

# Building your bond with survey data and communicating your needs to your community

January 26, 2011

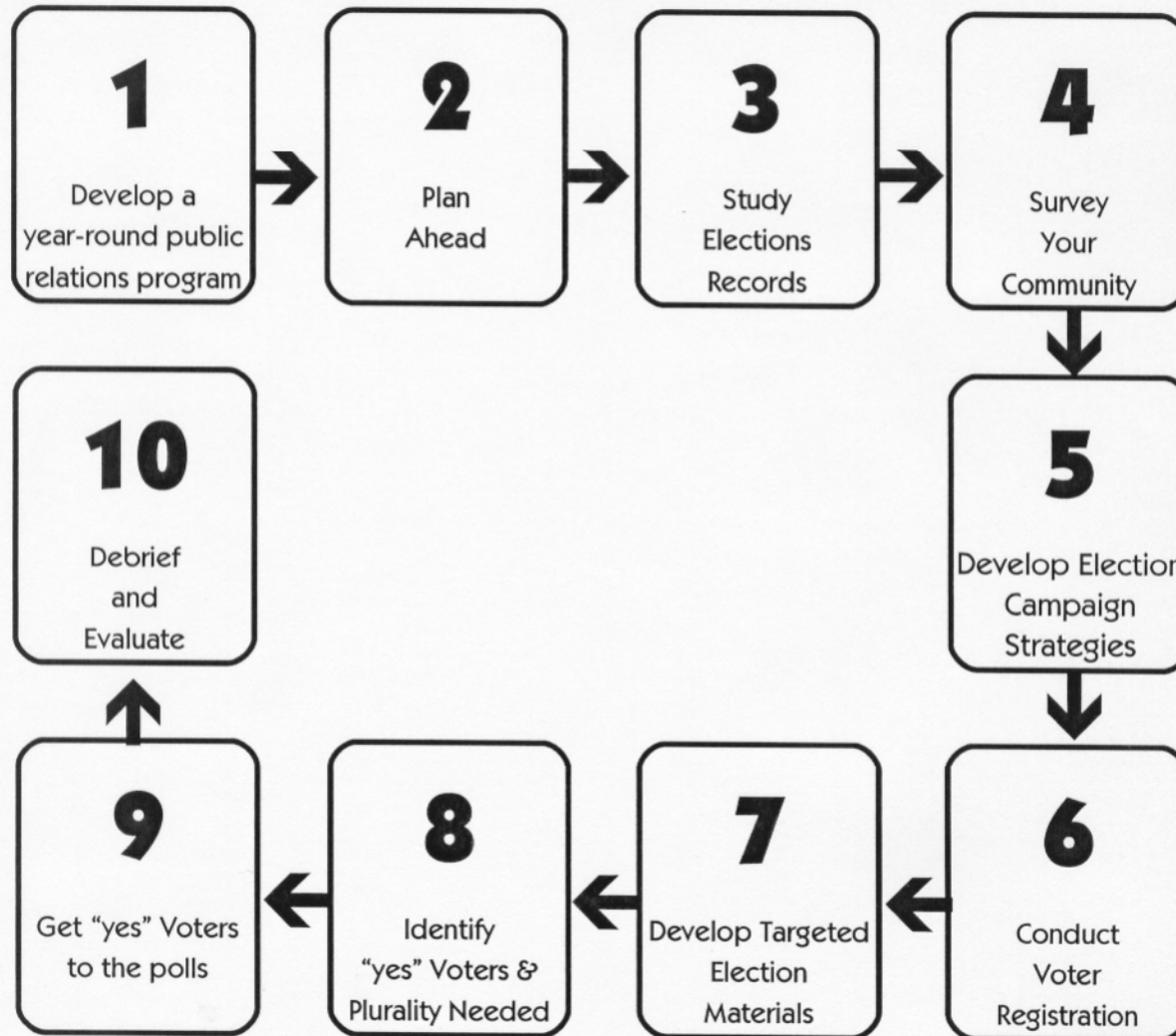
## 2011 OSBA Sustainable Schools Workshop

Presented by

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## Ten Steps to a Successful School Finance Campaign



# Before you begin:

## Questions that need a Yes answer:

1. Do we have a fighting chance, as measured by public opinion research?
2. Do we have internal unity among elected officials, administration, staff, and key constituents?
3. Do we have a “failsafe” plan?
4. Are we able to design and execute an outstanding election campaign?

