

LEVEL OF INTENSITY

A glance at the annual year's pace and level of engagement as a member of Power U.

**PHASE 1:
RECRUITMENT**
SEPTEMBER - DECEMBER
Bringing new folks into the organization.

**PHASE 2:
ORIENTATION**
JANUARY - FEBRUARY
Training our people for the upcoming political commitments as a Power U member.

**PHASE 3:
LISTENING CAMPAIGN**
MARCH - MAY
Beginning to develop our campaigns by knocking on doors and phone banking to listen to the community's needs.

**PHASE 4:
MOBILIZATION**
JUNE - AUGUST
Bringing members and supporters to budget meetings and making our campaigns heard.

**PHASE 5:
RECALIBRATION**
AUGUST - SEPTEMBER
Reflecting on campaign wins and losses and restrategizing for the upcoming year.

