



# Making 2016 the Best Berke Year Yet

## 2016

Month	Key Events
MAY 2016	<ul style="list-style-type: none"> <li>KEY EVENTS:               <ul style="list-style-type: none"> <li>TOP FUNDRAISER</li> <li>BUDGET ROLLOUT PLAN</li> </ul> </li> <li>AVON TRAVEL</li> <li>DIVIDES CALL TIME BUDGET PLAN</li> </ul>
JULY 2016	<ul style="list-style-type: none"> <li>KEY EVENTS:               <ul style="list-style-type: none"> <li>BUDGET PLAN</li> <li>AA EVENT</li> </ul> </li> <li>AVON TRAVEL</li> <li>ACTIVITIES CALL TIME BUDGET PLAN UPDATE CAMPAIGN PLAN</li> </ul>
SEP 2016	<ul style="list-style-type: none"> <li>KEY EVENTS:               <ul style="list-style-type: none"> <li>MONTHS FUNDRAISER</li> </ul> </li> <li>AVON TRAVEL</li> <li>ACTIVITIES CALL TIME BUILD STATEWIDE PROFILE THROUGH FITCHED MEDIA CAMPAIGN RAMP UP</li> </ul>
NOV 2016	<ul style="list-style-type: none"> <li>KEY EVENTS</li> <li>AVON TRAVEL</li> <li>ACTIVITIES CALL TIME BUILD STATEWIDE PROFILE THROUGH FITCHED MEDIA RE-EVALUATE CAMPAIGN PLAN</li> </ul>

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# JAN2016

## KEY EVENTS:

- NEW COO
- STATE OF THE CITY PLAN FINALIZED
- GENERAL ASSEMBLY GOES BACK

## MAYOR TRAVEL:

- SALT LAKE
- WASHINGTON, D.C.

ACTIVITIES: CALL TIME, POLITICAL ASSET REVAMP, BUILD STATEWIDE BRAND THROUGH MEDIA/OUTREACH



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# FEB2016

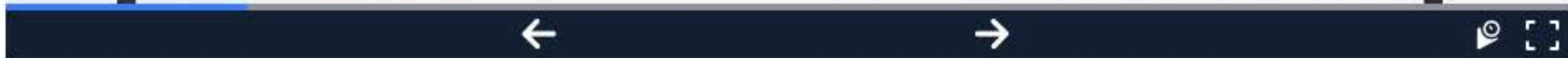
## KEY EVENTS:

- PAC FR WT 25K GOAL
- COMPLETE NEW ANDYBERKE.COM

## MAYOR TRAVEL:

- MEMPHIS

ACTIVITIES: CALL TIME, POLITICAL ASSET REVAMP, BUILD STATEWIDE BRAND THROUGH MEDIA/OUTREACH



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# MAR2016

## KEY EVENTS:

- STATE OF THE CITY ROLL OUT PLAN

## MAYOR TRAVEL:


- 

ACTIVITIES: CALL TIME, EXECUTE SOTC PLAN, FINALIZE BUDGET PLAN



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# APR2016

## KEY EVENTS:

- STATE OF THE CITY

## MAYOR TRAVEL:

- 

ACTIVITIES: CALL TIME, BUILD STATEWIDE BRAND THROUGH MEDIA/OUTREACH, DRAFT CAMPAIGN PLAN



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# MAY2016

## KEY EVENTS:

- 1ST FUNDRAISER
- BUDGET ROLLOUT PLAN

## MAYOR TRAVEL:

- 

ACTIVITIES: CALL TIME, BUDGET PLAN




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# JUNE 2016

## KEY EVENTS:

- 1ST FUNDRAISER
- BUDGET PLAN

## MAYOR TRAVEL:

- 

ACTIVITIES: CALL TIME, BUDGET PLAN, NEW CAMPAIGN ASSETS IN PLACE



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# JULY 2016

## KEY EVENTS:

- BUDGET PLAN
- AA EVENT

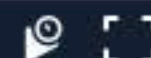
## MAYOR TRAVEL:

- 

ACTIVITIES: CALL TIME, BUDGET PLAN, UPDATE CAMPAIGN PLAN



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# AUG2016

## KEY EVENTS:

- KNOXVILLE FUNDRAISER

## MAYOR TRAVEL:

- KNOXVILLE

ACTIVITIES: CALL TIME, BUILD STATEWIDE PROFILE THROUGH PITCHED MEDIA, CAMPAIGN RAMP UP



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# SEP2016

## KEY EVENTS:

- MEMPHIS FUNDRAISER

## MAYOR TRAVEL:

- MEMPHIS

ACTIVITIES: CALL TIME, BUILD STATEWIDE PROFILE THROUGH PITCHED MEDIA, CAMPAIGN RAMP UP



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# OCT2016

## KEY EVENTS:

- BRUCE, BBQ, AND BERKE

## MAYOR TRAVEL:

- 

ACTIVITIES: CALL TIME, BUILD STATEWIDE PROFILE THROUGH PITCHED MEDIA, CAMPAIGN RAMP UP



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# NOV2016

## KEY EVENTS:

- 

## MAYOR TRAVEL:

- 

ACTIVITIES: CALL TIME, BUILD STATEWIDE PROFILE THROUGH PITCHED MEDIA, RE-EVALUATE CAMPAIGN PLAN



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# DEC2016

## KEY EVENTS:

- DECLARE VICTORY ON HOMELESS VETS

## MAYOR TRAVEL:

- 

ACTIVITIES: CALL TIME, BUILD STATEWIDE PROFILE THROUGH PITCHED MEDIA



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