# 1,2,3 Steps to Winning

## 1. Solid research

## 2. The “failsafe” technique

Identify “yes” voters

Make personal contact with “yes” voters to “close the sale”

*The goal is at least three contacts; one of them should be personal.*

## 3. Make sure the “yes” voters vote

# Successful Campaigns

- Strong citizen leadership
- Stick to their written, research-based campaign plans, carrying them out 100%
- Advocacy efforts coordinated with district information for maximum impact
- Identify “yes” voters
- Deliver the right personalized messages to the right voters



# Base EVERYTHING on data

- The decision about what to put on the ballot
- Information sent by district to voters
- All work of the advocacy committee
- Everything you communicate in any way
  - Printed materials
  - Speeches
  - Ballot measure and explanatory statement



# How do you win?

- Survey demographics combined with voter data—  
enough votes to win?
- How many points can we motivate some groups  
using key messages identified in our survey?
- If we do all of that, what are our chances?

# A good survey tells you:

What to place on the ballot

How to win

How to write the ballot title:

**Caption** — 10 words

**Question** — 20 words plus required words

**Summary** — 175 words plus required words

**Explanation** — 500 words, if county prints a voters' pamphlet





# Do voters want what you're selling?

- Good research tells you:
  - If your package is what voters want, will pay for
  - Obstacles in your way to winning
  - The size of those obstacles
  - What you might do to overcome those obstacles

# Know your voters

**Who votes?**

**How often?**

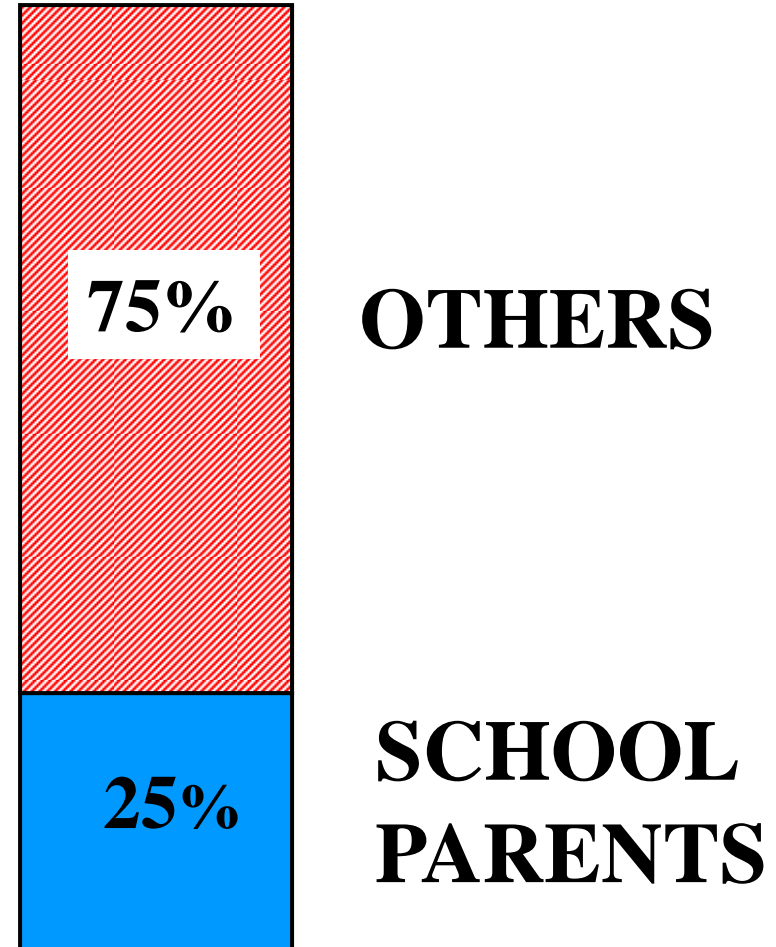
No voters are more apt to vote than “yes” voters.

