

HLWW Referendum Communications Timeline

	7/31	8/7	8/14	8/21	8/28	9/4	9/11	9/18	9/25	10/2	10/9	10/16	10/23	10/30	11/6	11/13
Milestones																
Print																
eNews																
Web																
Social																
Media																
Meetings																

Week of 7/31

- eNewsletter
- Social media posts

Week of 8/14

- Milestone: School board meeting
 - Talking points
- Website publishes
- Social media posts (8/14-11/13)
- Media release/Guest column

Week of 9/4

- Fast Facts mailed to homes
- Video
- Media release/Guest column
- Community meetings & open houses: 9/1-10/31

Week of 9/11

- Milestone: School board meeting
 - Talking points
- eNewsletter
- Media release/Guest column

Week of 9/18

- Milestone: Early voting begins (9/22) (by absentee ballot)

Week of 9/25

- eNewsletter

Week of 10/2

- Backpack flier #1

Week of 10/9

- Milestone: School board meeting
- Talking points
- eNewsletter
- Media release/Guest column

Week of 10/16

- Backpack flier #2

Week of 10/23

- Milestone: Early IN-PERSON voting begins(??)
- Milestone: School board meeting
 - Talking points
- Direct mail
- eNewsletter

Week of 10/30

- Milestone: Early IN-PERSON voting begins(??)
- Backpack flier #3
- eNewsletter

Week of 11/6

- Milestone: Election Day 11/7
- eNewsletter GOTV
- Web update
- Media release

Week of 11/13

- Milestone: School board meeting
- Media release/Guest column