

# 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 for County to receive a Ballot postmarked 11/3 or earlier for the ballot to be counted: 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 your kickoff
  - 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>