape their values?

Candidate's Values	Voters' Values
Candidate's Experience	Voters' Experience

CORE MESSAGE

What will we consistently communicate to voters about who the candidate is, why she is running, and why they should support her now?

A core message frame is the distilled narrative your campaign consistently amplifies via all the communications channels at your disposal. It should be at the core of the story you are telling online, in speeches, in the press, and at voter's doors. If you'd like more help on developing your core message and personal story, take a look at **Developing Your Core Message** in the Arena Toolbox. Campaigns are all about building and scaling relationships with voters to grow trust, so it's incredibly important that the organization you are creating is aligned around your message and empowered to deliver it on the candidate's behalf.

As you develop the core message of your campaign, the greatest challenge will likely be synthesizing it into one paragraph that quickly communicates (1) who the candidate is, (2) what she's about, and (3) why a voter should support her. In a noisy digital world, this is more important than ever. Too often, campaigns lose their audiences because their messages are generic, vague, and disconnected. Other times, they lean too heavily on the candidate's resume or specific policy prescriptions, and lack focus, emotional hook, and narrative.

A strong core message is:

- Clear, crisp, and concise
- Anchored in values and personal story
- Authentic to the candidate and the candidate's vision
- Resonant with the experience and moral foundations of the voters you wish to serve
- Easy to remember and repeat

You will test and refine the core message frame over the course of the campaign, but take time to articulate it in 5 - 7 sentences in your plan.

Note: It may be easier to construct your core message after doing some values-mapping. There is room for that in the next section of this planning template.

MESSAGE BOX

In the story we are telling voters, who is our candidate? How will we characterize her? How will we characterize her opponents?

Describe each in 2-3 sentences, considering archetypes. This is not intended for public consumption, but should empower your team to be consistent about “character development” as they discuss the candidate and opponents in conversations with voters, volunteers, media, and donors.

A message box is a common tool used by campaigns’ communications teams to lay out the competing narratives in an election cycle. The purpose of the message box is to (1) provide guidance on how you talk about your candidate, with a clear understanding of how your opponent(s) talk about her, and (2) to provide guidance on how you talk about your opponent(s), with a clear understanding of how they talk about themselves.

Us on Us	Us on Them
Them on Us	Them on Them

TARGET AUDIENCES

Who are our key SUPPORTERS (volunteer & donor prospects)?

Supporter targets are people who are very likely supportive and very likely to turnout (based on their voting histories). We don't have to do much to convince them to vote or to vote for our candidate, but we have an opportunity to activate and engage them as a key part of our campaign. Be sure to answer the questions below:

- Who are likely supporters who we should recruit as volunteers?
- Who are likely supporters who we should ask to donate?
- How do we tailor our core message for them (1 paragraph), and what will we emphasize?

Who are the audiences we need to PERSUADE?

Persuasion targets are people who are highly likely to turnout to vote (using turnout models based on their voting history), but are likely undecided about who they will vote for (i.e., they do not have strong partisan identities). Be sure to answer the questions below:

- Who are the likely voters who we need to persuade?
- How do we tailor our core message for them (1 paragraph), and what will we emphasize?

Note: Your target universe for primary persuasion is typically very different from your general election persuasion universe because partisan models don't necessarily apply. When in doubt, cast a wide net, and use low-cost, digital polling to identify the audiences with whom your candidate has the most traction.

Who are the audiences we need to TURNOUT?

Turnout targets are people who are highly likely to be supportive, but only somewhat likely to turnout to cast a ballot (using turnout models based on their voting history).

- Who are the likely supporters who we need to nudge to turnout and cast their votes?
- How do we tailor our core message for them (1 paragraph), and what will we emphasize?

VOTER UNIVERSES

How do your target audiences translate into voter universes for volunteer recruitment, persuasion, and turnout? Consider tiering your universes so that you can prioritize contacting the people most likely to convert into supportive voters or volunteers. Take your Pathway to Victory calculations and determine how you will prioritize your Volunteer, Persuasion, and Turnout programs. If using the Arena Snapshot tool, use this space to breakdown your projected “Conversations Number.”

