



Campaign Calendar Guide

We recommend developing a centralized, shared calendar that captures all the dates relevant to your campaign. Make sure to consider the limits of your candidate's time and staff time.

The calendar should include all important dates for your campaign (working backwards from your Election Day), including special events, holidays, GOTV, financial reporting (before and after Election Day), filing dates, early voting, fundraising call time, communication plan dates, mailers, canvassing dates, etc.

IMPORTANT DATES TO INCLUDE:

- Electoral Deadlines: registration, early voting, candidate filing, primary day, election day, etc.
- Campaign Finance Deadlines: filing dates, special reporting periods
- Community Events: fairs, festivals, parades, candidate meet & greets, key meetings
- Door Knocking/Voter Contact: Times/days when you plan to reach out to voters
- Fundraising: call time, events, mailings, email blasts
- Earned Media: press events, Letter to the Editor pushes, other earned media opportunities
- Paid Media: mail, digital ads, TV/radio, print and all preparation activities leading up to them, including deadlines
- Internal Campaign Prep: team meetings, staff trainings, volunteer recruiting, canvass prep

Here is a sample campaign calendar — from Labor Day to Election Day — to give you an idea of what your calendar should look like. This calendar is not all inclusive and should be tailored to your community and campaign deadlines. Additionally, [click here](#) to download a monthly calendar template to help you get started.

SAMPLE CAMPAIGN CALENDAR

SEPTEMBER						
Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
31	1	2	3	4	5	6
7 Labor Day	8	9	10 Call time	11 Design Mailers	12	13
14	15	16 Candidate meet and greet	17 Call time	18 1st draft of mailer approvals	19	20
21	22 Debate	23 Call time	24	25 2nd draft of mailer approvals	26	27
28 Community Event	29 Call time	30 3rd Quarter Finance Report	1	2 Letter to the editor	3	4

OCTOBER

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
28	29	30	1 Mailer draft approvals	2 Staff training	3 Canvass & Volunteer Meeting/Prep 10-12pm	4 Canvass Kick Off 1-4pm
5 Call time	6 Early Voting Begins	7 Community Event	8 Call time	9 BBQ Fundraiser 5-8pm	10 Canvass 10-1pm Canvass 1-4pm	11 Canvass 1-4pm
12 Schedule social media posts	13 Call time	14 Final Campaign sign-off on mailers	15 Schedule social media posts	16 Send all final mailers to printer	17 Canvass 10-1pm Canvass 1-4pm	18 Canvass 1-4pm
19 Schedule social media posts	20 Pre-Election Campaign Finance Filing	21 Canvass 4-7pm	22 Schedule social media posts	23 Voter Registration Deadline	24 Canvass 10-1pm Canvass 1-4pm 1st mailer lands	25 Canvass 1-4pm Meet and greet 5-7pm
26 Canvass 4-7pm 2nd mailer lands	27 Canvass 4-7pm Op-ed Release	28 Canvass 4-7pm 3rd mailer lands	29 Canvass 4-7pm Twitter Chat	30 GOTV 4-7pm 4th mailer lands	31 Halloween GOTV 9am-12pm 1-4pm 4-7pm	1

NOVEMBER

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
26	27	28	29	30	31	1 GOTV 9am-12pm 1-4pm 4-7pm
2 GOTV 9am-12pm 1-4pm, 4-7pm 5th & Final Mailer lands	3 ELECTION DAY Polls open 7am-7pm Absentee ballots due COB	4 Submit Press Release	5	6 Campaign Debrief	7	8
9	10 Post-Election Finance Report Due	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	1	2	3	4	5	6

Questions or Need Assistance?

If you have any questions or need help with your campaign, please reach out to the IAFF Political Department and request assistance [online](#) or email politics@iaff.org.