

Single Payer Ballot Initiative To-Do List

Phase #1: Prep Work, September 14 – September 24

Media Prep Work (finish by Friday, September 24)

Completed	Task	Responsibility Assigned To:
	Collect contact information for local newspapers.	
	Collect contact information for local radio.	
	Collect contact information for local cable access tv.	

Outreach Prep Work (finish by Friday, September 24)

Completed	Task	Responsibility Assigned To:
	Look up phone #s for ballot question signers.	
	Get membership database for district from Mass-Care and Jobs with Justice.	
	Collect contact information for state representative candidates, municipal government, elected officials, Democratic town committees.	
	Build list of and collect contact information for local community groups, unions, and communities of faith in the district.	
	Build list of public events in district in October.	

Visibility Prep Work (finish by Friday, September 24)

Completed	Task	Responsibility Assigned To:
	Pick days and locations for care-traffic and pedestrian-traffic “visibilities.”	
	Identify supporters with good locations for lawn signs or banners.	

Election Day Prep Work (finish by Friday, September 24)

Completed	Task	Responsibility Assigned To:
	Get list of all polling locations in district.	
	Identify priority polling locations with highest-volume or most sympathetic communities.	

Phase #2: Implement Media, Outreach, and Visibility, September 24 – October 29

Implement Media (make calls by Friday, October 1)

Completed	Task	Responsibility Assigned To:
	Ask for meeting/phone conversation with editor at local newspapers: ask about possibility of coverage and supportive editorial.	
	Call hosts/program directors at local radio stations: ask about possibility of interview or segment on health reform, ballot initiative.	
	Call local cable access programs: ask about possibility of show on health reform, ballot initiative.	

Implement Outreach (make calls by Friday, October 1)

Completed	Task	Responsibility Assigned To:
	Call list of signers of ballot initiative: ask if interested in volunteering, or staying in touch about health reform in the future (get emails).	
	Call through membership database for district from Mass-Care and Jobs with Justice: ask if interested in volunteering, or staying in touch about health reform in the future (get emails).	
	Call state representative candidates, local governance bodies, local elected officials, Democratic town committees: ask for meeting with candidates and electeds, and chance to give brief presentation to local bodies & committees, to describe single payer impact on district.	
	Recruit potential volunteers from local bodies.	
	Call local community groups, unions, and communities of faith: ask for chance to give brief presentation at October board meeting or membership meeting, ask for endorsement, ask for educating members, recruit potential volunteers.	
	Assign volunteers to table or leaflet at October public events (fairs, festivals, concerts, etc).	

Implement Visibility (have recruits lined up by Friday, October 1)

Completed	Task	Responsibility Assigned To:
	Recruit at least 5 volunteers to hold signs, distribute literature for each visibility date: larger visibility for November 1 if possible.	

Phase #3: Election Day, November 1 – November 2

Implement Election Day Work (finish by Friday, October 22)

Completed	Task	Responsibility Assigned To:
	Recruit volunteers to dress polls the night before the election.	
	Recruit volunteers to hold signs and reach out to voters at targeted polling places on election day.	