



GRASSROOTS
M I D W E S T

Best Practices for Millage Campaigns

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ABOUT OUR FIRM

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ABOUT THE PRESENTERS

- Adrian Hemond - Partner & CEO
- Brian Began - Director of Research & Elections



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UNDERSTANDING THE ELECTORAL ENVIRONMENT

- Data – Who votes, when and why?
- What else will be on the ballot?
- Research and Polling

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FUNDRAISING

- Who supports the millage?
- Who will it benefit?
- Fundraising outreach strategies

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MESSAGING

- Why should voters support the millage?
- Tell the truth, explain the issue
- Words matter: needs vs. wants, repair vs. upgrade

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VOTER CONTACT

- Direct Voter Contact > Indirect Voter Contact
- Targeted Voter Contact > Shotgun Approach
- Meet people where they are
- Earned Media

VOTER CONTACT METHODS

- Mail
- Phones
- TV/Radio
- Canvassing
- Town Halls
- Social Media

COALITIONS AND VALIDATORS

- Leverage support of groups, associations and corporations
- Strange bedfellows make powerful coalitions (e.g. labor and businesses)
- Who matters in your community? (farmers, rotary, chamber, labor, etc.)
- Who will do the outreach for the ballot committee?
- Understand who can promote benefits of the millage to which constituencies

PLAN, PLAN, PLAN

- Understand each of these factors BEFORE you go to the ballot
- Carefully define roles
- Regular meetings for updates/accountability

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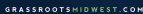
FORMING THE BALLOT COMMITTEE

- Get legal counsel on board
- Form ballot committee
- Can accept corporate contributions
- Keep meticulous books – violations sink millage campaigns

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QUESTIONS?





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