Too many “yes” voters are  
“infrequent voters”:

- 1 out of 4 elections
- 2 out of 4 elections

# Voters: a typical community

- 70% over age 45
- 28% over age 60
- 60% of “perfect voters” are over age 60
- 90% of “perfect voters” are over the age of 45



# One community's voters

Support by age groups—in survey:

18-34 — 76% for measure

35-44 — 82%

Some groups as low as 58%

***Looks good until you know the most supportive voters seldom vote and make up less than 42% of registered voters.***



# A random-sample survey












- Solid research with  $\pm 5\%$  level of confidence
- Tells you:
  - What they are likely to do
  - Why they are apt to do it
  - How to get them to do it

# Precinct analysis: Past elections

- How many precincts did you win? Lose?
- In past elections, what is the trend in each precinct?
- If you color a map by % of “yes” are your “yes” voters all in one block? Are your “no” voters all in one block? Is that block changing?
- Did you analyze where your “no” voters were and ignore them? Did it work?
- Did you identify “yes” voter precincts and really work them?
  - If so, did they actually vote?
  - How many other positives were there in given precincts?



# Barcode Walking or Telephone Lists

Order of Vote History	County Code	Legislative District	Barcode contains voter reg. #			
VOTE DATES FOR ASTERISK CODE: 11/92 05/92 11/90 5/90		PRECINCT: L1/NYE CREEK 3 (21) PAGE 31748				
TELEPHONE	NAME	ADDRESS	CITY	ZIP	RESPONSE	
Phone 503 265/5256	CAROL I SUTTON	*1902 NW NYE ST	NEWPORT	97365	.. 88ED YES NO UNDECIDED	
	RONALD H SUTTON	.			.. 78ED YES NO UNDECIDED	
503 265/5016	ANN LENGWENUS	*1934 NW NYE ST	NEWPORT	97365	.. 82ED YES NO UNDECIDED	
	KURT LENGWENUS	.			.. 92ED YES NO UNDECIDED	
503 265/6278	EDWIN R MAZIARKA JR	.2022 NW NYE ST	NEWPORT	97365	.. 92DR YES NO UNDECIDED	
	DON A CHRISTENSON	.2228 NW NYE ST	NEWPORT	97365	.. 69ED YES NO UNDECIDED	
Family Groupings	MARY CHRISTENSON	*			.. 70ED YES NO UNDECIDED	
	TAMI J BARKER	*2304 NW NYE ST	NEWPORT	97365	.. 92BR YES NO UNDECIDED	
Gender * = female . = male	WAYNE N BARKER	.			.. 92BR YES NO UNDECIDED	
	BETTY J GREGORY	*2326 NW NYE ST	NEWPORT	97365	.. 90ER YES NO UNDECIDED	
	EDDIE G GREGORY	.			.. 90ER YES NO UNDECIDED	

Year of Registration or voting history (if known).  
 Voting history is shown in four positions. An \* indicates that the voter voted in that election. A . indicates that the voter did not vote in that election, \*.\*= voted 11/92 and 11/90.

Age Code  
 A = Under 25, B = 25 to 34,  
 C = 35 to 44, D = 45 to 59  
 E = 60 & over

Party  
 Custom Codes (circle appropriate codes).  
 These codes can be any series of numbers, letters or words that have some meaning for your campaign.



