

Research-supported & Data-driven Methods to Pass a Levy Campaign

**Justin Zemanski, Social Studies Educator, 3rd year Doc.
Student, BGSU**

Nov. 5, 2013

1. passed 4.9-mill CONTINUING
levy
 - a. FOR THE TAX LEVY, 4129
= 54.83%
 - b. AGAINST THE TAX LEVY,
3360 = 44.62%

Committee Types

1. Steering
 - a. *Volunteer*
2. Finance
 - a. *Volunteer*
3. Publications
 - a. *Volunteer*
4. Volunteer
5. Voter Contact
 - a. *Volunteer*



Financial decision making

1. We minimized our opposition
2. The Mirror newspaper



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Local organizations

1. Local
community &
alumni
organizations



ALUMNI
ASSOCIATION

Early Voting

1. The more early votes your receive, the less you have to do during GOTV
2. ENCOURAGE THIS!!!

LUCAS COUNTY IN-PERSON EARLY VOTING

for the November 5, 2013 General Election will be at the **Summit Plaza**

1500 North Superior Street
Corner of Bush and Summit

Beginning Tuesday, October 1, 2013

OCTOBER 2013						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1 8:30 a.m. to 6:30 p.m.	2 8:30 a.m. to 4:30 p.m.	3 8:30 a.m. to 4:30 p.m.	4 8:30 a.m. to 4:30 p.m.	5
6	7 8:30 a.m. to 4:30 p.m.	8 8:30 a.m. to 6:30 p.m.	9 8:30 a.m. to 4:30 p.m.	10 8:30 a.m. to 4:30 p.m.	11 8:30 a.m. to 4:30 p.m.	12
13	14 Closed	15 8:30 a.m. to 6:30 p.m.	16 8:30 a.m. to 4:30 p.m.	17 8:30 a.m. to 4:30 p.m.	18 8:30 a.m. to 4:30 p.m.	19
20	21 8:30 a.m. to 4:30 p.m.	22 8:30 a.m. to 6:30 p.m.	23 8:30 a.m. to 4:30 p.m.	24 8:30 a.m. to 4:30 p.m.	25 8:30 a.m. to 4:30 p.m.	26
27	28 8:30 a.m. to 4:30 p.m.	29 8:30 a.m. to 6:30 p.m.	30 8:30 a.m. to 4:30 p.m.	31 8:30 a.m. to 4:30 p.m.		

NOVEMBER 2013						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1 8:30 a.m. to 6:00 p.m.	2
3	4	5 Election Day				

6 week campaign

1. 3.375 times
more likely to
see the passage
of their levies
(Johnson &
Ingle, 2008)

6 weeks!

Why are we on the ballot?

1. Districts were justified why they were on the ballot & provided data to support their decision were 7 times more likely to pass (Johnson & Ingle, 2008)

Voter Contact Strategies

1. The more the better
 - a. More strategies led to higher passage rates
 - b. Media outlets did NOT equal high passage rates



5 common themes

1. “getting positive voters to the polls
2. creating a sense of urgency
3. defining consequences
4. using board of elections databases in intentional and targeted ways
5. having a strong sense of community support for schools”
(Johnson & Ingle, 2009).

Canvassing

1. Data from
Support
Ohio
Schools
minimized
negative
interactions



Support Ohio Schools

1. Turned 21,500 into 7,000 targeted voters
 - a. **Eighty percent** very specifically used the data to target registered and unregistered parents and made attempts to get them registered and to the polls.
 - b. **80% used the data to conduct targeted door-to door campaigns** in precincts the data showed to be positive toward school levies in past campaigns.
 - c. Others used the data to conduct **phone surveys to specifically confirm likely “yes” voters** or to **organize “mine plus nine” campaigns** (Johnson & Ingle, 2008)



Winning for Kids

Support Ohio Schools cont.

