Timeline

LWV Voter Information Booklet 2012

6/08	Four months before mailing date	Lay out calendar and deadlines
		List local offices that will appear on ballot 7/20
		Define "universe" of voters
7/08	Three months before mailing date	Send news release to local news outlets
		Deliver a sample VIB to each location where candidates file, along with notices to go in candidates packets announcing project
		Estimate quantity of books to be printed- Gus
		Determine budget
		Research printers and mailhouses
8/13	8 weeks before mailing date	Filing period ends 8-11: obtain the list of candidates-
		Obtain the database of likely voters
		Finalize printer and mail house
		Obtain U.S.P.S. bulk mailing permit or make arrangements with mail house
8/20	7 weeks before mailing date	email candidate intro letter and set up LWV website with a site for PR, invitation and response, Smart Voter, Forum Calendar, instruction for preparing pages
		Place sample book at libraries for candidates to review and post samples online
8/27	6 weeks before mailing date	Deadline for candidates yes/no response
		Review budget; determine whether to proceed
		Email "yes" letter to participating candidates with "cheat sheet" about how to prepare entry.
9/03	5 weeks before mailing date	Verify with candidates they received "yes" letter
		Design book cover, back page and colors
		Write letter to voters for page 1 of book
		Arrange to deliver books to mailhouse
9/17	3 weeks before mailing date	Candidates' digital files, FPPC number, payment due
		Review art (words and pictures)
		Contact candidate for anything missing
		Finalize voter letter and any other information to be included
		Determine order materials will appear in book
		Deliver art to printer and review
9/24	2 weeks before mailing date	Carefully review book samples and give approval
10/08	Mailing date (or earlier)	Pay Post Office per prior agreement
		Pay printer and mail house per prior agreement

Follow-up	Deliver extra books to distribution sites
	Determine the total costs
	Divide the cost evenly among candidates
	Contact each candidate with final information
	Create a sign off sheet and packet for each candidate