



Second Wednesday's

February 12, 2014

Waging Successful Ballot Issue Campaigns WEBINAR

CCAO is pleased to offer a one-hour webinar on February 12 at 9:30 a.m. to discuss how to wage a successful ballot issue campaign. At a time of tight budgets and declining tax resources for certain county purposes, county officials may be asked to seek voter support for tax levies in order to cover the cost of county funded services in a variety of areas. Learn from experienced professionals how to address issues related to the timing of any proposed tax levy, the process for proposing a levy, communication strategies, the value of campaign research, fundraising, identifying core constituencies, get out the vote efforts, and how to wage a winning campaign.

Topics to be discussed:

- First Steps—Before you decide to run a levy campaign what must you do?
- Preparing for a Levy Campaign—Once the decision has been made to launch a levy campaign, what basic steps must be taken to lay the foundation for a successful levy campaign.

CCAO is pleased to have Don Van Meter, PhD, President of VMC Consulting Group, Inc., a Columbus-based strategic communications and public policy consulting firm as our speaker. For more than a decade, Van Meter served as an assistant and associate professor of political science at The Ohio State University. Also, Van Meter has served as director of policy development and communications in the Ohio Attorney General's Office.

Also joining us for the seminar is Gwen Wolford, PhD, who is the Director, Government Relations for OSU Extension and the Ohio Agricultural Research and Development Center (OARDC). She works with public officials at the county, state and federal levels and coordinates Extension's volunteer advocacy efforts. Over the past six years she has worked with counties that have selected to place levies on the ballot to fund Extension.

Participants in the webinar may pose questions to the presenters who will respond during and after the power point presentation. To register for this exceptional educational opportunity, please click on this link: <https://www3.gotomeeting.com/register/398656222> If you experience difficulty in connecting to the link above and you wish to register for the webinar, please email Amanda Jones, CCAO Program Assistant, at ajones@ccao.org and provide her with your email address. Space is limited for this webinar, so register early. For additional information regarding the topic for this webinar, please contact Brad Cole, CCAO Managing Director of Research, at bcole@ccao.org

County Commissioners Association of Ohio

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