Volunteer Recruitment	Tier 1	Tier 2	Tier 3
Definitions			
Total People			
Total Households			
Total Phones			

Persuasion	Tier 1	Tier 2	Tier 3
Definitions			
Total People			
Total Households			
Total Phones			

GOTV	Tier 1	Tier 2	Tier 3
Definitions			
Total People			
Total Households			
Total Phones			

ORGANIZING

How will you recruit, train, and empower volunteers to persuade and turnout voters?

Provide an overview of how many targets you have to persuade and turnout, and how much volunteer capacity that will require. Be sure to describe your overall approach and volunteer structure in this section.

ORGANIZING STAFF

How many hires will you make (organizers, paid canvassers, fellows)? What roles will they fill, and how will you define success? What will their responsibilities be? How much of the electorate are they responsible for?

VOLUNTEER TEAMS

What roles comprise the structure of your volunteer teams? What are the responsibilities for each role? How many people do you need to recruit to join each volunteer team in order to meet your voter contact goals? How many teams will each organizer need to recruit and empower by GOTV (Get Out The Vote)? How many volunteer recruitment calls will organizers make each day to meet their goals? What tactics will you use to recruit—1:1s, house meetings?

Note: There is no perfect volunteer organizer model. However, there are a lot of good ideas out there for organizing your volunteers, delegating them responsibilities, and growing their commitment. We suggest taking a look at the [Snowflake Model](#) and thinking about what roles make sense in the context of your campaign.

Note: Make sure you are tracking your volunteer leaders, volunteer leadership prospects, and volunteer shifts completed in your CRM (like VAN), or at the very least, in a Google spreadsheet.

TURF

How will you divide up the district into geographic territories that the staff are responsible for organizing? *Pro Tip: Run crosstabs on your targets, and look for clusters. Try to give each organizer an equal vote share for which they are responsible so they will have similar goals. If you have a list of volunteers or prospective volunteers, you should also consider where they are located, and how that matches with where your targeted voters are located. That will enable you to identify gaps, and places where you have to double down on volunteer recruitment.*

Once you have an idea of how you would like to divide turf, you can make sure that turf is coded in VAN using custom fields that assign voters to turf. This will allow organizers and volunteers to quickly pull by turf, rather than having to select individual precincts.

VOTER CONTACT

How will you ramp up to meet your voter contact goals for persuasion and GOTV? How do goals break down week-by-week? How does this translate into volunteer recruitment goals?

On the next page, you will find goal-setting tables to populate for each voter contact program. Depending on your campaign timeline, you will likely need to adjust the number of weeks and will want to move this into an Excel spreadsheet. You can also use the Arena **Organizing Goals Calculator** to fill in these numbers.

Use your target universes to arrive at the totals and experiment with ramping up your goals each week to meet them. Use counts and crosstabs to determine how to best reach voters in your target universe.

Have you calculated how many passes you need to make through your universe in order to contact every voter once via the doors, phone, and text? In general, the contact rate for door canvassing is between 20 - 30% on weekday evenings and weekends, and contact rates for phone calls phone calls are much lower, around 10%. That being said, contact rates vary place to place. Your campaign should track and establish its contact rate so that you can accurately determine how many passes you'll need to make to reach your goals.

Note: If cell phone numbers are available, text messaging may be a good option for contacting some voters (most voters under 50). Other voters may not have cell phones on their record, so other methods of engagement like calls and door knocks should be prioritized.

Once you have total campaign goals by week, you should break these goals down further by organizer/turf. Again, you'll likely want to move this into an Excel spreadsheet (chances are you have more than six weeks to plan for), but you can use the table below as a model.

DOORS

	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6
Total Door Knocks						
Total Conversations (Assume 20% contact rate)						
Total Volunteer Door Shifts (Assume 40 doors per shift)						

Note: When setting your contact goals, you want to base them on total number of voters, not number of households (doors). However, it's important to remember that there may be multiple voters per household in your target universe. This is a good thing, because it means less work to reach more voters when canvassing or sending mail. No matter how many voters per household, 40 doors is still a reasonable number to canvass during one shift.

