

2020 Campaign Timeline

There are two important timelines:

The **County Election Timeline** and the **Campaign Timeline**

The (San Mateo) County Election Calendar:

- Candidate Filing: Mon, July 13 to Wed, Aug 7 (Aug 12)
 - Nomination Papers, Declaration of Candidacy
 - City file with City Clerk all other County Elections Office
- Candidate Seminars: Via Zoom: 7/8 and 7/23
- Financial Filings: Aug 5 to Nov 3 (\$1,000 reporting w/in 24 hrs)
- Randomized Alpha Drawing: Aug 13
- Election Campaign Committee Statements Due
 - First: 9/24 for period ending 9/19
 - Second: 10/22 for period ending 10/17
- Ballot Information
 - Voter Information Mailed: 9/24 to 10/13
 - Voter Registration Closes: 10/19
 - Conditional Voter Registration: 10/20 to 11/3
 - Voter Ballots Mailed: 10/5 to 10/27
 - Ballot Drop Off Locations Open: 10/6 to 11/3
 - Last Day to Postmark a Ballot: 11/3
 - Last Day to County a Postmarked Ballot: 11/20
- County Elections Official Certify Election 12/3

Campaign Timeline – Coincides with the County, but Flexible

- Kitchen Cabinet: Meet March onward, August on bi-weekly
- Endorsements: Go out early! Get them in writing! Never stop!
All names matter – not just the big ones...neighbors look for neighbors
- Kick-Off Event (Incumbents often go early, August is prime!)
Invite all endorsers, invite all donors, invite all volunteers
- Financials: Go early and expect late checks, even post-election
Mail fundraising letters in mid-August
Fundraiser event should be at least two weeks before filings
If you have debt, plan a post-election party (especially if you win)
- Mailing: Week ballots drop 10/5, Second 10/19, Third 10/30
- Walking: Not sure this year, but if you do...
 - Run Your Voter Lists: 9/1 Gives County Time to Scrub Data
 - All Walking Complete by Ballot Drop: October 5
 - Second Drop: High voter areas – October 5 – Nov 3
 - Remove voters who have cast votes from the list
- Calling or Texting – Get-Out-The-Vote
 - Most effective closer to the election date for YES votes
 - Great alternative if you cannot walk due to Covid-19
- Your Campaign Media
 - Newsletters – Weekly, Tuesdays, Start before KO
 - Social Media – Post what you can control
- Election Night Event – Invitations out email two weeks before
- To learn more and get San Mateo County Elections website at
<https://www.smcacre.org/post/november-3-2020-election-calendar>