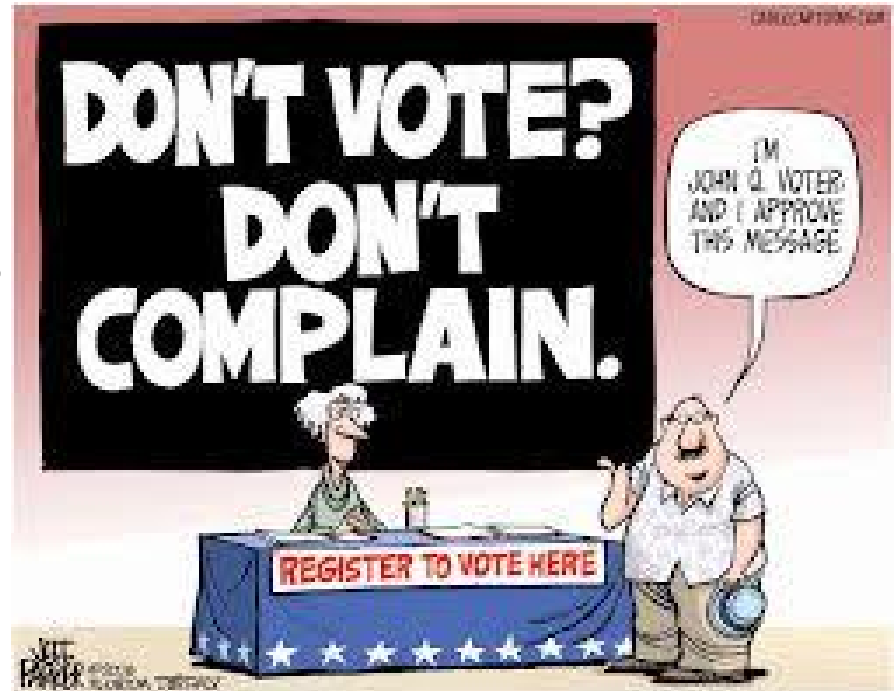
1. How will they vote (Support Ohio Schools data-
Collected prior to Nov. '12 election)?
 - a. Yes = 15.1%
 - b. Maybe = 46.4%
 - c. No = 38.5% (below state average)
2. Focus of my dissertation
3. How do they get these numbers?

Identify “Yes” voters

1. Districts that indicated that they did so were **7.6 times more likely** to have their levies pass (Johnson & Ingle, 2008)
 - a. We sought 5,400
 - b. We earned 1,700

Absentee voters

1. approx. 30% of electorate
 - a. sent chaser postcards to all of them
 - b. must contact immediately



