



Waging Successful Ballot Issue Campaigns

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Libraries

Early Learning

OSU Extension

Senior Services

Children Services

Capital Improvements

Developmental Disabilities

Soil and Water Conservation

Human Services

Mental Health & Recovery

Emergency Medical Services (EMS)

Port Authorities

Zoo



They all begin with . . .

Awareness

Understanding

Support



Three Core Purposes of Campaigns



1. Mobilize
2. Convert
3. Create a new issue

**Prior awareness, understanding
and support makes this
much easier!**

Eight Keys to a Winning Campaign

1. Determine the “Ask”
2. Get organized
3. Raise campaign funds
4. Identify your audience
5. Build a winning coalition
6. Craft a compelling message
7. Develop a clear plan of action
8. Execute the campaign plan

Determine the “Ask”

STEP 1



- ★ What's the levy size?
- ★ Replacement levy, decrease or increase?
- ★ For how long will it be effective?
- ★ Take “ballot language” seriously
- ★ When will you go on the ballot?

Get organized

STEP 2

- ★ Form an effective campaign organization
- ★ Assign responsibilities ... and establish accountability
- ★ Address key legal issues
- ★ Make sure you know campaign financing rules



Raise campaign funds

STEP 3



- ★ Begin by asking for the larger donations
- ★ Target multiple levels of donors with each fundraising tactic
- ★ Keep fundraising costs down
- ★ Recruit experienced fundraisers – don't re-invent the fundraising wheel
- ★ Delegate

Identify your audience

STEP 4



- ★ People most likely to vote
- ★ People most likely to benefit from the issue
- ★ Middle-aged and older voters
- ★ Demographic groups most likely to vote **FOR** a tax levy

Build a winning coalition

STEP **5**



**Who are the people
you need in YOUR
winning coalition?**

- ★ Be inclusive
- ★ Be strategic
- ★ Be collaborative

Craft a compelling message

STEP 6



Compelling messages . . .

- ★ Connect with ***people's lives***
- ★ Reflect ***people's values and their aspirations*** for the future
- ★ Create a ***sense of urgency***

Craft a compelling message

Three key questions . . .



1. How can you set yourself apart from other groups?
2. How do you want people to see you?
3. Why do you want people to value and support you?

An Example: OSU Extension

OSU Extension services make our lives better by:

- Helping our children succeed in school and life.
- Helping our farmers become more productive.
- Helping our families and communities grow
... and grow stronger.

***All true ... but the message needs to be simpler
... and more emotive!***



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OSU Extension ...

The solution is NOT more detail!

- Hands-on learning experiences, 4-H clubs, in-school and after-school programs that develop well-rounded citizens and essential skills *e.g., leadership, citizenship, values and life skills
- Resources and expertise to help farmers strengthen and sustain their operations
- Consumer and family services to strengthen families and improve their quality of life



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A solution . . .

OSU Extension:

Better lives.

Stronger communities.



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Develop a clear plan of action

STEP 7

. . . that *aligns*
audiences &
messages
with strategies
tactics,
timelines,
resources &
costs



Alignment

Execute the plan ... effectively

STEP 8



When campaign's
fall short of their
objectives, it is often
due to ***poor execution***,
not bad strategy



