**GOTV CAMPAIGN OPTIONS**

* + **Election Day: Last Chance**
		- All Day Phone Banks
		- Poll Check: Knock n’ Drag (Door Knocking Canvass)
		- Robocalls
	+ **Final Month: Final Push**
		- GOTV Phone Banks: Final Push
		- GOTV Door Knocking Canvasses
		- Direct Mail
		- Robocalls
		- Volunteer Recruitment
		- Candidate or Voter Education Forums
	+ **2 to 3 Months Before Election Day: Campaign Begins**
		- Direct Mail Prep
		- Voter Registration Final Push
		- Develop Phone Bank Logistics Plan
		- Volunteer Recruitment
		- Candidate or Voter Education Forums
		- GOTV Phone Banks: Vote By Mail Reminder
		- GOTV Phone Banks: Intro & Voter Education
		- Outreach (Festivals, Fair, Events: Volunteer Recruitment, Voter registration, Voter/Supporter Identification
		- Volunteer Recruitment Phone Banks
		- Candidate or Voter Education Forums
	+ **3 to 4 Months Before Election Day: Education**
		- Voter Registration
		- Volunteer Recruitment Phone Banks
		- GOTV Phone Banks Begin: Intro & Voter Education
		- Outreach (Festivals, Fair, Events: Volunteer Recruitment, Voter registration, Voter/Supporter Identification
		- One on One’s / Leadership Development
		- Voter Match – List Enhancement
	+ **4 to 5 Months Before Election Day: Growing the Team**
		- In-Person Volunteer Recruitment (IPVR)
		- Begin Voter Match – List Enhancement Process
		- Outreach (Festivals, Fair, Events: Volunteer Recruitment, Voter registration, Voter/Supporter Identification
		- Fundraising
	+ **6 Month Before Election Day: Building the Team**
		- Coalition Building - MOU
		- Developing GOTV Plan
		- Voter Registration Drive
		- Outreach (Festivals, Fair, Events: Volunteer Recruitment, Voter registration, Voter/Supporter Identification
		- One on One’s / Leadership Development
		- Fundraising
	+ **6-9 Months Before Election Day: Structure**
		- Developing Budget
		- Staff Assignments
		- One on One’s / Leadership Development
		- Fundraising
		- Voter Match-List Enhancement Consultants Planning

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| PHASE 1 |
| DATE RANGE: |
| ACTIVITY | WHO’S RESPONSIBLE | # GOALS: HOW MANY |
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| PHASE 2 |
| DATE RANGE: |
| ACTIVITY | WHO’S RESPONSIBLE | # GOALS: HOW MANY |
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| PHASE 3 |
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| PHASE 4 |
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| PHASE 5 |
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| PHASE 6 |
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| PHASE 7 |
| DATE RANGE: |
| ACTIVITY | WHO’S RESPONSIBLE | # GOALS: HOW MANY |
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