### EFFECTIVE WAYS OF STUDYING BEFORE EXAMS

#### AFTER E-DAY

**Reflect | Improve | Capitalize**
- Campaign debriefs with PAC, leadership, candidates, and coalition partners
- Document what worked well and build upon that success
- Analyze problems and build systems to avoid them next campaign
- Work with your PO to design and implement an ongoing relational contact program with your school board

#### SEPTEMBER - E-DAY

**Organize & Finish Strong**
- Member to Member outreach
- Volunteer recruitment
- Direct voter contact
  - Phonebanks
  - Canvassing
  - Digital outreach
  - Text banks
  - Community forums

#### APRIL - JULY

**Identify & Build Team to Win**
- Conduct candidate interviews
- Formalize chapter endorsement
- Finalize campaign plan
- Complete ABC funding application
- Prepare application for joint mail program

#### AUGUST

**Hit the Ground Running**
- Agree upon final messaging for each candidate or issue
- Draft and submit powerful voter guide statements
- Secure candidate photos
- Review and approve mail and digital creative
- Finalize voter contact schedule

#### JANUARY - MARCH

**Lay the Groundwork for Success**
- Assign Campaign Committee
- Work with your PCS and PO to develop your plan and budget
- Outreach to incumbents and recruit potential candidates
- Connect with other CTA locals, labor unions, parent groups, or community allies to build a winning coalition