

Conservation Campaign Checklist

Legal	Administrative	Strategic	Fundraising	Communications	Coalition Building	Field
<input type="checkbox"/> Retain legal counsel (hired by the campaign or serving pro bono).	<input type="checkbox"/> Organize a campaign committee. Formally register committee as required by local laws and regulations.	<input type="checkbox"/> Identify voter targets. Determine swing and base voters, how many votes you'll need to win, and from where these	<input type="checkbox"/> Assemble a finance committee and devise a fund raising strategy.	<input type="checkbox"/> Implement paid media portion of campaign plan: direct mail, radio, television, newspaper advertising, signs.	<input type="checkbox"/> Develop endorsement cards that confirm in writing the use of supporters' names.	<input type="checkbox"/> Assess field priorities (targeted precincts) and how to best communicate with voters (phone, walk, etc.).
<input type="checkbox"/> Review state and local campaign finance laws, which set limits on raising, spending, and reporting campaign contributions.	<input type="checkbox"/> Determine staff needs (campaign manager, field coordinator, etc.), weighing campaign resources and volunteer support.	<input type="checkbox"/> Determine campaign strategy, message, and themes — what should be said to targeted voter groups.	<input type="checkbox"/> Compile list of potential contributors and determine approach and potential contribution amount for each.	<input type="checkbox"/> Implement free media plan: identify press contacts and forums, develop press materials and talking points, identify spokespeople,	<input type="checkbox"/> Identify potential opposition, attempt to secure support or neutrality, evaluate their potential impact and effectiveness.	<input type="checkbox"/> Recruit and train volunteers and name precinct captains.
<input type="checkbox"/> Review federal, state, and local election laws (not related to campaign finance), that include election day activities, postal regulations, disclaimers, etc.	<input type="checkbox"/> Retain professional assistance according to needs and resources (media consultant, fundraiser, etc.).	<input type="checkbox"/> Draft campaign plan and budget, which outlines in detail the implementation of the strategy such as campaign activities, timing, and estimated costs. Components include field, free and paid media,	<input type="checkbox"/> Organize fundraising events, mailings, etc. as needed.	<input type="checkbox"/> Establish a speaker's bureau.	<input type="checkbox"/> Organize and secure endorsements of elected officials and community leaders.	<input type="checkbox"/> Organize campaign rally/kick-off, phone banks, precinct walks, lawn sign program, etc.
<input type="checkbox"/> Nonprofit organizations and corporations: comply with IRS lobbying laws that govern ballot measure activities.	<input type="checkbox"/> Set up campaign headquarters, if needed, with phones, fax, computers, furniture, etc.		<input type="checkbox"/> Establish a process for acknowledging and communicating with donors.	<input type="checkbox"/> Set up campaign web site.	<input type="checkbox"/> Coordinate endorsements of voters through the field program.	<input type="checkbox"/> Design vote-by-mail program. Coordinate use of direct mail with grassroots efforts.
	<input type="checkbox"/> Produce campaign materials such as letterhead, remittance envelopes for fundraising, etc.			<input type="checkbox"/> Arrange newspaper editorial board meetings and secure editorial support.		<input type="checkbox"/> Develop get-out-the-vote plan.