

Revised due to early voting times shortened 14 days instead of 28.

Tippecanoe County VOTE411

May 2, 2023, Primary Election

Recommended Timeline

Begin review and update office and candidate info in database, planning for questions, templates, etc. early mid-February.

Set launch date **at least one week prior to early voting (April 18)**. Here is your recommended plan.
LAUNCH DATE **April 10, 2023**.

Seven Weeks Prior To Launch: February 27, 2023

- Decide which races and initiatives you wish to cover.
- Add races.
- Determine which candidates are running for these offices; contact your state secretary or Board of Elections for this data.
- Add candidates; candidate filing list available **Feb. 6, 2023**, from county election board.
- Decide what questions you want to ask the candidates **QUESTIONS FINALIZED Feb. 22, 2023**
- Send questions to translators as soon as questions are finalized.
- Create Questions and Question Sets
- Decide what biographical information you want the candidates to provide.
- Create Bio Fields and Bio Field Sets
- Determine what parties operate in your state.
- Add any parties not already listed in the Voter Guide
- Review technical aspects in the Administration section, especially device-based page templates.
- Contact your local GIS data provider to obtain data for custom districting-city and town councils.
- Finalize race descriptions.
- Create invitation and receipt email templates.

Four Weeks Prior to Launch – Mar. 17, 2023

- Send initial info invitation by postal mail to all candidates without an email address email; request an email address.
- Send out electronic invitation to all candidates with email addresses.
- Deadline for candidates to complete online guide is **Apr. 7, 2023**.

Four Weeks Prior To Launch:

Send email reminders to candidates week of **March 24 and March 31, 2023**.

Two Weeks Prior To Launch: March 27, 2023

- Verify GIS data through testing with local addresses.
- Create remaining templates if necessary.

One Week Prior To Launch: April 3, 2023

- Make phone calls to final candidates requesting participation.
- Internal testing

Launch Day:

- Go live **April 10, 2023**
- Review all races to make sure they are published.
- Begin written promotion, social media, etc., Google AD

After Launch:

- Write articles about the guide online and in print if possible.
- Position Voter Guide widget on home page.
- Position Voter Guide widget above the scroll
- Continue to use social media assets to promote the guide, i.e., Twitter, Facebook, other advertising unique to your community.

Post-Election:

- Contact LWVUS for analytics.
- Export a copy of the entire guide as a backup.

Post Primary Election:

- Archive or delete losing candidates if the election is a primary.
- Use the Race Manager to set all your races to General Election
- Use the Race Manager to unpublish all races.
- Should you wish to have the remaining candidates submit answers to new questions, use Campaign Tracker to reset remaining candidates to Invited status and restart Voter Guide timeline.