



# Essential Components of a Successful Levy Effort



# What is a Brand?

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THE IMPACT GROUP

THINK | CREATE | EXECUTE

## A Brand is...

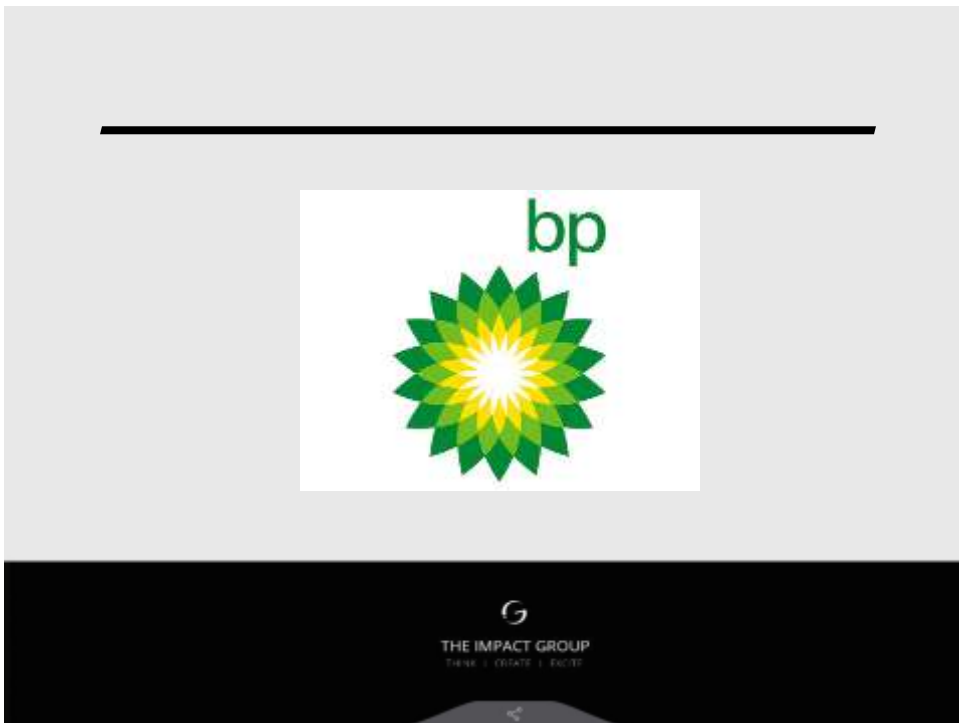
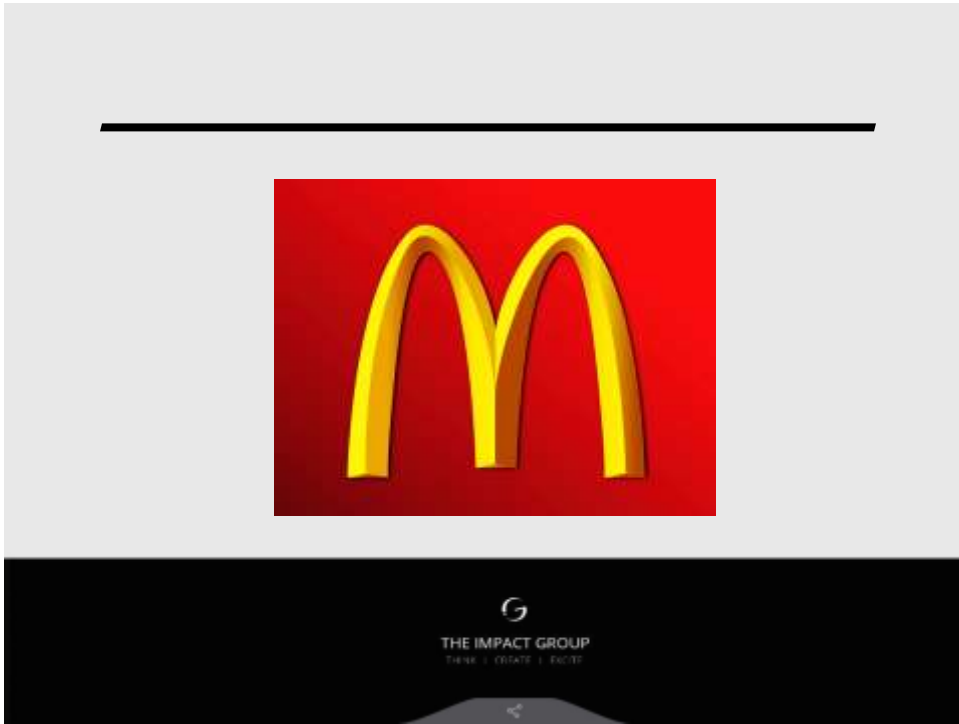
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1. A compilation of everything a school district does.
2. It is what staff members do and how they act.
3. It is an emotional connection.



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Insert Your Brand  
Here!



