

“FOCUS: Yes & Yes on Election Day”



Targeted Tips & Tricks
from Three Districts...

Presenters



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Fort Osage School District
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Rolla Public Schools
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“Where focus goes, energy flows.”

F - Fun Facts, Focus, Facilities

O - Organize, One Voice, Opportunity

C - Collaborate, Community, Canvassing

U - Unconventional, Use Your Resources, Unity

S - Straightforward, Sustaining, Social Media



**CAST YOUR
VOTE!**



PLEASE VOTE APRIL 4, 2017

MEETING STUDENT NEEDS AND MAINTAINING QUALITY DISTRICT PROGRAMMING

Fort Osage School District
Impact of \$0.67 Tax Levy Increase

Residential Real Property			
Market Value	Assessed Value	Yearly Increase	Monthly Increase
\$50,000	\$9,500	\$63.65	\$5.30
\$75,000	\$14,250	\$95.48	\$7.96
\$100,000	\$19,000	\$127.30	\$10.61
\$140,000	\$26,600	\$178.22	\$14.85
\$180,000	\$34,200	\$229.14	\$19.10
\$220,000	\$41,800	\$280.06	\$23.34
\$300,000	\$57,000	\$381.90	\$31.83
\$400,000	\$76,000	\$509.20	\$42.43

Personal Property			
Market Value	Assessed Value	Annual Increase	Monthly Increase
\$5,000	\$1,667	\$11.17	\$0.93
\$10,000	\$3,333	\$22.33	\$1.86
\$15,000	\$5,000	\$33.50	\$2.79
\$20,000	\$6,667	\$44.67	\$3.72
\$40,000	\$13,333	\$89.33	\$7.44
\$60,000	\$20,000	\$134.00	\$11.17
\$80,000	\$26,667	\$178.67	\$14.89
\$100,000	\$33,333	\$223.33	\$18.61

Commercial Real Property			
Market Value	Assessed Value	Annual Increase	Monthly Increase
\$75,000	\$24,000	\$160.80	\$13.40
\$100,000	\$32,000	\$214.40	\$17.87
\$150,000	\$48,000	\$321.60	\$26.80
\$200,000	\$64,000	\$428.80	\$35.73
\$250,000	\$80,000	\$536.00	\$44.67
\$300,000	\$96,000	\$643.20	\$53.60
\$375,000	\$120,000	\$804.00	\$67.00
\$450,000	\$144,000	\$964.80	\$80.40

Agricultural Real Property			
Market Value	Assessed Value	Annual Increase	Monthly Increase
\$100,000	\$12,000	\$80.40	\$6.70
\$125,000	\$15,000	\$100.50	\$8.38
\$150,000	\$18,000	\$120.60	\$10.05
\$175,000	\$21,000	\$140.70	\$11.73
\$200,000	\$24,000	\$160.80	\$13.40
\$250,000	\$30,000	\$201.00	\$16.75
\$350,000	\$42,000	\$281.40	\$23.45
\$500,000	\$60,000	\$402.00	\$33.50

Finance

- **Transparency**
- **Set Your Budget**
- **Use Your Resources**

One Voice

- **Leaving No Stone Unturned**
- **Identify Key Community Leaders**
- **The Power of 10**
- **67 Presentations**



Communication

- **Snapchat Filters**
- **Meeting with FOHS Seniors**
- **Info boards at schools**
- **Voter Registration Research**
- **Car Rider Information**
- **Weekly Staff Update**
- **Video messages**

WHY THE INCREASE?

Fort Osage has lost over \$23 million in state and local funding since 2010. Revenue generated from the levy increase will be used to address ongoing District costs. With the increase, Fort Osage will remain one of the lowest operating levies in the Kansas City area.

DISTRICT CHALLENGES

Fort Osage has made over \$19 million in budget reductions since 2010. Reductions include:

- Reductions to staff including: classroom teachers, para professionals, clerical and central office staff
- Reduction to school supply and maintenance budgets of 35%
- Reduction to the number of bus routes and bus stops

IMPACT ON STUDENTS

- Maintain high-quality educational programming
- Maintain appropriate class sizes
- Recruit and retain quality staff
- Meet each student's needs
- Remain fiscally responsible

FINANCIAL IMPACT

A 67 cent operating levy increase will generate \$1,825,000 annually.