GLASBERGEN

**"Step 1: apply Miracle Cellulite Cream to
problem areas. Step 2: run ten miles."**

Work Hard

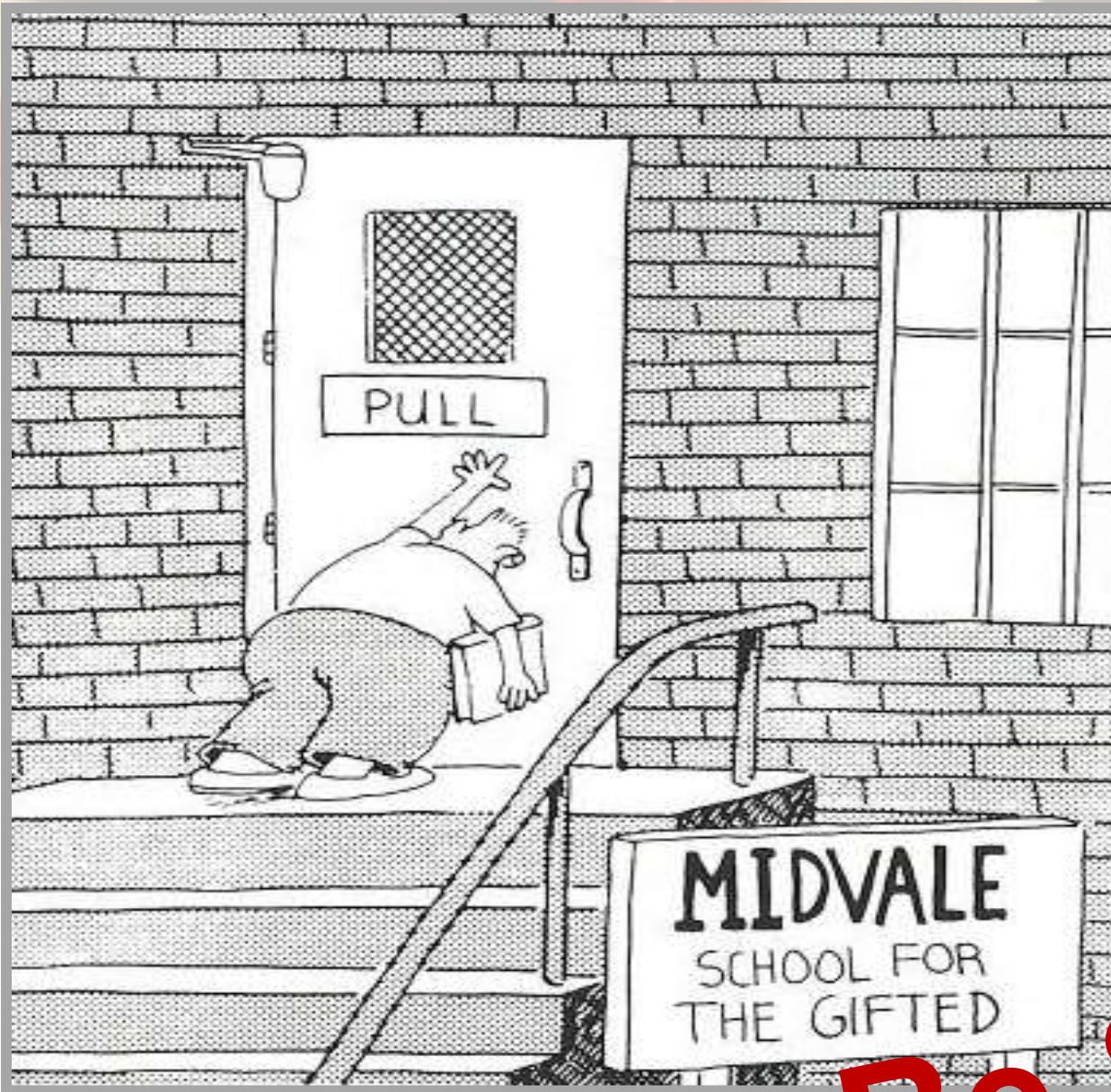


6 Tips . . .

1. Make sure that you know what people in the county value ... what they need and want . . .
 - Opinion research / Customer satisfaction surveys / Needs assessment
2. Make sure everyone stays on message
 - Talking points / Fact sheets / Training / PowerPoint presentations
3. Communicate at the grass-tops AND grassroots levels.

6 Tips . . .

4. Work collaboratively with groups that share your values and interests
5. Make effective use of “earned” media
 - Periodic story placements / Editorial support / Promotion of events and achievements / Letters to the editor
6. Find ways to use “new” media
 - Facebook / Twitter / Web sites / Email



Be Smart



What's the secret to a successful levy campaign?



J. Paul Getty didn't think there was one!



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