

SAMPLE PLANNING TIMELINE

LIBRARY CARD SIGN-UP MONTH



May

- Start evaluation and discussion about which neighborhoods to canvas
- Review library card policies and recommend changes
- Recruit local Library Card Sign-up Month Spokesperson
- Design new Library Card Sign-up Month materials

June

- Include information about volunteering for door-to-door canvassing in Summer Reading materials

July

- Recruit local partner organizations and business locations for the project

August

- Run a “neighborhood evaluation exercise” with your board to finalize neighborhoods
- Recruit staff and volunteers
- Create door-to-door schedule
- Create packets for canvassers
- Contact media for “ride-along”

September

- Review safety protocols with staff and volunteers
- Begin door-to-door canvassing
- Take pictures and capture stories
- Post to social media and send live tweets

October

- Review, report, and evaluate

