

Building Your Campaign

The key to building a good campaign is to set up a calendar with clear deliverables for everyone. Below are three sample 18 month calendars, one each for Legislative Resolutions, Ballot Initiatives and Ready to Ratify campaigns, that set out priorities, goals and outcomes that push the campaign forward. The key to each calendar is how the activities each month build on the activities of the month before - growing momentum to win!

	LEGISLATIVE RESOLUTION	BALLOT INITIATIVE	READY TO RATIFY CAMPAIGN
JUNE	<p>Host a campaign goal setting party.</p> <p>All campaigns are made up of goals, tactics, and targets. Gather your core team, work with American Promise, and identify how many votes you need, how you will persuade legislators and who your key targets are for your campaign!</p>	<p>Host a campaign goal setting party.</p> <p>All campaigns are made up of goals, tactics, and targets. Gather your core team, work with American Promise, and identify how many signatures you need, how you will go about collecting them, and the milestones you need to hit to be on track!</p>	<p>Host a campaign goal setting party.</p> <p>All campaigns are made up of goals, tactics, and targets. Gather your core team, work with American Promise, and identify how many legislators you need to keep the pressure on, what are the effective ways to talk to them, and who the key targets are for your campaign!</p>
JULY	<p>Host a letter writing party.</p> <p>Get together with your team to write letters to target legislators. Introduce your campaign and tell them why their support is so important to your community!</p>	<p>Signature Gathering Practice Event.</p> <p>Gather your core signature collecting team and host a night to let everyone practice their pitches. Even if you have been out there already the extra practice always helps. Don't be afraid to give and get feedback, it takes a lot of conversations to get comfortable.</p>	<p>Host a letter writing party.</p> <p>Get together with your team to write letters to target legislators. Keep the pressure on by letting your elected officials know how important ratification of the 28th Amendment is!</p>

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AUGUST	<p>Summer Membership Push.</p> <p>People are coming back from summer travel, schools getting ready to start, it's the perfect time to get people engaged in your campaign. Develop a recruitment goal and have a contest to see who gets there first!</p>	<p>Summer Street Canvass.</p> <p>The weather is nice, people are home. Have your team each head out and do some door knocking for signatures. Check out the ballot access guide for tips on street canvassing!</p>	<p>Summer Membership Push.</p> <p>People are coming back from summer travel, schools getting ready to start, it's the perfect time to get people engaged in your campaign. Develop a recruitment goal and have a contest to see who gets there first!</p>
SEPTEMBER	<p>Host A Community Meeting.</p> <p>As people come back from summer break it's a great time to host an event in your community to let them know what you are up to. Check out the Organizing 101 Guide for tips on hosting a successful event.</p>	<p>Host A Community Signature Gathering Event.</p> <p>Find a great place (like a restaurant or coffee shop) and host a big event to collect signatures. Make sure you get the word out early and have the whole team ready to help make sure you get as many signatures as possible!</p>	<p>Host A Community Meeting.</p> <p>As people come back from summer break it's a great time to host an event in your community to let them know what you are up to. Check out the Organizing 101 Guide for tips on hosting a successful event.</p>
OCTOBER	<p>Letter To The Editor Writing Party.</p> <p>This is a good time of year to let your local paper know what you are working on. Bring everyone together for some shared good times and get some letters written for your local paper. Check out the Spread The Word guide for tips on good letter writing!</p>	<p>Fall Canvass.</p> <p>Get out quick before the weather starts to turn! Host a few canvass days over the fall weekends. This time try some new neighborhoods and keep practicing those signature pitches!</p>	<p>Letter To The Editor Writing Party.</p> <p>This is a good time of year to let your local paper know what you are working on. Bring everyone together for some shared good times and get some letters written for your local paper. Check out the Spread The Word guide for tips on good letter writing!</p>