## 1: All Registered Voters

Voter-Count	Gender-Count	%	Age	All	%	Men	%	Wmn	%	Times-Voted	%	Cum-Tot	
I: 6,294	M: 2,830	45.0	18 - 24:	486	7.8	223	7.9	263	7.6	0/4:	885	14.0	6,294
HH: 4,088	F: 3,463	55.0	25 - 34:	883	14.1	408	14.5	474	13.8	1/4:	1,912	30.3	5,409
			35 - 44:	1,051	16.8	503	17.8	548	15.9	2/4:	1,357	21.5	3,497
			45 - 59:	1,706	27.2	784	27.8	922	26.7	3/4:	1,092	17.3	2,140
			60+:	2,143	34.2	903	32.0	1,240	36.0	4/4:	1,048	16.6	1,048
			** :	6,269	100.0	2,821	100.0	3,447	100.0	** :	6,294	100.0	

## 2: New Registrants (since 11/01/2005)

Voter-Count	Gender-Count	%	Age	All	%	Men	%	Wmn	%	Times-Voted	%	Cum-Tot	
I: 242	M: 101	41.7	18 - 24:	44	18.3	15	14.9	29	20.9	0/4:	104	42.9	242
HH: 212	F: 141	58.3	25 - 34:	53	22.1	25	24.8	28	20.1	1/4:	45	18.5	138
			35 - 44:	32	13.3	15	14.9	17	12.2	2/4:	43	17.7	93
			45 - 59:	51	21.3	23	22.8	28	20.1	3/4:	45	18.5	50
			60+:	60	25.0	23	22.8	37	26.6	4/4:	5	2.0	5
			** :	240	100.0	101	100.0	139	100.0	** :	242	100.0	

## 3: Voted at least once (1 of 4)

Voter-Count	Gender-Count	%	Age	All	%	Men	%	Wmn	%	Times-Voted	%	Cum-Tot	
I: 5,409	M: 2,417	44.7	18 - 24:	282	5.2	124	5.1	158	5.3	0/4:			
HH: 3,509	F: 2,992	55.3	25 - 34:	700	13.0	324	13.4	376	12.6	1/4:	1,912	35.3	5,409
			35 - 44:	885	16.4	424	17.6	461	15.5	2/4:	1,357	25.0	3,497
			45 - 59:	1,524	28.3	689	28.6	835	28.0	3/4:	1,092	20.1	2,140
			60+:	1,997	37.1	849	35.2	1,148	38.5	4/4:	1,048	19.3	1,048
			** :	5,388	100.0	2,410	100.0	2,978	100.0	** :	5,409	100.0	

## 4: Voted at least twice (2 of 4)

Voter-Count	Gender-Count	%	Age	All	%	Men	%	Wmn	%	Times-Voted	%	Cum-Tot	
I: 3,497	M: 1,538	44.0	18 - 24:	70	2.0	29	1.9	41	2.1	0/4:			
HH: 2,331	F: 1,959	56.0	25 - 34:	259	7.4	114	7.4	145	7.4	1/4:			
			35 - 44:	447	12.8	215	14.0	232	11.9	2/4:	1,357	38.8	3,497
			45 - 59:	1,050	30.1	469	30.5	581	29.8	3/4:	1,092	31.2	2,140
			60+:	1,662	47.6	710	46.2	952	48.8	4/4:	1,048	29.9	1,048
			** :	3,488	100.0	1,537	100.0	1,951	100.0	** :	3,497	100.0	

## 5: Voted at least three times (3 of 4)

Voter-Count	Gender-Count	%	Age	All	%	Men	%	Wmn	%	Times-Voted	%	Cum-Tot	
I: 2,140	M: 928	43.4	18 - 24:	24	1.1	9	1.0	15	1.2	0/4:			
HH: 1,487	F: 1,212	56.6	25 - 34:	94	4.4	42	4.5	52	4.3	1/4:			
			35 - 44:	176	8.3	92	9.9	84	7.0	2/4:			
			45 - 59:	560	26.3	247	26.6	313	26.0	3/4:	1,092	51.0	2,140
			60+:	1,278	59.9	537	57.9	741	61.5	4/4:	1,048	48.9	1,048
			** :	2,132	100.0	927	100.0	1,205	100.0	** :	2,140	100.0	



# Use your research findings

For each audience in every step of the campaign

In all conversations

For everything you write:

- Ballot measure
- Informational pieces (only to prioritize information)
- Advocacy pieces
- Phone calls—voter identification and reminders


# Information vs. advocacy campaigns

## **District provides factual information about the measure**

- Public employee campaign restrictions

## **The PAC sells the measure to voters.**

- Form your committee and pick your leader before the board approves your bond.
- Register with the Secretary of State after the measure is filed with the county elections office.