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# A Brand is a Promise

*Your Most  
Valuable Asset*



# Reputation: Bank Account



## Just the Facts, Ma'am

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- You CAN communicate the facts
- You CANNOT advocate



## Importance of a Message

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**3-30-3<sup>TM</sup>**



## How Do You Know What Your Community Values or Will Support?

- Polling
- Focus Groups
  - Conducted by a third party



  
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## Double-Edged Sword

- Vague outcome
  - Never works
- Specific cuts
  - Effective



  
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# Police

Fail	Pass
Reduce police force by four officers	Maintain adequate staffing levels
Reduce squad cars running from six to five	Retain ability to run six squad cars
Response times could be significantly slower	Response times remain the same
ONLY able to respond to crimes in progress	Retain ability to patrol



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# Fire

Fail	Pass
Reduce fire department by six firefighters	Maintain adequate staffing levels
Response times could be significantly slower. Possible addition of 2-4 minutes per call	Response times remain the same



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## Recreational Cuts

Fail	Pass
Reduce department by four individuals	Maintain adequate staffing levels
Cut ALL city-run recreation programs (including basketball, soccer and baseball leagues)	Recreation programs remain in service



## Additional Services and Capital Improvement Projects

Fail	Pass
Close Community Pool	Pool remains open
Eliminate subsidized taxi service presently offered to senior citizens and those in financial distress	Taxi service remains operational for senior citizens and individuals in financial distress



## Community Pools and Subsidized Taxi Service

Fail	Pass
Reduced snow and ice control	Services remain intact
Continually declining quality of parks maintenance	Parks maintained
Continually declining quality of city roads, equipment and infrastructure	Funding for capital improvement projects becomes available



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**ISSUE 32 PROTECT TWINSBURG**  
**FOR our quality of life**



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**VOTE FOR**  
**ISSUE 8** **BEDFORD'S SAFETY**

Paid for by the Citizens for Quality of Life, Tesa Tench, Treasurer, 132 Woodrow, Bedford, OH 44146



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**BAINBRIDGE TOWNSHIP**  
**ISSUE 5**

**MAINTAINING FIRE & EMS SERVICES**



**VOTE**  
 **FOR ISSUE 10**  
MAINTAINING AVON LAKE  
**FIRE & EMS**  
SERVICES

Paid for by the Citizens for a Safe Community, Michael Stank, Treasurer, 11860 Fox Chapel Lane, Avon Lake, OH 44012

**YOUR SAFETY.**  
*Your Choice.*

To be informed,  
visit [www.paramediclevy.com](http://www.paramediclevy.com)



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## Time

- Time
- Voters are hardwired to NOT believe you when you are on the ballot. Communicate BEFORE you are on the ballot.



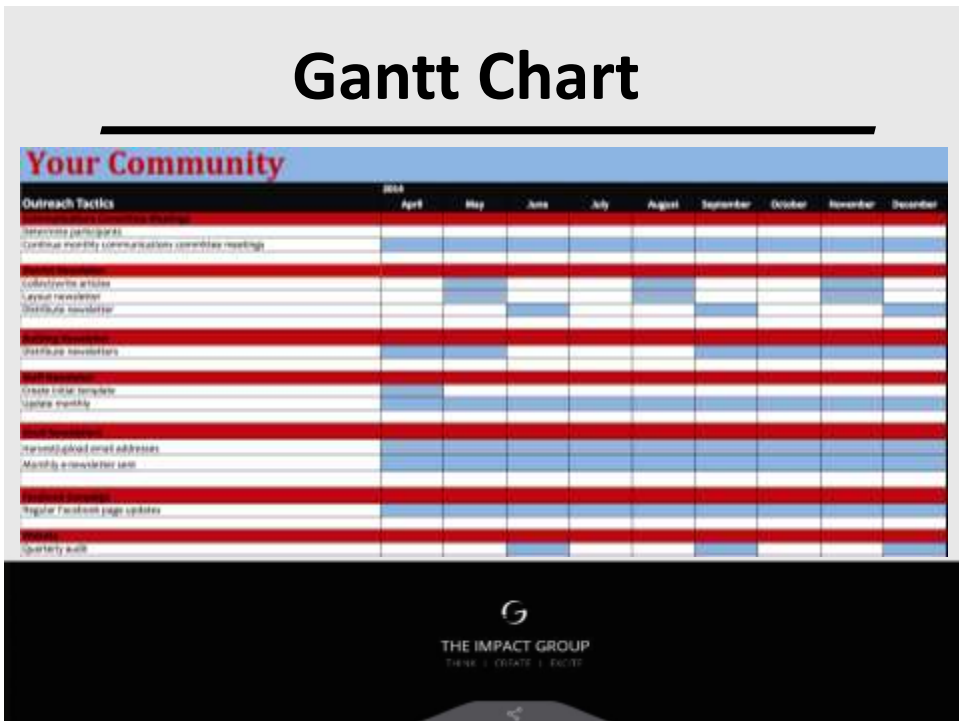
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# Tactics

- 3-30-3 Messaging
- Mailers
- Social Media
- Public Relations
- Presentations
- Flyers
- Web Site Messages
- Etc.



# Gantt Chart



## Shameless Plug

- Public relations
- Website development
- Branding
- Message creation
- Outsourced marketing department
- Social media
- Crisis communications
- Strategic planning

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