CALLS

	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6
Total Calls						
Total Conversations (Assume 12% contact rate)						
Total Volunteer Call Shifts (Assume 80 calls per shift)						

TEXTS

	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6
Total Texts						
Total Volunteer Text Shifts (Assume 200 texts per shift)						

DIGITAL ORGANIZING

How will your organizers and volunteers use email, social media, and SMS to: (1) recruit more volunteers to participate in events, (2) tell the story of the campaign/amplify your core message, and (3) register voters and/or talk to voters about voting? What tools will the campaign use? Which social media platforms and texting tool will the campaign use? What digital goals will you set for each organizer and their teams on a weekly basis? How will you train your staff and volunteers to use digital tools? How will your organizers train volunteers to use digital tools?

Digital Organizing Goals	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6
Volunteer Recruitment	e.g. Have volunteers Facebook message five friends and invite them to join an event					
Storytelling	e.g. Organizer posts 3 times a week on Facebook and Twitter with campaign hashtag and photos of volunteers having fun					
Voter Turnout	e.g. Post one piece of content on Twitter and Facebook about registering to vote					

DIGITAL ENGAGEMENT

How will you use the official campaign accounts to raise money, amplify message/tell the campaign's story, recruit volunteers, and turn out people to vote? Be sure to include a calendar.

EMAIL

When writing this section, be sure to answer the following questions:

List-building

How big is your current email list? Have you gathered personal contacts from your candidate and all other people involved in the campaign? How big do you need your email list to be to reach your fundraising and volunteer goals?

How many contacts in your district need to be on your email list in order to turn out the voters and volunteers you need?

How will you grow your email list online and offline?

Approach

What email CRM will you use?

Will you have staff/volunteers writing emails, or will you use a vendor?

How many emails will you send a week? What does your email calendar look like this week? Next week? In a month? (A month out should just include predictable highlights/loose themes).

What kind of tests will you run to learn about your email list (i.e. testing subject lines, asks, different senders, topics)?

Story and Voice

Who will your emails come from? What will their unique voices be? What is the tone?

How will you build to a sense of urgency over time? How will you run rapid response?

How will you leverage movement moments that are happening outside of the electoral space?

What fundraising campaigns will you push?

- E.g.: Matching, Quarterly deadlines, Funding organizers, monthly donors, contests

What volunteer recruitment campaigns will you run?

- E.g.: Days of action, house meeting hosts, team leaders, door knock shifts

FACEBOOK

When writing this section, be sure to answer the following questions:

List-building

How big is your campaign Facebook following? How will you grow your Facebook following? How often will you post to Facebook?

Approach

How will you generate video, graphic, and photo content for Facebook? How will you engage followers and create conversations on your posts? How will you combat the new [Facebook algorithm changes](#)? Will you run a Facebook group? Will you run a Facebook messenger bot? How will you promote your Facebook at offline events?

Story and Voice

What will your tone/voice be? How often will you do Facebook Lives? Who will post to your Facebook? How will your Facebook page correlate with content on other channels? What volunteer stories will you share? What stories about your candidate will you share? Will you do Facebook Live Q&As?

TWITTER

When writing this section, be sure to answer the following questions:

List-building

How big is your Twitter following? How will you grow your Twitter following?

Approach

Will your campaign have dedicated hashtags? What events will you live tweet? What hashtags will you join in on that are already active? How often will you thread tweets? Will you subtweet people with large followings? How will you promote your Twitter at offline events? How will your Twitter content relate to content on your other channels?

Story and Voice

When will you live tweet? Who will tweet? Will you specify when your candidate is sending tweets, like signing their name? What issues will you make an extra effort to engage on?

INSTAGRAM

When writing this section, be sure to answer the following questions:

List-building

How big is your Instagram following? How will you grow your following?

Approach

How will you use Instagram stories? Will you take Instagram polls to recruit volunteers or learn about your audience? How often will you post? How will your Instagram content correlate to other channels?

Story and Voice

Who will post? How will you generate content for Instagram? Especially high quality photographs? Will you highlight volunteer stories on Instagram? What will your tone be like (e.g. lighthearted, serious, community-based, issues-oriented)? Define beforehand what kinds of photos are appropriate and what subjects you want to avoid.

