# Campaign Scheduler

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| --- | --- | --- | --- | --- |
| Task/Phase | Description | Responsible Person | Target Completion | Status |
| Campaign registration | File nomination papers, register account | Candidate |  | Not Started/ In progress/ Complete |
| Recruit campaign manager | Assign or onboard lead campaign organizer | Candidate |  |  |
| Recruit core team | Identify 1–2 additional key volunteers | Candidate |  |  |
| Secure campaign tools | Set up email, website, voter database | Campaign Manager |  |  |
| Develop branding | Design logo, headshot, colour scheme | Communications Lead |  |  |
| Build website | Candidate bio, issues, contact form | Web Volunteer |  |  |
| Create campaign budget | List revenue/expenses, track balance | Finance Volunteer |  |  |
| Write core messages | Develop top 2–3 local issues and talking points | Candidate + Manager |  |  |
| Produce printed materials | Flyers, signs, walk cards | Communications Lead |  |  |
| Launch digital channels | Set up social media, email tools | Digital Lead |  |  |
| Start door-knocking | Begin outreach in target neighbourhoods | Outreach Lead |  |  |
| Track voter data | Record support levels and engagement history | Data Volunteer |  |  |
| Send supporter email #1 | Welcome/introduction message | Communications Lead |  |  |
| Host first event | Informal gathering or meet-and-greet | Candidate and Events Volunteer |  |  |
| Plan second phase outreach | Adjust strategy, scale up effort | Campaign Manager |  |  |
| Monitor donations | Log contributions, issue receipts | Finance Volunteer |  |  |
| Post on social media weekly | Ongoing content plan | Digital Lead |  |  |
| Send second supporter email | Issue or volunteer-focused message | Communications Lead |  |  |
| Prepare for debates/forums | Practice answers, briefings | Candidate + Manager |  |  |
| Volunteer training | Scripts, walk lists, onboarding | Volunteer Coordinator |  |  |
| Distribute lawn signs | Delivery and tracking | Sign Volunteer |  |  |
| Draft Get out the Vote (GOTV) plan | Segment supporter list, assign roles | Campaign Manager |  |  |
| Final GOTV contact | Email/text final reminders | Communications Lead |  |  |
| Election day ops | Coordinate rides, check turnout | Campaign Manager |  |  |
| Thank supporters | Post-election thank-you outreach | Candidate |  |  |
| Submit financial forms | File disclosures, final reports | Finance Volunteer |  |  |