



Who We Are

Don Polyak
Principal
Recognized Municipal
Communications Leader



THE IMPACT GROUP
THINK | CREATE | ACT

Essential Components
of a Successful Levy
Effort

THE IMPACT GROUP
THINK | CREATE | ACT

Reputation: Bank Account



THE IMPACT GROUP
THINK • CREATE • IMPACT

Just the Facts, Ma'am

- You CAN communicate the facts
- You CANNOT advocate

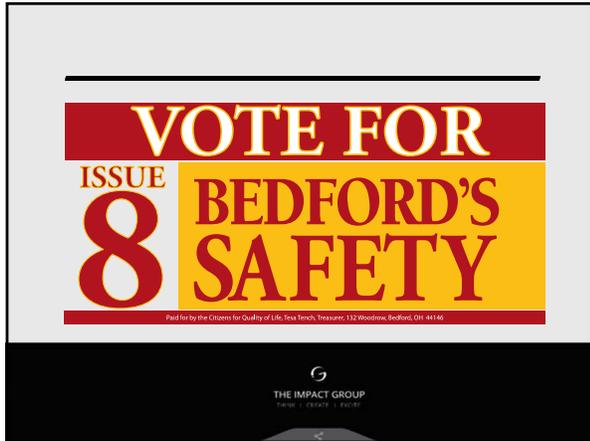
THE IMPACT GROUP
THINK • CREATE • IMPACT

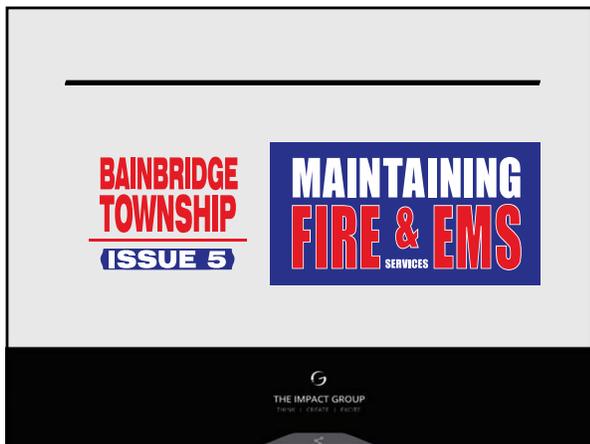
Importance of a Message

3-30-3™

THE IMPACT GROUP
THINK • CREATE • IMPACT







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

- Polling
- Focus Groups
 - Conducted by a third party

THE IMPACT GROUP
THINK. CREATE. IMPACT.

Double-Edged Sword

- Vague outcome
 - Never works
- Specific cuts
 - Effective

THE IMPACT GROUP
THINK. CREATE. IMPACT.

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


THE IMPACT GROUP
THINK • CREATE • IMPACT

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


THE IMPACT GROUP
THINK • CREATE • IMPACT

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


THE IMPACT GROUP
THINK • CREATE • IMPACT

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


THE IMPACT GROUP
THINK • CREATE • IMPACT

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


THE IMPACT GROUP
THINK • CREATE • IMPACT

Time

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


THE IMPACT GROUP
THINK • CREATE • IMPACT

Tactics

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


THE IMPACT GROUP
THINK • CREATE • FIGHT

Gantt Chart

Your Community

Outreach Tactics	2014	April	May	June	July	August	September	October	November	December
Continue participation										
Continue monthly communications committee meetings										
Collective action										
Launch newsletter										
Staff/Board recruitment										
Continuity recruitment										
Conduct voter education										
Update monthly										
Revised/updated email address										
Monthly newsletter sent										
Regular Facebook page content										
Quarterly audit										


THE IMPACT GROUP
THINK • CREATE • FIGHT



Discussion


THE IMPACT GROUP
THINK • CREATE • FIGHT
