

## GETTING STARTED: CAMPAIGN COMMITTEE

Form a committee of individuals in your community who are interested in working on the Recovery Community Civic Engagement campaign. The committee can include representatives from your organization or individual recovery advocates if you haven't organized a recovery community organization yet, and representatives from allied organizations. The committee should be involved in planning the civic engagement activities that will be carried out through Election Day, November 7th.

Planning is critical to a successful campaign. Your committee can use the information below to put together your voter registration and Get-Out-The-Vote activities plan for the next three months. Here are some things that the committee s

1. Your resources – Volunteers; upcoming events; newsletter, website and other communications; relationships with the recovery community and allied organizations.
2. Your goals – The number of individuals who you want to register to vote; the number of individuals who you want to get out to vote.
3. Your targets – What potential voters are you hoping to engage? Where do they live; are they already members of your organization or are they people that you hope to involve in your organization?
4. Your likely allies and partners – Who are the people and organizations in your community that you can get involved in your campaign? Oxford Houses and recovery homes; treatment centers; parent groups; recovery support organizations, etc.
5. Who will be responsible for carrying out the campaign – Does your organization have staff who can be involved in these activities? What can volunteers do, such as voter registration at community events or Get-Out-The-Vote activities?
6. What will be your message? We Recover and We Vote; Another Voter for Recovery; Keep it simple, nonpartisan, and inspiring!
7. What nonpartisan voter registration activities will you do? (See the information below about how to organize your nonpartisan voter registration program.) Register voters at Recovery Month observances; Recovery Centers; Trainings that you have scheduled, etc.
8. What Get-Out-The-Vote activities will you do? (See the information below about how to organize Get-Out-The-Vote activities.) Contact every new voter that you registered and all of the members of your organization by phone, reminding them to vote.
9. How much will it cost to do the campaign? For example, Feeding volunteers, printing and distributing handouts, reminding people to register and vote, etc.
10. Finalize a timeline for your campaign. Working backwards from November 6 th, lay out the dates and times for the activities that you would like to do.
11. How are you going to evaluate your campaign?