

OVERALL TENTATIVE CAMPAIGN CALENDAR

Date/Deadline	Activity	Location
Week of September 10, 2012	Campaign Web site goes "live!"	
September 18, 2012	Campaign kick-off takes place	Administrative Offices- 6 p.m.
Week of Sept. 24, 2012* (every Tuesday/Thurs. until Election Day)	Phone Calling begins Tuesday and Thursday	TBD
Week of Sept. 24, 2012^	E-blasting begins, 1 blast/week	
Week of Sept. 24	Literature Drop # 1 to each building in main office	Each building
September 29, 2012	Saturday LITERATURE DROP	Brush High School 10 a.m.
Entire month of September	Identification of Yard Sign locations	
September 29, 2012	Yard Signs go up!	
Week of October 1, 2012	Direct Mailer # 1 goes out	
October 2, 2012	Absentee Voting Begins	
October 9, 2012	Voter Registration Closes	
Week of October 15, 2012	Direct Mailer # 2 goes out	
October 19, 2012	GOTV effort reviewed/finalized	
Week of October 29, 2012	Direct Mailer # 3 goes out	
Week of October 29, 2012	Literature for drop # 2 goes to buildings	Each building
Weekend of November 3-4	Literature Drop # 2 And FINAL WEEKEND RALLY	Brush High School 10 a.m.
November 6, 2012	Signs/Volunteers at polling locations	

*Though phone calling begins here, this tactic will continue weekly (ON TUESDAY AND THURSDAYS) from the week of 9/24 thru Election Day, for a grand total of 12 phone calling nights to targeted voters.