

West Lafayette Referendum Communications Timeline (DRAFT)

	7/3	7/10	7/17	7/24	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 7/10

- Milestone: July 10 - Board approval of Referendum Resolution
 - Talking points
 - eNewsletter article
 - Website announcement
 - Social media posts
 - Media release

Week of 7/31

- eNewsletter
- Website Phase 1 publishes
- Social media posts
- Media release/Guest column

Week of 8/14

- Milestone: School board meeting
 - Talking points
- Social media posts

Week of 8/21

- eNewsletter Social media posts

Week of 8/28

- Website Phase 2 publishes
 - Fast Facts
- Social media posts

Week of 9/4

- Fast Facts mailed to homes
- Video
- Social media posts
- Community meetings & open houses: 9/1-10/31

Week of 9/11

- Milestone: School board meeting
 - Talking points
- eNewsletter
- Social media posts

Week of 9/25

- eNewsletter
- Social media posts

Week of 10/2

- Milestone: Voter Registration begins
- Backpack flier #1
- Media release/Guest column

Week of 10/9

- Milestone: Absentee ballots begin
- eNewsletter
- Social media posts

Week of 10/16

- Backpack flier #2
- Social media posts

Week of 10/23

- Milestone: Early voting begins
- Direct mail
- eNewsletter
- Social media posts

Week of 10/30

- Milestone: Voter Registration ends
- Backpack flier #3
- eNewsletter
- Social media posts
- Media release/Guest column

Week of 11/6

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

Week of 11/13

- Milestone: School board meeting
- Social media posts
- Media release/Guest column