SMS

When writing this section, be sure to answer the following questions:

List-building

What SMS tool will you use? Will you use peer-to-peer and a broadcast tool? If you use both what will you use each platform for? How big is your SMS list? How will you grow your list online and offline? How big does your list need to be to meet your fundraising, volunteer recruitment goals?

Approach

What is on your SMS calendar this week, next week, and in a month? What kinds of tests will you run to learn about your list (e.g. sender, A/B messaging, volunteer recruitment, GOTV)? Will you fundraise over SMS? Will you recruit volunteers over SMS? Will you remind people to vote over SMS?

Story and Voice

Who will your texts come from? What will be your rapid response protocol for texts? What will your tone be like?

PAID MEDIA & DIRECT CONTACT

How will you amplify your story and message via paid media and direct contact? Detail your plans for each component of your paid media efforts below. Be sure to include total phase goals that will then inform a week-by-week calendar (we find tables are useful here too).

DIGITAL ADS

How will you use digital ads to create awareness, tell your candidate's story, persuade, and turnout voters? What is the timeline for digital ads, phase by phase, and what do you hope to accomplish in each phase? What is your total budget for digital ads, and which voters will you target? Which platforms will you use to reach your target audiences (Facebook, Google Adwords, banner ads, Hulu, Pandora, Spotify)?

PHASES:	Awareness	Persuasion	Direct Action (Donate/Share/GOTV)
Target Universe(s)			
Engagement Goal			
Budget			
Platform(s)			
Dates for Promotion			

DIRECT MAIL

How will you use direct mail to create awareness, tell your candidate’s story, persuade, and turnout voters? How many pieces will you send during each phase of the campaign, and who are your target audiences for each? What mail vendor will you use, and what is your total mail budget?

Pro Tip: The effects of mail, like all campaign contact, decay over time. And after an individual receives 4 - 5 pieces, studies show the subsequent pieces have diminishing effects (if any). We recommend sending the majority of your mail in the final 3 months of the campaign, and sending no more than 4 - 5 pieces to the same person. This still means that you might send more pieces overall, but should segment your voter universes to reach different audiences. In general, it’s a best practice to send a few pieces to larger universes of voters.

Use the table on the next page to provide a snapshot of your mail program.

PHASES:	Awareness	Persuasion	GOTV
Target Universe(s)			
Total People			
Total Households			
Total Pieces			
Dates to Drop			

EARNED MEDIA

Take some time to establish your Press List. We suggest creating a spreadsheet with a list of local and national print, television, radio, and digital media outlets. If you don’t already have a contact at these outlets, do some research into reporters for the political, local news, and opinions sections. Collect reporters’ names, numbers, and emails, and enter them into your spreadsheet. Build your relationship with reporters: introduce yourself by sending an email and making a phone

call, and establish a point of contact within your campaign (usually the communications director or campaign manager). You will want to call reporters often to keep them engaged with your campaign. You should use your press list whenever you need to send out a press release, media advisory, or interview pitch.

LETTERS TO THE EDITOR

Letters to the Editor (LTEs) can be an effective tactic for driving a narrative that will garner credibility in your community. Because they are written and sent by people in the community, LTEs have the power to validate candidates and reinforce their message.

Will you run a LTE program? If so, how many volunteers will you recruit to write/send letters? Which papers will you submit to? What is the key message and target audience for each? You may use a table below as a model for planning your LTE calendar. Note that not all letters will be accepted, so plan accordingly.

Per usual, you will likely need to move this into an Excel spreadsheet or longer-form table, assuming you are planning more than 6 weeks out.

LTE Goals	Week 1	Week 2	Week 3	Week 4	Week 5
Core Message					
Target Audience					
Publications					
Ideal Sender(s)					

EARNED MEDIA EVENTS

Earned media events take many shapes and forms, but are any event that you create to attract press and drive your narrative. In many cases, earned media events are press conferences or rallies, but sometimes they involve more spectacle (ribbon-cuttings/sign unveilings), or meet-and-greets at local businesses. When it comes to earned media events, it's all about backwards-mapping from the headline you want to see. What story do you want to tell, and how can you create a newsworthy event that effectively tells that story?

