

**HOW TO
INCREASE
YOUR
CHANCE OF
WINNING
YOUR
CHILDREN
SERVICES
LEVY**



OVER
VIEW

**WITHOUT
PAYING FOR
THE CREATIVE
DEVELOPMENT
IF THE LEVY
FAILS.
GUARANTEED.**

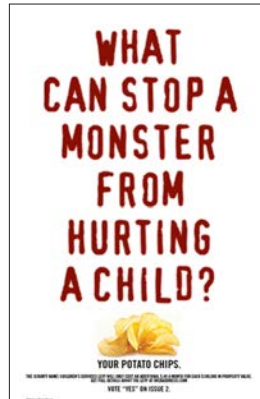
NO RISK.

IF YOU DON'T WIN, YOU DON'T PAY.

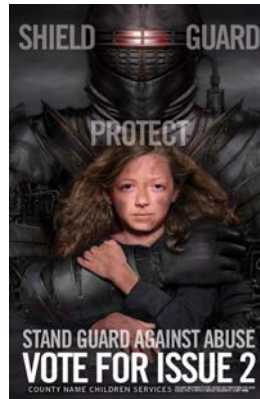
Children Services
EMOTIONAL



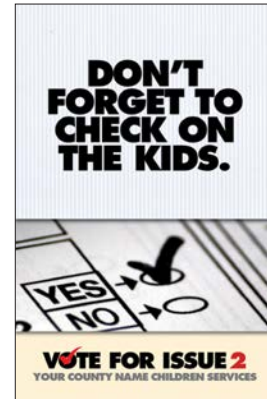
Children Services
LOGICAL



Children Services
EMPOWERING



Children Services
STRAIGHT FORWARD



Children Services
DRUG EPIDEMIC



Human Services
IMPLORING



Human Services
EMOTIONAL



CHOOSE FROM SEVEN FULLY DEVELOPED, STRATEGICALLY DIFFERENT LEVY MARKETING CAMPAIGNS.

See the campaign elements beginning on page four.

WE TAILOR ALL ELEMENTS OF THE CAMPAIGN YOU CHOOSE WITH THE BALLOT NUMBER, PROPER AGENCY NAME AND ALL LEGAL DISCLAIMERS.

AND IT'S AVAILABLE TO YOU WITH ABSOLUTELY NO FINANCIAL RISK!
IF YOU DON'T WIN YOUR LEVY, YOU DON'T PAY A DIME.



BENEFITS

Your marketing materials will be ready to go in one week.

Giving you more time to:

- >> Plan media placement
- >> Coordinate 'guerrilla' tactics with your volunteers
- >> Develop coordinated PR opportunities
- >> Concentrate on fundraising

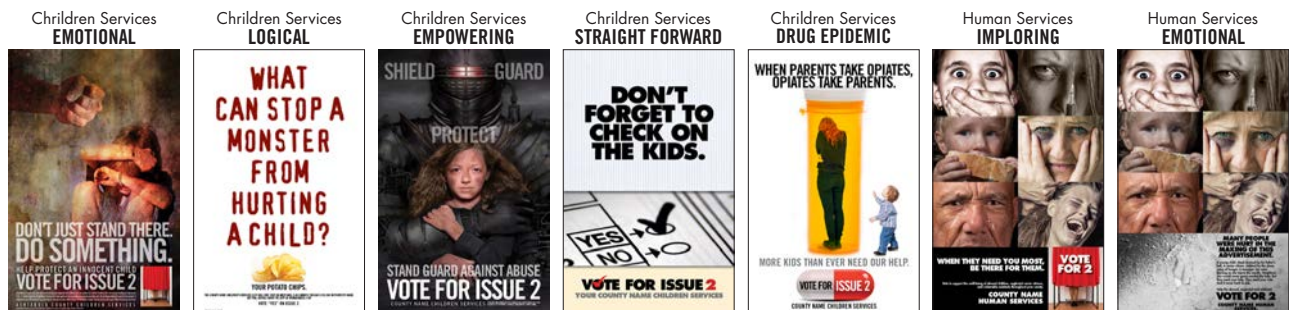
You will have an effective marketing campaign that has been conceived and designed by professional marketing people, offering:

- >> More impactful messaging
- >> Cohesive look and tone throughout campaign
- >> High-quality graphic design that looks professional (because it is professional)

A high-quality campaign can help make more of your media budget. And possibly even make more of a budget:

- >> When paid media is placed, you know it be working as effectively as possible, thereby making the most of your media dollars.
- >> The quality of the campaign may help attract more or larger donations to support the campaign


THERE IS ABSOLUTELY NO FINANCIAL RISK.
IF YOU DON'T WIN, YOU DON'T PAY.



See the campaign elements beginning on the next page.

A circular logo with a blue top half and a red bottom half. In the center, the text "WIN YOUR LEVY.COM" is written in white, bold, sans-serif capital letters. "WIN" and "LEVY" are on the top line, and "YOUR" and ".COM" are on the bottom line.

The current Opioid Epidemic is dominating headlines everywhere and is being better understood by everyone. Fully leveraging this very emotional and top-of-mind subject by utilizing a very impactful visual of a parent trapped inside a medicine bottle—separated from their child—this campaign makes an indelible impression on voters with the statement-of-truth: ‘Opioids take parents away from their children.’



