**CCUSD Parcel Tax 2018 Election Timeline by Week**

**7/9-7/13** Frist team meeting, assign final roles (find more help if necessary), file, decide on estimated budget, determine dates and deadlines, including school related events, endorsements from titled people

**7/16-7/20** Develop/Design FAQ and Infographic

**8/6 – 8/12** Team meeting, write ballot argument, identify list of supporters to receive appeal for early funds, donation envelope printed, Website content – website up, planning for Fiesta La Ballona booth, plan first fundraiser/kick-off, PDI account set up for 3 months.

**8/13 – 8/19**  Design 8 1/2 x 11 or postcard print. Design stickers, yard signs. Order yard signs.

**8/17 - Ballot Argument Due**

**8/20 - 8/26** assemble lots of walkers, organize large walk events on weekends and determine hosts, be sure the host does all the organizing work as opposed to campaign team.

**8/24 – 8/26** – **Fiesta La Ballona!** Wear Stickers! We are getting a booth!

**8/27 (CCUSD Starts) – 9/2**

**9/3 – 9/9**  next piece to printer? (8 1.2 x 11 folded? Postcard? determine deadline based on backwards count from VBM, printing and mailhouse deadlines and graphic designer’s timeline plus edits), assemble leaf letters for Back To School Nights

**9/5 BTSNs at 2 Sites**

**9/7 – Kick-Off/Fundraiser**

**9/10 – 9/16**   Walk afternoon/evenings when possible

**9/12 BTSN**

**9/16 1st Group Walk**

**9/17 – 9/23** **BTSNs**  begin planning next fundraiser, walk afternoon/evenings when possible

**9/24 – 9/30** Walk afternoon/evenings when possible

**9/26 - BTSN**

**10/1 – 10/7** Walk afternoon/evenings when possible

**10/3 BTSN ER**

**10/7 2nd Group Walk**

**10/5-7** Vote-by-mail ballots arrive as soon as the 11th, **VBM phone bank**

**10/8 - 10/14**    **WALK,** **First VBM Ballots dropped**

**10/10 - BTSN**

**10/15 – 10/21**    Walk afternoon/evenings when possible

**10/21 – 3rd Group Walk**

**10/22 – 10/28** Walk afternoon/evenings when possible

**10/27 4th Group Walk**

**10/28 Downtown Business Association Event**

**10/29 – 11/6**  Walk afternoon/evenings when possible, **GOTV, Poll Watching, phone banking**

**11/6 Election Day!**

**CCUSD Parcel Tax 2018 Budget**

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| **DESCRIPTION** | **PAYMENT** |  |  |  |  |
|  |  |  |  |  |  |
| Bank Fees | $151.42 |  |  |  |  |
| Events | $2,160.35 |  |  |  |  |
| Mailers/Materials | $31,429.49 |  |  |  |  |
| Political Data Inc | $2,300.00 |  |  |  |  |
| Graphic Design | $1,586.25 |  |  |  |  |
| Lawn Signs | $2,693.36 |  |  |  |  |
| PR | $5,000.00 |  |  |  |  |
| Treasurer | $2,000.00 |  |  |  |  |
| Videography | $5,036.59 |  |  |  |  |
| Auto/Live Calls | $719.00 |  |  |  |  |
| Print Ad | $701.15 |  |  |  |  |
| Digital Ad | $1,591.69 |  |  |  |  |
| Marketing | $3,500.00 |  |  |  |  |
| Website | $52.00 |  |  |  |  |
| Misc | $164.75 |  |  |  |  |
| **Total** | **$59,086.05** |  |  |  |  |
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