HOME MARKET VALUE	WEEKLY IMPACT
\$75,000	\$1.84
\$100,000	\$2.45
\$150,000	\$3.68
\$200,000	\$4.90

IMPORTANT DATES
Voter Registration Deadline
March 8, 2017

Absentee Ballot Requests Due
March 29, 2017

FOR MORE INFORMATION
Dr. Jason Snodgrass
Superintendent of Schools

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jsnodgrass@fortosage.net

www.fortosage.net

PLEASE VOTE
APRIL 4, 2017

Follow us on:
 

Use Your Resources

- **Parent Group**
- **Called the Yes Yes**
- **Committee**
- **Research**
- **Architecture Firm**
- **Support**

QUESTION 1 BOND REFERENDUM GET THE FACTS

Fort Osage
R-1 SCHOOL DISTRICT
INDEPENDENCE, MISSOURI

WHY NOW?

Addressing Immediate Needs:

- Safety and security
- Need for additional space
- Replacement of roofs and District warehouse freezers

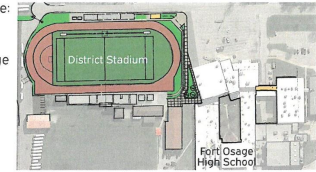
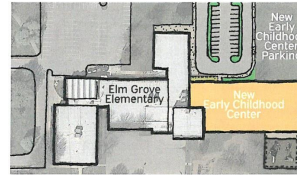
FINANCIAL FACTS

- No tax increase to the debt service levy
- \$11,370,000 bond

QUESTION 1 PROJECTS

Improvements to the Early Childhood Center include:

- Construction of a new Early Childhood Center adjacent to Elm Grove Elementary
- Address overcrowding by increasing square footage
- Expand to eight classrooms for future growth
- Dedicated therapy space
- Space for Parents as Teacher Program



Improvements to the District stadium include:

- Construction of a new eight-lane track
- Synthetic field turf
- Visitors restroom
- Upgrades to existing restrooms and concession stand
- Expanded bleachers

ADDITIONAL PROJECTS INCLUDE

- Safety and security improvements at the high school
- Upgrades of playgrounds at various district facilities, including playground equipment and play surfaces
- Roof improvements at various District facilities
- Replacement of District warehouse freezers

QUESTIONS?

IMPORTANT DATES
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WEBSITE
www.fortosage.net