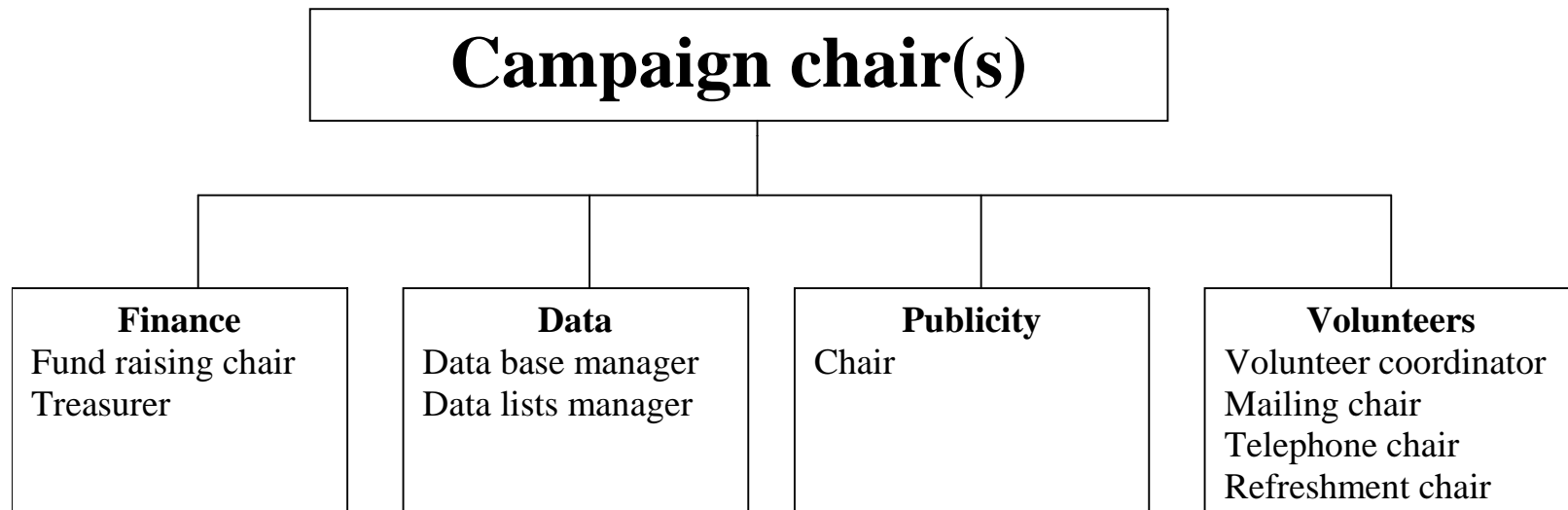
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- The **board's job** is to make a unanimous decision and support the campaign.
  - The **district's job** is to provide the facts.
  - The **campaign's job** is to identify “yes” voters and make sure they vote.

# Campaign timeline

Work backward from the election date to time your key election activities:

- Facilities review
- Community Survey
- Staff communications
- Voter mailings
- Community meetings
- Voter registration

# Sample Campaign Structure



# Finance Committee

- Raises dollars and finds in-kind contributions
- Files required forms and reports

# Data Committee

- Responsible voter information needed for phoning/mailing
- Manages voter identification data
- Provides labels and phone lists



# Publicity Committee

- Designs all campaign literature based on the research, themes and messages
- Produces materials in time to meet campaign deadlines

# Volunteers Committee

- Coordinator recruits and assigns volunteers
- Mailing chair is responsible for all campaign mailings
- Telephone chair provides training and supervises phoning
- Refreshments chair makes sure there are beverages and snacks for all activities

# Persuasive Communications

The message is determined by the results of the research

- You must define a “theme”
- Test actual words—use the ones that motivate the most
- Reaffirm the motivation for the support



# Messages that motivate

Survey identifies actual words to use to reinforce reasons people support the measure.