	A	B	C	D	E	F	G	H	I	J	K	L	M	N
1	NANCY S DUWVE	2930 ESTUAR	MAUMEE OH 43537	4.199E+09	0500 1.	MONCLOVA 1	AW	MC	47	2	5	NONE	R	CIVI
2	RAYMOND H DUWVE	2930 ESTUAR	MAUMEE OH 43537	4.199E+09	0500 1.	MONCLOVA 1	AW	MC	47	2	5	NONE	R	CIVI
3	KENNETH A KROMPAK	7640 PEBBLE	MAUMEE OH 43537	4.193E+09	0500 1.	MONCLOVA 1	AW	MC	47	2	5	NONE	D	CIVI
4	LINDA C MILLER	2957 DEEP W	MAUMEE OH 43537	4.199E+09	0500 1.	MONCLOVA 1	AW	MC	47	2	5	NONE	R	CIVI
5	VERA J MILLER	2957 DEEP W	MAUMEE OH 43537	4.199E+09	0500 1.	MONCLOVA 1	AW	MC	47	2	5	NONE	R	CIVI
6	GOLDIE M SPENCER	7422 WOOD C	MAUMEE OH 43537	4.199E+09	0500 1.	MONCLOVA 1	AW	MC	47	2	5	NONE	D	CIVI
7	JOAN LOUISE KILLELL	6865 REFLEC	MAUMEE OH 43537	4.195E+09	50010	MONCLOVA 10	AW	MC	47	2	5	NONE	D	CIVI
8	BARBARA A MILES	4211 WATER	MAUMEE OH 43537	4.197E+09	50010	MONCLOVA 10	AW	MC	47	2	5	NONE	D	CIVI
9	MARK E COBURN	4943 STARBO	MAUMEE OH 43537	4.197E+09	0500 2.	MONCLOVA 2	AW	MC	47	2	5	NONE	R	CIVI
10	SHEILAH JO COBURN	4943 STARBO	MAUMEE OH 43537	4.195E+09	0500 2.	MONCLOVA 2	AW	MC	47	2	5	NONE	R	CIVI
11	LARRY R DARGAT	7248 COMPAS	MAUMEE OH 43537	4.199E+09	0500 2.	MONCLOVA 2	AW	MC	47	2	5	NONE	R	CIVI
12	CAROLYN DRAHEIM	4545 BLACKS	MAUMEE OH 43537	4.199E+09	0500 2.	MONCLOVA 2	AW	MC	47	2	5	NONE	X	CIVI
13	LORETTA M KELLER-PEDER	7373 HARBO	MAUMEE OH 43537	4.194E+09	0500 2.	MONCLOVA 2	AW	MC	47	2	5	NONE	R	CIVI
14	CAROL A NOWOTARSKI	4664 RHONE	MAUMEE OH 43537		0500 2.	MONCLOVA 2	AW	MC	47	2	5	NONE	D	CIVI
15	M LENI PERKINS	7263 LONGW	MAUMEE OH 43537	4.199E+09	0500 2.	MONCLOVA 2	AW	MC	47	2	5	NONE	R	CIVI
16	GARY A REDRUP	4816 PORT D	MAUMEE OH 43537		0500 2.	MONCLOVA 2	AW	MC	47	2	5	NONE	R	CIVI
17	SALLY A REDRUP	4816 PORT D	MAUMEE OH 43537	4.199E+09	0500 2.	MONCLOVA 2	AW	MC	47	2	5	NONE	R	CIVI
18	ANNETTE MARIE RYDER	5043 STARBO	MAUMEE OH 43537	4.197E+09	0500 2.	MONCLOVA 2	AW	MC	47	2	5	NONE	D	CIVI
19	BERT J RYDER	5043 STARBO	MAUMEE OH 43537	4.197E+09	0500 2.	MONCLOVA 2	AW	MC	47	2	5	NONE	R	CIVI
20	DICKIE SCHRADER	7351 ANCHO	MAUMEE OH 43537	4.199E+09	0500 2.	MONCLOVA 2	AW	MC	47	2	5	NONE	R	CIVI
21	LORETTA J SCHRADER	7351 ANCHO	MAUMEE OH 43537	4.199E+09	0500 2.	MONCLOVA 2	AW	MC	47	2	5	NONE	R	CIVI
22	JERRY E STOVER	4985 LAKE BR	MAUMEE OH 43537	4.199E+09	0500 2.	MONCLOVA 2	AW	MC	47	2	5	NONE	R	CIVI
23	PAULA L VERHOFF	5242 WATER	MONCLOVA OH 4354	4.199E+09	0500 3.	MONCLOVA 3	AW	MC	47	2	5	NONE	D	CIVI
24	DENNIS WILLIAM EMMICK	9735 MAUME	MONCLOVA OH 4354	4.199E+09	0500 4.MC	MONCLOVA 4 - MC	AW	MC	47	2	5	NONE	D	CIVI
25	EDWARD CASPER KARAMOL	4260 S EBER	F MONCLOVA OH 43542		0500 4.MC	MONCLOVA 4 - MC	AW	MC	47	2	5	NONE	D	CIVI
26	EUGENE JOHN LESAK	9735 MAUME	MONCLOVA OH 4354	4.199E+09	0500 4.MC	MONCLOVA 4 - MC	AW	MC	47	2	5	NONE	R	CIVI
27	ROBERT W EIGENSEE	6638 HUNTER	MAUMEE OH 43537	4.199E+09	0500 6.	MONCLOVA 6	AW	MC	47	2	5	NONE	D	CIVI
28	JUDITH A LENAHA	3070 PLEASA	MAUMEE OH 43537	4.199E+09	0500 6.	MONCLOVA 6	AW	MC	47	2	5	NONE	R	CIVI
29	NICHOLAS ADAM STEVES	3539 QUEENS	TOLEDO OH 43606	4.193E+09	0500 6.	MONCLOVA 6	AW	MC	47	2	5	NONE	NOP	CIVI
30	DAVID T HERZIG	7773 TIMBERS	WATERVILLE OH 4356	4.194E+09	0500 7.	MONCLOVA 7	AW	MC	47	2	5	NONE	R	CIVI
31	JUDITH S HERZIG	7773 TIMBERS	WATERVILLE OH 4356	4.194E+09	0500 7.	MONCLOVA 7	AW	MC	47	2	5	NONE	R	CIVI
32	ELISABETH JOHANNA NIGRO	4644 TERRA C	MONCLOVA OH 4354	4.197E+09	0500 7.	MONCLOVA 7	AW	MC	47	2	5	NONE	D	CIVI
33	LYNNE B PHILIBIN	5820 CROSS E	WATERVILLE OH 43566		0500 7.	MONCLOVA 7	AW	MC	47	2	5	NONE	R	CIVI
34	PAUL EDWARD PHILIBIN	5820 CROSS E	WATERVILLE OH 4356	4.194E+09	0500 7.	MONCLOVA 7	AW	MC	47	2	5	NONE	R	CIVI
35	RALPH P RENY	6447 HILLTO	MAUMEE OH 43537	4.199E+09	0500 7.	MONCLOVA 7	AW	MC	47	2	5	NONE	D	CIVI
36	DOROTHY G ROMP	4640 BLACK F	MONCLOVA OH 4354	4.199E+09	0500 7.	MONCLOVA 7	AW	MC	47	2	5	NONE	D	CIVI
37	CAROL A LAUMANN	8100 ENGLISH	MAUMEE OH 43537	4.199E+09	0500 8.	MONCLOVA 8	AW	MC	47	2	5	NONE	R	CIVI
38	DOUGLAS S LAUMANN	8100 ENGLISH	MAUMEE OH 43537	4.199E+09	0500 8.	MONCLOVA 8	AW	MC	47	2	5	NONE	R	CIVI
39	STEPHEN P MALIA	7145 OAK BL	MAUMEE OH 43537		0500 9.	MONCLOVA 9	AW	MC	47	2	5	NONE	R	CIVI