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NOVEMBER	<p>Thanksgiving Day Prep Event.</p> <p>This is a time of year that brings people together from all over with lots of different opinions and ideas. Host a pre-Thanksgiving day prep event where you get ideas on how to tell visiting friends and family about the 28th Amendment</p>	<p>One Year Out Event.</p> <p>This year next time you will be voting on your ballot initiative. Mark the time left by hosting a One Year Until The Election signature gathering event. Be sure to check out the Organizing 101 Guide for tips to host a successful day!</p>	<p>Thanksgiving Day Prep Event.</p> <p>This is a time of year that brings people together from all over with lots of different opinions and ideas. Host a pre-Thanksgiving day prep event where you get ideas on how to tell visiting friends and family about the 28th Amendment</p>
DECEMBER	<p>Spread The Word Around Town.</p> <p>People are out and about this time of year. Find opportunities at your local supermarket, coffeeshop, and town center to post flyers about your campaign. Many people welcome new and exciting opportunities this time of year.</p>	<p>Holiday Signature Drive.</p> <p>Stores and public places are at their peak. Make sure you take advantage by getting a big push on signatures. Bring coffee or tea and be prepared for some “rushed” neighbors. Be patient, every conversation gets you closer to the goal!</p>	<p>Keep The Pressure On.</p> <p>People are out and about this time of year. Find opportunities at your local supermarket, coffeeshop, and town center to post flyers about your campaign. Many people welcome new and exciting opportunities this time of year.</p>
JANUARY 2018	<p>New Year Planning Event.</p> <p>January is a great time to host your core team and take stock of your progress to date. How is your team doing with regards to communication, goals, and effort. Is it time to revisit your tactics? Are there new targets you should be talking to?</p>	<p>New Year Planning Event.</p> <p>January is a great time to host your core team and take stock of your progress to date. How is your team doing with regards to communication, goals, and effort. Is it time to revisit your tactics? Are there new targets you should be talking to?</p>	<p>New Year Planning Event.</p> <p>January is a great time to host your core team and take stock of your progress to date. How is your team doing with regards to communication, goals, and effort. Is it time to revisit your tactics? Are there new targets you should be talking to?</p>

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FEBRUARY 2018	<p>Lobby Day To Kick Of Legislative Session.</p> <p>New Year Planning Event - January is a great time to host your core team and take stock of your progress to date. How is your team doing with regards to communication, goals, and effort. Is it time to revisit your tactics? Are there new targets you should be talking to?</p>	<p>Super Bowl Signature Gathering Event.</p> <p>Across the country people gather to watch the big game. Bring your petitions and ask folks to take a quick second to hear about their opportunity to be a part of history!</p>	<p>Meet With A Legislator.</p> <p>New Year Planning Event - January is a great time to host your core team and take stock of your progress to date. How is your team doing with regards to communication, goals, and effort. Is it time to revisit your tactics? Are there new targets you should be talking to?</p>
MARCH 2018	<p>Canvass To Call Your Legislator.</p> <p>Last month your core team may have had a chance to sit down with your local elected officials. Help them hear from some of their neighbors this month. Conduct a canvas where you ask your neighbors to give your legislator a call and voice their support for the 28th!</p>	<p>House Party Push.</p> <p>It may still be a little cold out there so do one last big house party event signature gathering push. Host as many people as you can to collect some signatures and get the word out. It's a great time to share out your progress!</p>	<p>Canvass To Call Your Legislator.</p> <p>Last month your core team may have had a chance to sit down with your local elected officials. Help them hear from some of their neighbors this month. Conduct a canvas where you ask your neighbors to give your legislator a call and voice their support for the 28th!</p>
APRIL 2018	<p>Membership Drive.</p> <p>Spring time is here and with the warmer weather it is a great time to build your team. Make April about recruitment and bring in as many new team members as you can.</p>	<p>Spring Signature Canvass.</p> <p>The weather is finally improving and the days are longer. Get back out to some new neighborhoods and knock on some doors for signatures. You are getting close to the finish line, even an extra few houses makes a big difference!</p>	<p>Membership Drive.</p> <p>A huge part of keeping the pressure on for passage of the 28th Amendment are as many loud voices as possible. Add to the team this month with a big recruitment drive.</p>

