

CHECKLIST SUGGESTIONS FOR A LOCAL BALLOT QUESTION COMMITTEE

1. District Presents Resolution to the Board
2. Form a Ballot Question Committee including naming a Treasurer (forms are available in the County Clerk-Elections office or at http://www.michigan.gov/sos/0,4670,7-127-1633_8723_11893_66193---,00.html)
3. Develop a budget – determine how much it will cost, determine the amount you want to spend and develop a fundraising strategy to meet those goals. Make a list of people you will be able to contact for initial support and/or campaign funds.
4. Develop a calendar.
5. Develop a strategy of personal door-to-door days and begin knocking on doors, or drop/hook on newspaper or mailbox post.
6. Consider Robo calls.
7. Develop a logo, sign design, slogan and stump speech highlighting 3 points (always stay on message). *August 2012 Example: We are asking for your support of the millage because it is a: 1) Fair; 2) Equitable; and 3) Stable funding solution.*
8. Prepare a list of frequently asked questions.
9. Print a Brochure.
10. Print Yard Signs.
11. Attend meetings throughout the Jurisdiction to promote and answer questions.