

## CAMPAIGN ACADEMY

## CREATING A CAMPAIGN CALENDAR

Use this worksheet to plan out key moments/days for your entire campaign. Then think through how you could leverage these moments to advance your campaign's core message.

Non-Campaign	•
Dates	• •
	• •
What are days on	
the calendar that	
have a natural	•
hook? (Holidays,	• •
etc.)	•

Political Moments	
	• •
What are political	• •
moments where	• •
it makes sense	• •
for you to weigh	• •
in? (deadlines,	• •
hearings, etc)	• •
0, ,	• •

Comms Assets	• •
	• •
What are hooks	• •
that your	• •
campaign can	• •
create to build	• •
interest? (Major	• •
speeches, etc.)	• •
•	• •