



Bond Referendum Communication Timeline

Deliverables include:

- Direct mail
- Animated explainer video
- One pager
- Social media graphics
- Building banners
- Earned media - Township newsletter, local news

April	May	June	July - August	September - October	November
Communications Planning Meeting <p>Identify campaign elements.</p> <p>Begin creative process.</p>	Vendor Outreach <p>Animated explainer video.</p> <p>Direct mail.</p> <p>Campaign tagline development.</p>	Finalize creative <p>Create and finalize all creative for production: direct mail, One pager, animated explainer video, social media, building banners</p>	Send all items to production <p>Send all print/digital campaign elements into production.</p> <p>Prepare to fully launch in Sep.</p>	Fully launch <p>Release all communications per timeline.</p> <p>In-person event campaign launch.</p>	Celebrate Success <p>Fine tune campaign.</p> <p>Celebrate!</p>