 www.facebook.com/FortOsageSchoolDistrict

 www.twitter.com/FortOsageSchool

PLEASE VOTE APRIL 4, 2017

Prepared by the Fort Osage School District
Dr. Jason Snodgrass, Superintendent

S U S T A I N I N G

Fort Osage Bond Election Strategy & Milestones

Weeks until Election Day	Date (Week of)	Speaking Engagements	District Events	District Marketing Info/Distribution	Material Development Deadlines (DLR GROUP) more detail provided during election	Potential YES Events	"YES" Committee	Non-Vested Voters
PREP	Remainder of Dec and Jan	All district staff (buildings and departments); individual discussions with VIP patrons		Schedule Staff and Admin meetings to discuss rules of a Bond Election	Start collecting pictures from the district / Help to create "Register to Vote" signage		Start reaching out to perspective YES team	
13	Jan 8th	Band Boosters Jan 9; State of the District Address Jan 12	Register to Vote signage arrives at Schools	Informational Website up and running	Message #1 District wide piece, General information on Bond Election & Kiosk signs and materials		First Non-Vested "KIDS" Committee meeting. Select name and encourage group to double in size before the next meeting (Do/Don'ts)	
12	Jan 15th	FOYL Jan 17		Kiosk Boards and materials delivered	Social Media Messages Drafted			
11	Jan 22nd		Reminder to Register email/social media blast		Teacher Newsletter Messages (7) are finalized			
10	Jan 29th	CM PTO Feb 2		District Newsletter Mails	Message #4 TBD			
9	Feb 5th	EG PTO Feb 6; IT PTO Feb 7		Teacher Newsletter Messages start; Daily social media messages begin; video ready to go	Message #5 TBD			
8	Feb 12th			Mailing piece on Question 1				
7	Feb 19th	Project Grad Feb 21; Public Forum Feb 23; FOHS Senior Class Feb 23	Community Meeting #1		Message #6			
6	Feb 26th	Band Parents Feb 27; Track parents Feb 28; Buckner Chamber March 1; Retired Employees Feb 28; Soccer March 2; Baseball March 4		Mailing piece on Question 2	Message #7			
5	Mar 5th	Parent Teacher Conference; Alumni Association March 6; Booster Club March 8	Parent Teacher conference week no school Friday		Teacher Postcard: Reminder to Vote (backpacks on 8/22) Email to High School		Yard Signs to be placed on specific day	
4	Mar 12th	SPRING BREAK; Rotary March 14	SPRING BREAK	SPRING BREAK	SPRING BREAK	SPRING BREAK		
3	Mar 19th	Buckner PTO March 20; Public Forum March 21; Cheer Banquet March 23	Community Meeting #2					
2	Mar 26th	FP PTO March 27; Foundation Event March 27					Neighborhood walks to encourage people to vote and educate them on the facts of the campaign	
1	April 2nd		Reminder to Vote Phone Calls	Reminder to vote calls			Phone tree to remind non-vested and vester voters to vote	

PROPS
J+C
VOTE
APRIL 4
Jefferson City Public Schools

It's 
Time
APRIL 4 
YES on J
YES on C

Facilities

- Deferred maintenance costs per aging buildings w/ D+ facility ratings
- Trailers on Major Field 2019
- Current avg. class size = 570; Grades K, 2, 4 & 6 = 700+

PROPS **J+C**
VOTE
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Visuals/videos...

<https://www.facebook.com/jcschools/videos/1407290749323001/>

<https://www.facebook.com/jcschools/videos/1406855276033215/>

<https://www.facebook.com/jcschools/videos/1390825710969505/>

<https://www.facebook.com/jcschools/videos/139796565025511/>



Oppportunity

District:

- We are out of space.
- We are out of time.
- We want to give all students opportunities to reach their potential.

Campaign:

- A real need.
- A smart investment.
- The time is now.



Testimonials



Canvassing

Set numbers extremely high.

Targeted making contact with 12,000 homes.

