

AUGUST						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4	5	6
7	8	9	10 LEADERSHIP EMAIL – 2016 GOTV PLAN Update	11	12 LEADERSHIP EMAIL – CallHub online phonebanking system	13
14	15	16	17 LEADERSHIP EMAIL- New Volunteer Sign Up system LEADERSHIP EMAIL – VFA ballot requests	18	19 LEADERSHIP EMAIL – Battleground States and Key Races Project	20
21	22 LEADERSHIP EMAIL – 2016 Global Town Hall Series	23	24	25 LEADERSHIP EMAIL- 2016 Campaign goals	26 LEADERSHIP EMAIL- Phase 1 Phonebank Launch	27
28 F/RAISING EMAIL – to past donors who have yet to give in '16	29 LEADERSHIP EMAIL – GOTV campaign statistics	30	31			

CALLHUB PHONEBANK Testing

PHONEBANKING PHASE 1 – “Did you register/request a ballot?”

SEPTEMBER						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2 LEADERSHIP EMAIL – GOTV SM Guide	3
4 F/RAISING EMAIL – Labor Day Weekend BEMByS1 – SC, NV, AK, AR, UT, HA, DC, NM, TX, FL, GA, KY, LA, OH, PA, MO	5 LEADERSHIP EMAIL – GOTV campaign stats	6 LEADERSHIP EMAIL – COMMS: Digital Ads, PR/Press	7	8 EVENT EMAIL - “Stronger Together” Global Town Hall	9	10
11 BEMByS1 – ID, NY, OK, VA, WV, MD, KA, OR, WI	12 LEADERSHIP EMAIL – GOTV campaign stats	13 F/RAISING EMAIL – Phonebanking Project	14	15 “Stronger Together” Global Town Hall*	16	17
18 BEMByS1 – CA, SD, AL, DE, NB, MI, IN, TN, VT, NJ	19 F/RAISING EMAIL – Key Senate Race GOTV (Key Senate Race state voters) LEADERSHIP EMAIL – GOTV campaign stats	20	21	22	23	24 “Women Take Back the Congress” Global Town Hall 8-11am USEDT
25 BEMByS1 – CN, NC, WY, CO, MI, MT, WA, AZ, IO, ME, MN, NH, IL, MA, ND, RI	26 F/RAISING EMAIL – Swing State Voters LEADERSHIP EMAIL – GOTV campaign stats FIRST PRESIDENTIAL DEBATE, New York	27 F/RAISING EMAIL – “6 weeks to go!” Post Debate (non-Swing State voters)	28	29	30	

PHONEBANKING PHASE 1 – “Did you register/request a ballot?”

FIRST BLAST EMAILS TO MEMBERS BY STATE = BEMByS1

PHONEBANKING PHASE 2 – “Did you receive your ballot?”

***Tentatively scheduled for 15, 16 or 18 September – 1-4pm USEDT**

OCTOBER						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1 "Take Back the Congress" Global Town Hall 1-4pm USEDT
2 BEMByS2 – SC, NV, AK, AR, UT, HA, DC, NM, TX, FL, GA, KY, LA, OH, PA, MO	3 LEADERSHIP EMAIL – GOTV campaign stats	4 VICE-PRESIDENTIAL DEBATE, Virginia	5	6	7	8 F/RAISING EMAIL – "1 month to go" (Post VP debate)
9 2 nd PRESIDENTIAL DEBATE, Missouri BEMByS2 – ID, NY, OK, VA, WV, MD, KA, OR, WI	10 LEADERSHIP EMAIL – GOTV campaign stats	11	12	13	14	15 F/RAISING EMAIL – Clinton Call-In Event
16 BEMByS2 – CA, SD, AL, DE, NB, MI, IN, TN, VT, NJ	17 LEADERSHIP EMAIL – GOTV campaign stats	18	19 3 rd PRESIDENTIAL DEBATE, Nevada	20	21	22 F/RAISING EMAIL – Clinton F/R follow-up email
23 BEMByS2 – CN, NC, WY, CO, MI, MT, WA, AZ, IO, ME, MN, NH, IL, MA, ND, RI	24 LEADERSHIP EMAIL – GOTV campaign stats	25	26	27	28	29
30	31 LEADERSHIP EMAIL – GOTV campaign stats					

PHONEBANKING PHASE 2 – "Did you receive your ballot?"

SECOND BLAST EMAIL TO MEMBERS BY STATE= BEMByS2

PHONEBANKING PHASE 3 – "Did you return your ballot or vote a FWAB?"

NOVEMBER						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1 F/RAISING EMAIL – “1 week to go”	2	3	4	5
6	7 LEADERSHIP EMAIL – GOTV campaign stats	8 ELECTION DAY	9	10	11	12
13	14 LEADERSHIP EMAIL – GOTV campaign stats	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

PHONEBANKING PHASE 3 – “Did you return your ballot?”