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MAY 2018	<p>Attend A Legislator Meeting.</p> <p>Get some of your new members in front of your local legislators. It is important they see new faces and understand how powerful the movement you are building is!</p>	<p>Signature Gathering Rally.</p> <p>You are getting close to the finish line and the time is here for your largest event yeat. Plan a signature gathering rally and really pull out all of the stops to get attendees there. This might be their last chance to sign this important initiative!</p>	<p>Have A Creative Content Event.</p> <p>Who has the best idea to keep the pressure on to pass the 28th? Host an event where every attendee submits a sign, photo, video, essay, or anything else that reminds our legislators it is time to ratify!</p>
JUNE 2018	<p>Summer Kick Off Event.</p> <p>Summer is finally here and it's time to host an outdoor event to get the word out. Have some fun, spread the word, and be sure to get photos and videos to let future members know what they can expect!</p>	<p>Final Signature Collection Push.</p> <p>As you get closer to the deadline your team should really feel the pressure to get out there and keep driving. Keep in close coordination with the AP team. Can they help you in the final days?</p>	<p>Summer Kick Off Event.</p> <p>Summer is finally here and it's time to host an outdoor event to get the word out. Have some fun, spread the word, and be sure to get photos and videos to let future members know what they can expect!</p>
JULY 2018	<p>Fourth Of July Event.</p> <p>It's that time of the year where we all celebrate the country we love and it's a great day to spread the word about the Citizen's Uprising. Host your own event, attend other parties, but make sure to tell people how you are pushing to take your democracy back!</p>	<p>Signature Submission Event.</p> <p>As your signature campaign closes down make sure to have an event signifying the submission of your signatures. Make sure the media is aware. Check out the Organizing 101 guide for tips on talking to the press!</p>	<p>Fourth Of July Event.</p> <p>It's that time of the year where we all celebrate the country we love and it's a great day to spread the word about the Citizen's Uprising. Host your own event, attend other parties, but make sure to tell people how you are pushing to take your democracy back!</p>

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AUGUST 2018	<p>Voter Registration Drive.</p> <p>The strength of our democracy is an educated and politically active population. This is a great month to educate voters on the legislative resolution you are working on and make sure they are registered to vote for future elections to come!</p>	<p>Voter Registration Drive.</p> <p>As you get closer to being on the ballot it is a great time to start letting people know they can vote yes to support your initiative and to make sure they are registered to vote!</p>	<p>Voter Registration Drive.</p> <p>The strength of our democracy is an educated and politically active population. Make sure there your neighbors and community members are registered to vote and are keeping the pressure on your local elected officials.</p>
SEPTEMBER 2018	<p>Fall Rally.</p> <p>As School is back in session people's attention shifts a bit more to politics. This is a great time to host a rally or event to raise awareness for your campaign!</p>	<p>Fall Rally.</p> <p>As School is back in session people's attention shifts a bit more to politics. This is a great time to host a rally or event to raise awareness for your campaign!</p>	<p>Fall Rally.</p> <p>As School is back in session people's attention shifts a bit more to politics. This is a great time to host a rally or event to raise awareness for your campaign!</p>
OCTOBER 2018	<p>Letter To The Editor Writing Party.</p> <p>With an election looming it is always a great time to keep the pressure on by making sure your campaign is being talked about in local papers. Bring your group together to spread the word!</p>	<p>GOTV Canvassing.</p> <p>With the election around the corner it is a great time to put your group's canvassing skills to use by making sure our community gets out to vote. A good canvas reminds them of the upcoming election, encourages a yes vote on your issue, and finds out if there is any questions you can answer!</p>	<p>Letter Writing Party.</p> <p>With elections coming up it is too easy for elected officials to lose track of your effort. Remind them of their commitment to ratification with a letter writing party to the legislators in your community!</p>

LEGISLATIVE RESOLUTION

Election Day Event.

Our democracy at work! People rarely feel more political or civic than on election day making this a great time to spread the word about the importance of your campaign!

BALLOT INITIATIVE

Election Day Push!

This is it. What you have been building. Put all of your efforts to their final test by organizing an election day GOTV push. Create a phone tree, encourage neighbors to vote, spread the word about voting yes on your issue. No matter the outcome you were a leader and who have been a part of history!

READY TO RATIFY CAMPAIGN

Election Day Event.

Don't let your issue get lost in the shuffle of the election. Host an election results viewing party and spread the word about your ready to ratify campaign. Keep on building the pressure.