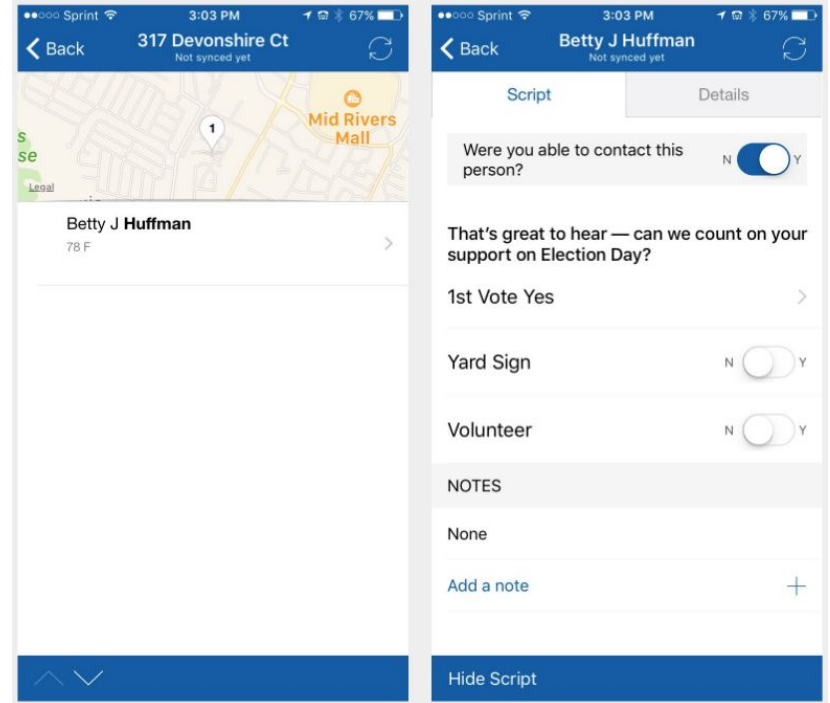
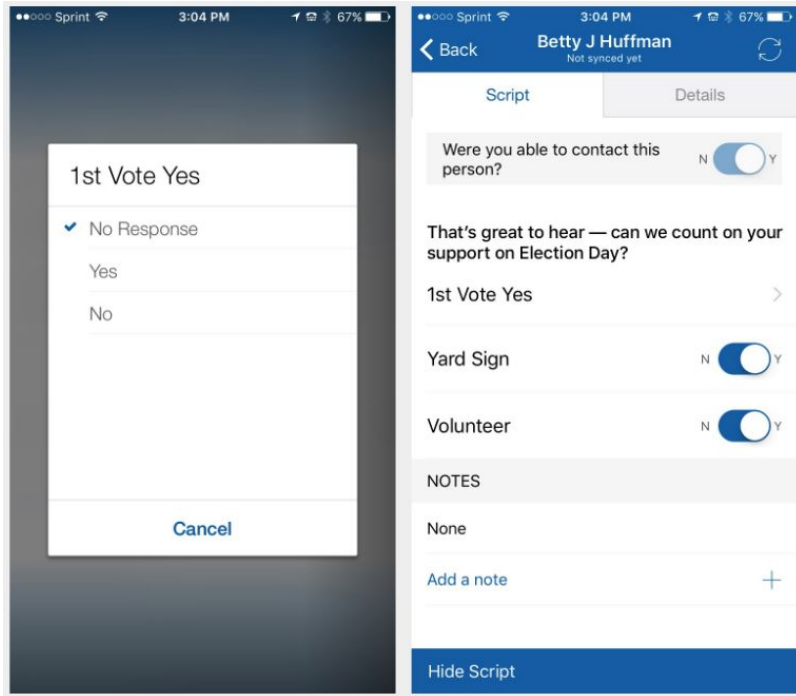
Visited 9,200 homes and made contact with about 50% .

Canvassing numbers were consistent with both the survey data prior to the election AND the vote on Election Day -

**WIN = All were within 2-3% points
(well in the 60%'s)**



VAN app





It's 
Time
 APRIL 4
YES on J
YES on C



Check out testimonials, Q&A and more info at
YESonJandC.com



Now is the Time

- ✓ Its time to stop talking & build a second high school
- ✓ JCHS is out of space & overcrowded
- ✓ Without new facilities, JCPS will be forced to use trailers at Simonsen

Invest in Our Children & Community

- ✓ Two modern, up-to-date facilities will attract families & businesses
- ✓ Make an investment to benefit future generations of students & homeowners
- ✓ Proposal allows for future no-tax increase issues to address elementary & middle school space issues

Vote Yes, Yes to Education & Growth

- ✓ **2 Yes Votes** - Better Education & Better Opportunities
- ✓ **2 Yes Votes** - Improved Schools & Improved Community
- ✓ **2 Yes Votes** - Supporting Students & Supporting Teachers



It's 
Time
 APRIL 4
YES on J
YES on C



I Have A Question...

I would like to be contacted by a **Citizens Investing in J+C representative** who can respond to this question/comment:

Name: _____

Address: _____

Phone: _____ E-Mail: _____

Paid for by Citizens Investing in J+C, Gregg Bexten, Treasurer, 132 East High Street, Jefferson City, MO 65102

Unity

It's 
Time
APRIL 4 
YES on J
YES on C

Endorsements - #JCStrong



Lorraine Adkins
Local Volunteer

"We want you to support a new high school for the betterment of our students and the betterment of our community. It's time to move on. It's time to have a second high school."

"Homes in Jefferson City have not appreciated like they should have in the last 15 years. This investment would be matched, and then some, by an increase in your home's value."

Mike Farmer
JC Alum & Farmer Holding Company



Learn more at
YESonJandC.com

Paid for by Citizens Investing in J+C
Gregg Bexten, Treasurer,
132 East High Street,
Jefferson City, MO 65102

"We believe a good education system needs both good public and parochial schools. We are excited about the possibilities of two public high schools to educate and serve all kids in Jefferson City."