Get Out The Vote (GOTV)

1. Calling on Election Day reinforced our campaign's commitment and reiterated our gratitude for the voters' support
 - a. "live" Google Spreadsheet
 - i. Ex. Green = already voted "Yes"
 - ii. Red = voted "No" (very rare)
 - iii. Yellow = Not voted yet, but planned to
 - iv. Orange = No answer

GOTV cont.

1. Implementing specific and intentional strategies for getting positive voters to the polls.
 - a. 100 % of the districts that responded to survey were successful in their campaign for new operating money made this a priority (Johnson & Ingle, 2008)



Sense of Urgency

1. “What happens if the levy fails?”
 - a. 10%-20% reduction in spending
 - b. significantly reduce programs and services
 - c. Be honest without threatening



Communications

1. I sent weekly levy update emails to our school district's personal email list
2. Each email had a "Days until Election Day"
3. Pics of past volunteers were utilized
4. # of targeted "yes" voters

Recruiting volunteers

1. Motivating people to volunteer
 - a. impact on contract negotiations
2. We are asking people to voluntarily raise their taxes = tough sell
3. Rossford Schools lost levy in 2003
 - a. 811-811
4. EVERY VOTES COUNTS!

Recruiting volunteers cont.

1. 52 handwritten “Thank you” notes
2. Over 30 face-to-face “Thank you’s”
3. Ingle, Johnson, and Petroff (2011) noted community and student volunteers kept prices lower.
 - a. Maximize volunteering w/ adequate training & appropriate recognition after campaign
4. School admin. & teachers play valuable role by recruiting volunteers

Recruiting volunteers

1. There is **no relationship** between district location, student and community demographics, program enrollment percentages, and new operating levy success (Ingle, Petroff, et al., 2011).
2. NEVER stop recruiting!!!!
 - a. Do NOT get negative when you hear pathetic excuses

Meet your volunteer halfway

1. If they cannot help during scheduled times, get them the resources they need to help on their time
 - a. Arrange drop-off and pick-up times/locations for Voter Contact packets
 - b. Go to their house if you have to

Seek levy leaders in each building

1. District admin. needs to sell the urgency of the campaign to the informal leaders of each building to help get support
 - a. Must ask for volunteers in person
2. We had 80+ volunteers in 2 district buildings
3. Less than 20 in other 4 buildings combined

What if volunteers don't want to talk to voters?

1. They can drive & record responses while others canvass
2. Enter data into Google Spreadsheet
3. Phone-bank



Pride in community

1. “Protect & Preserve” =
main messaging points
2. Maintained positive
tone



Small campaign; worked hard

1. Must work tirelessly
until polls close
2. We knew there was
nothing else we could
have done

Yard Signs

1. The number of yard signs equates to nothing unless the community members with the yard signs are willing to show their support for the schools publicly (Ingle et al., 2013).