Earned media events have to fit in whatever else is happening in a news cycle, so we recommend planning earned media on a month-by-month, week-by-week basis (rather than planning months ahead as you would with organizing or digital). Remember, if you want press to show up, you need to hold events in locations that are accessible to them, send out a press advisory, and make 1:1 follow-up calls to reporters. Keep your team's capacity in mind as you plan. Be ambitious but realistic.

In this section of your campaign plan, you should describe your overall approach to earned media and the major narratives you plan to push. Then, use the table below as a model for plotting the goals of your earned media plan for the next five weeks (knowing that this will evolve as current events change the environment).

Earned Media Events	Week 1	Week 2	Week 3	Week 4	Week 5
Desired Headline					
Target Audience					
Location					
Speakers					

DATA

At every step of the campaign, there are opportunities to leverage data to help you make decisions. Across this campaign plan, data is mentioned because it is integrated into every part of a campaign. This section highlights key elements of a campaign’s data program that can help ensure that you are data-driven throughout the campaign.

For each of the following items, it will be important to identify who is the owner of each item. If you have a Data Director on your campaign, he or she will own most of these steps, but even in that scenario there may be tasks that are owned by the Campaign Manager or parts the of the field staff in concert with the Data Director.

Note: It's worth investing time on the front-end to set up your data systems weeks or days before volunteers walk in the door or voters are contacted.

DATA ANALYTICS

This section pertains to how the campaign uses data for campaign planning and goal setting. Most of the data for this will come from the voter file, the census, polling, and existing campaign data.

PATHWAY TO VICTORY

Suggested Owner: Campaign Manager & Data Director

- What voters do you have to move to reach 50+1 % of the vote?

GOAL SETTING

Suggested Owner: Field Director & Data Director

- What are your goals for volunteer outreach?
- What are your goals for voter contact?
- What is the timeline for capacity building, persuasion, turnout?
- Are there key events or days of actions where goals might be higher?

TARGETING & AUDIENCE

Suggested Owner: Data Director

- Who is your target audience?
- How are you able to reach those audiences?
- How does your ability to reach voters impact tactics you will employ?

DATA MANAGEMENT

Management data systems (VAN, emailer, other campaign tools) and processes will optimize the implementation of the campaign plan. Who will troubleshoot when there's an issue? Another key component in data management is training on tools and processes for collecting data. Training is a key link between planning and evaluating progress to goals set during planning.

CRM MANAGEMENT

Suggested Owner: Data Director

- User management
- Survey question, activist code creation, events
- Data entry processes
- Campaign turf (region and organizer)
- Universe creation for outreach (volunteer recruitment, persuasion, and turnout targeting)

TRAINING ON DATA SYSTEMS AND VOTER FILE

Suggested Owner: Data Director, Field Director, Organizers

- Campaign leadership: counts and crosstabs on voters, and view outreach data from organizing program
- Organizers: data entry, volunteer shift scheduling, cutting turf, pulling lists, using tools for canvassing
- Volunteers: data entry, volunteer shift scheduling

DATA REPORTING

If the previous two sections are done well, reporting will be much easier and reliable. Reporting can evaluate if the campaign is talking to the right voters and meeting important benchmarks on the campaign timeline.

PROGRESS TO GOAL: CAPACITY BUILDING

- Is the campaign recruiting volunteer leaders and building volunteer teams? Overall, and by organizer?
- Is the campaign able to recruit volunteers in key geographic regions?

PROGRESS TO GOAL: VOTER CONTACT

- Are you hitting voter contact goals?
 - Conversations (phone, doors, SMS)
 - Voter pledges/commitments (also called CTVs)

UNIVERSE PENETRATION

- What are your processes for measuring success and benchmarking the affects you have in different parts of your universe?
- What are those voters saying when you talk to them?
 - Are they supportive? How will you quantify support?
 - What issues do they care about?
 - Are there data entry gaps that can be solved with training?