Gregg Bexten, Regional President
Hawthorn Bank



Bob Scruggs
Scruggs Lumber

"Many people are choosing to build in outlying communities. We need a second high school to encourage them to build within the JCPS district."

Billy Wood
LCMS 6th Grader

"I'm really glad to be a part of the Jefferson City Public Schools. And I'm really excited to go to a cutting edge facility."



It's Time
APRIL 4
YES on J
YES on C

Visit YesOnJandC.com to learn more

Now is the Time
Vote **Yes on Props J and C** on April 4

When it comes to improving our high school and solving overcrowding issues, we've been talking about change for decades.

But we can no longer just talk. *It's time for action.*

Jefferson City High School is completely out of space and is overcrowded. The space issues have forced our Freshman to be placed in an antiquated building that is more than 100 years old and is not updated for modern education.

Without significant upgrades to facilities and building a new high school, the school district will be forced to use trailers for classrooms.

Overcrowded schools also mean more families will look to live elsewhere for their children's education, and our property values will diminish here in Jefferson City.

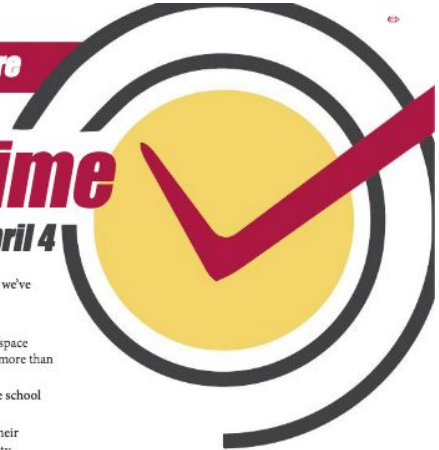
If we don't start now, our schools and our neighborhoods will deteriorate, negatively impacting our children and their education as well as our community.

Vote yes on both bond measures for:

- Better education for our kids and greater growth opportunity.
- Up to date high school facilities that promote both economic growth and increased property values.
- No-tax-rate increase proposals that can be placed on the ballot in the near future.
- An improvement to home values in our community as more families consider Jefferson City because of a state-of-the-art educational environment.

We need your support.

APRIL 4



It's Time
YES on J
YES on C

Social Media

Consulted w/ a Social Media (Facebook) Expert

Suggestions:

1. SLOW ramp up five weeks approaching Election Day
2. Use Facebook's ever-changing algorithms to ensure you're reaching audience
3. Use short, concise, to the point posts - paired with engaging photos and videos
4. Always drive people back to your website "for more **INFORMATION**"
5. The biggest take away - PAY ATTENTION to the number of likes and shares!





Rolla Public School District's

FOCUS!



RPS Documents:
<https://goo.gl/5eP3QK>

FUN FACTS!

“Get your facts first, then you can distort them as you please.”
(Mark Twain)

- The Message: District vs Committee
- Permissible facts vs prohibited advocacy
- Election “FUN”? YES!



organize!

To the people who lose one shoe on the side of the highway....
Please tell me what the rest of your life is like!

- [R31-1 & R31-2 Timeline](#)
- Phases of the Campaign
- Make it easy & delegate



Collaborate!

TEAMWORK:

Ensuring that your hard work can always be ruined by some else's incompetence.

- Internal & External
- Message Strategy
- Eye-to-eye comprehensive approach



Unconventional!

“You have enemies? Good. That means you’ve stood up for something, sometime in your life.” (Winston Churchill)

- Unconventional = Memorable
- Remember, Recognize, Relationships
- Engagement



Straightforward!

**“They’ve done studies, you know. Sixty percent of the time it works every time.”
(Brian Fantana ~ “Anchorman”)**

- Empower transparency & honesty
- Tell it like it is
- Straightforward = Confidence



Questions and Answers



Panel:



Dr. Larry Linthacum, Superintendent
Jefferson City Public Schools



Dr. Aaron Zalis, Superintendent
Rolla Public Schools



Dr. Jason Snodgrass, Superintendent
Fort Osage School District

We are here to help

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