**These are DIFFERENT for every community.**

## **Hierarchy of effective communication**

1. One-to-one, face-to-face
2. Small group discussion
3. Speaking before a large group
4. Phone conversation
5. Handwritten, personal note
6. Computer generated, personal letter
7. Mass produced, not personal letter
8. Brochure or pamphlet in mail
9. Information on Web sites
10. News carried in popular press
11. Advertising in newspapers, radio, TV, posters, magazines
12. Other forms — billboards, skywriters, etc.

(Based on Washington University at St. Louis study)

# Effective Mail Pieces

- Simple
- Easy to read
- The right message for that target
- Conveys key message in a visual, simple way
- Delivers the message quickly

# District materials: Just the Facts

For more information, visit the Silver Falls School District's website: [www.silverfalls.k12.or.us](http://www.silverfalls.k12.or.us) or call the Superintendent at 503-873-5303.

## *Silver Falls School District* Bond Measure 24-225

**What:** Bond Measure 24-225 would complete Phase II of the high school construction plan by adding an approximately 150,000 square foot addition to the Pine Street Campus and a new Agricultural Sciences and Industrial Arts building.



**How Much:** \$47,500,000 bond. Estimated cost to taxpayers is \$2.74 per \$1,000 of assessed property value: approximately \$22.83 per month or \$274 per year for every \$100,000 of assessed value in additional property taxes.

**When:** The election is Nov. 7, 2006. Ballots will be mailed to voters Oct. 20-24. Ballots must be returned by mail or in drop boxes at Silverton City Hall by 8 p.m. on Election Day.

## Be sure to vote on Nov. 7, 2006

Silver Falls School District  
1456 Pine Street  
Silverton, Oregon 97381  
503-873-5303

NON-PROFIT ORG.  
U.S. POSTAGE  
**PAID**  
SILVERTON, OR  
PERMIT NO. 158

# PAC materials: Be persuasive

**If you haven't thought about our schools for a while, there are some people who would like you to check back in.**

We all count on our public schools, whether or not we have children or grandchildren in them today. They are the backbone of neighborhoods, a key to our local economy and they prepare the successful, productive citizens of tomorrow.

These are the buildings we send our children to every day — the places in which we expect them to learn — and they desperately need our help.

## Don't drink the water.

There are plenty of things to warn our children about, but drinking the water in their school shouldn't have to be one of them. However, the water in too many Salem-Keizer Schools is rusty and brown. Heating equipment is so old that some classes are far too hot, and some are far too cold — in the same school. And be careful where you walk — some schools have floors and playground surfaces so damaged that they are dangerous.

Salem-Keizer School District has 66 schools. A recent in-depth study showed that 48 of these school buildings are in dire need of renovation.

**Measure 24-249 will make these urgently needed repairs in every part of the district, keeping our children safe and protecting the millions of dollars we have invested in our school buildings.**



## Too crowded to learn.

Kids need room to learn, and in too many Salem-Keizer schools they just don't have it. The district has 156 portable classrooms, many of which are isolated from school facilities. One school is so crowded that there are blue tape lines in the hallways so that the children 'walk the line' and follow the traffic pattern. Cafeterias cannot accommodate enough students, so many children eat at their desks.

**Measure 24-249 — the Salem-Keizer School Bond — will build four desperately-needed schools to ease overcrowding and give our children room to learn.**

Our schools represent the future of our kids and our community. They also represent a multi-million-dollar investment that we need to protect. See for yourself why the Salem-Keizer School Bond is so important: take the virtual tour at [www.yesforourschools.com](http://www.yesforourschools.com).

**We have great schools, but we must act today to protect them.**

Note  
**YES**  for Our  
Salem-Keizer Schools  
Measure 24-249



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