STAFFING

Campaigns set up, sprint, and shut down in a matter of months. The stakes are high and the days are long, so functioning at peak efficiency is critical. To do that, your team must have clearly defined roles and responsibilities, and defined pathways for communication, feedback, and reporting. Before wrapping up your plan with a master calendar, take a moment to briefly but concisely define each role on your org chart.

We have included a list of staff roles common to statewide and congressional campaigns below, but do not expect that all campaigns will hire for all of these positions. The smaller your campaign, the smaller your staff. Only include roles for which you plan to hire.

We recommend that you write, in one paragraph, what the overall responsibilities are for each role, and how you will define success. For the sake of concision, don't include the full job description as you would in a job posting.

CAMPAIGN MANAGER

Write your role description here.

DEPUTY CAMPAIGN MANAGER

Write your role description here, or delete this role if not applicable.

FINANCE DIRECTOR

Write your role description here, or delete this role if not applicable.

FINANCE ASSISTANT/CALL TIME MANAGER(S)

Write your role description here, or delete this role if not applicable.

ORGANIZING DIRECTOR

Write your role description here, or delete this role if not applicable.

REGIONAL ORGANIZING DIRECTOR(S)

Write your role description here, or delete this role if not applicable.

ORGANIZER(S)

Write your role description here, or delete this role if not applicable.

DIGITAL DIRECTOR

Write your role description here, or delete this role if not applicable.

DATA DIRECTOR

Write your role description here, or delete this role if not applicable.

COMMUNICATIONS DIRECTOR / PRESS SECRETARY

Write your role description here, or delete this role if not applicable.

PRESS ASSISTANT

Write your role description here, or delete this role if not applicable.

EXECUTIVE ASSISTANT / SCHEDULER

Write your role description here, or delete this role if not applicable.

ORG CHART

Finally, in the space below, include an org chart that shows us the reporting relationships between the different staff roles you have detailed above.

MASTER CAMPAIGN CALENDAR: PHASED TIMELINE & KEY BENCHMARKS

What key benchmarks will you use to measure your success? What other events/key dates should all staff and consultants be aware of? Be sure to include fundraising goals, staffing dates, trainings, office openings, holidays, reporting deadlines, and campaign events. This calendar should give staff line-of-sight across programs, and should reflect strategic priorities during each phase of the campaign. You will update this calendar regularly, but the more comprehensive it is to begin with, the better.

Note: We have included placeholders for organizing goals as an example, but you should populate and replicate this approach for other programs as well.

CAPACITY BUILDING: typically 5 - 6 months out from Election Day

[INSERT DATES]

ORGANIZING GOALS (25% BENCHMARK):

- X canvass volunteers recruited
- X phone volunteers recruited
- X Canvass Captains Recruited
- X Phone Bank Captains Recruited
- X Neighborhood Team Leaders Recruited

[INSERT DATES]

ORGANIZING GOALS (25% BENCHMARK):

- X canvass volunteers recruited
- X phone volunteers recruited
- X Canvass Captains Recruited
- X Phone Bank Captains Recruited
- X Neighborhood Team Leaders Recruited

PERSUASION: typically begins three months leading up to the election

[INSERT DATES]

ORGANIZING GOALS (50% BENCHMARK): [DATE]

- X canvass volunteers recruited
- X phone volunteers recruited
- X Canvass Captains Recruited
- X Phone Bank Captains Recruited
- X Neighborhood Team Leaders Recruited
- X Doors knocked
- X Door Conversations

[INSERT DATES]

ORGANIZING GOALS (100% BENCHMARK): [DATE]

- X canvass volunteers recruited
- X phone volunteers recruited
- X Canvass Captains Recruited
- X Phone Bank Captains Recruited
- X Neighborhood Team Leaders Recruited
- X Doors knocked
- X Door Conversations

GOTV: typically begins the month before a primary or general election

[INSERT DATES]

- VOTER REGISTRATION DEADLINE: [DATE]
- BALLOTS DROP: [DATE - relevant only for states with no-excuse absentee voting]
- EARLY VOTE BEGINS: [DATE]
- LAST DAY TO EARLY VOTE: [DATE]
- ELECTION DAY: [DATE]