Grade card & typology

1. Wheatley (2012)
concluded that school
district typology does
not serve as a good
predictor of tax levy
passage.

How much \$ do we need to win?

1. \$2.00 per voter is a good target
 - a. We had less than \$1.00 per voter



Mine Plus 9

1. Great way to get people involved within their busy schedules
 - a. Needs follow-up & accountability



Tell the truth

1. What do you do about the following questions:
 - a. “How’s the campaign looking? Are we going to pass?”
2. I responded by telling them how many committed “yes” voters we had contacted and what our goal was

Tell the truth cont.

1. Create a sense of urgency within your campaign
2. If people hypothesize the levy will pass, do you think they will volunteer?
 - a. NO
3. We had over 30 volunteers on Election night



District Events

1. We motivated those going to district events by passing out literature



Low taxes already

1. We have the lowest school property taxes in Lucas County (even after the levy passed) - **\$1126**
2. We have the lowest per pupil expenditures in Lucas County - **\$8,961**
3. No school tax raises since 2003
4. State, Federal, & Local **accumulated revenue reduced \$5.1 million** in last two years
5. Rated “**Excellent/Excellent with Distinction**” for **11 years** by the Ohio Department of Education

Selling the levy

1. Break down costs by the month
 - a. This will lower the costs
 - b. Most people pay bills on monthly basis



Mailers

1. It was much cheaper to have the local post offices drop one in each mailbox than to mail directly to our 7,000 “targeted voters”
 - a. We sent 2 on the Saturdays before Election Day

Why Pass The School Levy?

Strong Schools Are An Investment In Our Community's Future.



Preserve

Schools

Vote **YES** on Operational Levy Issue 23- Nov. 5

"We Love [REDACTED] Schools, and We Need Your Help!"

"Every day I feel grateful that I am able to work with wonderful students and families in [REDACTED]. To me, there is no better place to live."



Craig Smith, Business Teacher,
[REDACTED] High School, 1986 [REDACTED] Graduate

"I chose to live and work in the [REDACTED] school system because I wanted to be part of the same educational team that made my K-12 experience so extraordinary. It was equally important to provide the same opportunities for my sons, Andrew and Mark."



Susanne Donnal, Computer Teacher,
[REDACTED] Middle School, 198 [REDACTED] Graduate

"The past 13 years have been a wonderful experience. I am so grateful for the opportunity to be able to teach and raise my children in this special community."



Mike Black, Grade 5 Teacher,
[REDACTED] Middle School, 1995 [REDACTED] Graduate

PRESERVE [REDACTED] Schools



YES for Issue 23 on Nov. 5, 2013

Why Pass The School Levy?

1. IT WILL PRESERVE OUR COMMUNITY.

- Forbes Magazine ranked the [redacted] in the nation for academics and area home values

2. PROTECT [redacted]: CUTTING MORE COSTS WILL JEOPARDIZE OUR SCHOOLS.

- State, Federal, & Local Revenue reduced \$5.1 million in last 2 years
- Reduced 18.5 positions + staff restructuring = \$2 million in savings last 2 years

3. PRESERVING OPPORTUNITIES FOR OUR KIDS WILL PREPARE THEM FOR 21ST CENTURY JOBS.

- We need to protect our rigorous curriculum & student achievement

4. IF THE LEVY FAILS, THE DISTRICT WILL HAVE TO SIGNIFICANTLY REDUCE PROGRAMS AND SERVICES NEXT SCHOOL YEAR.

- District spending will be reduced \$2-4 million next school year

5. PASS THE NOV. LEVY & STILL HAVE THE LOWEST SCHOOL TAXES IN [redacted] COUNTY!!

PRSRT STD
ECRWSS
U.S. POSTAGE
PAID
EDDM RETAIL



Local Postal Customer

Vote **YES** on Issue 23- Nov. 5

Website [redacted]

Social Media

1. Good to refute rumors
2. Do not rely upon to convince people to vote “yes”
3. Direct Voter Contact is best



Positive Momentum

1. We were awarded a top 20 spot as one of Forbes magazine's "Best Schools for Your Housing buck" districts





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