VOTE FOR ISSUE 2 COUNTY NAME
CHILDREN SERVICES



VOTE FOR ISSUE 2

**COUNTY NAME
CHILDREN SERVICES**



VOTE FOR ISSUE 2





VOTE FOR ISSUE 2



MORE KIDS THAN EVER NEED OUR HELP.

**VOT DON' E F T L E R I S I S U R E S T E 2 2
REL BE P N ROT E A T E C I T E N**

Today, as a result of the ruthless opioid epidemic, there are more foster kids in our country than ever. So we need your support more than ever. Please support this issue. Please support Issue 2.



STATE & FEDERAL FUNDING CUTS

VS

NUMBER OF CHILDREN IN CARE

The chart displays two data series: 'Total Received' (green bars) and 'Total Expended' (red bars). The Y-axis represents the number of children in care, ranging from 0 to 8,000. The X-axis shows the years 2011, 2012, and 2013. In 2011, Total Received is approximately 6,000 and Total Expended is approximately 7,000. In 2012, Total Received is approximately 5,000 and Total Expended is approximately 6,000. In 2013, Total Received is approximately 4,000 and Total Expended is approximately 5,000. A legend indicates that the green bar represents 'Total Received' and the red bar represents 'Total Expended'.

Year	Total Received (Children)	Total Expended (Children)
2011	~6,000	~7,000
2012	~5,000	~6,000
2013	~4,000	~5,000

Ashland residents have always supported our general operating levy, but with significant cuts in state and federal dollars, it is no longer enough to pay for the increasing number of children in care. Can we count on you to pass this new 5.1 mil levy? More important, can the children?

WHEN PARENTS TAKE OPDATES,



UPDATES TAKE PARENTS.

MEORE KIDS THAN EVER OUR HELP.

Each year, a million children are born in the United States. More than 10 million children live in poverty. More than 10 million children are in foster care. More than 10 million children are in need of help.

VOTE FOR ISSUE 2

STAND UP FOR ABUSED KIDS

VOTE FOR ISSUE 2

YOUR COUNTY CHILDREN'S SERVICES

WHEN PARENTS TAKE OPIATES, OPIATES TAKE PARENTS.

DON'T JUST STARE THERE TAKE ONE

WILL YOU HELP US PROMOTE THE PASSAGE OF ISSUE 2 BY EMAILING YOUR FRIENDS AND FAMILY UNIQUE AND ENGAGING MARKETING ELEMENTS LIKE THIS?

MORE KIDS THAN EVER NEED OUR HELP.

VOTE FOR ISSUE 2

COUNTY WIDE CHILDREN'S SERVICES

[illegible]

WHEN PARENTS TAKE OPIATES,

OPiates TAKE PARENTS.

VOTE FOR ISSUE 2

MORE KIDS THAN EVER NEED OUR HELP.

Today, as a result of the ruthless opioid epidemic, there are more foster kids in our country than ever. So we need your support more than ever. Please support the kids. Please support Issue 2.





If you don't win, you don't pay.



LEVY PASSES



LEVY LOSES

HOW IT WORKS

1 CHOOSING A CAMPAIGN

- >> You e-mail us with a convenient day & time for a 1/2 hour phone call.
- >> We call you at the appointed time.
- >> You tell us about your agency, your county, the makeup of its residents, and your county's levy history
- >> We talk over the seven different levy marketing campaigns and discuss which one would best fit your particular levy
- >> You choose the levy campaign you want to use

2 DETERMINING FEES

- >> **Fee for renewal levy: \$600**
- >> **Fee for new or additional levy: \$600 + value of new levy (based upon \$3,000 x new mill rate)**
Examples: 1.0 mil rate = \$3000
1.2 mil rate = \$3,600
2.0 mil rate = \$6,000

- >> Funds for fees are placed in an escrow account
- >> If your levy passes, we collect our fee
- >> If your levy fails, the funds go back to you.

So you risk nothing.

3 CREATING A COMPENSATION FUND

Once you have chosen a campaign, we will send you a PPT presentation featuring your campaign, which can be customized by you with your logo and specific information about your levy. This presentation can be used with donors, to explain:

- >> Overview of your levy and why it needs to pass
- >> How their donation can help fund a professionally produced levy campaign
- >> The creative elements making up the campaign you'll be using, including the TV spot customized with your County Name and Issue Number
- >> Background information about Win-Your-Levy.com

4 CHECK OR ESCROW ACCOUNT

Once you have collected the funds, you may send us a check (which we will hold onto until the levy results are known), or deposit funds into an escrow account at Escrow.com (a fee will apply). Once we have received your check or have verified the funds are in escrow, all campaign elements will be customized with your levy information and released to you to begin using.

5 YOUR CUSTOMIZED CAMPAIGN

We will send you PDF files of print work, JPEGs of digital work, and an MP4 of your radio spot. You will also receive a link to your customized video and a proper format of the :30 TV version will be emailed to the station(s) you request. Your custom website will be launched and you will be provided with the link to include in your emails and Facebook postings.

6 WEDNESDAY MORNING

You will inform us of the election results via an automated email that will be sent to you. If your levy fails, you will be required to verify though providing a link to a local news source, at which time your funds in escrow will be returned to you or the check you sent will be ripped in half and returned to you.

**SO, IF YOUR LEVY PASSES,
WE COLLECT OUR FEE.
IF YOUR LEVY DOESN'T PASS,
THE FUNDS GO BACK TO YOU!**

READY TO WIN YOUR LEVY?

CONTACT US RIGHT NOW AT
FDC.MARKETINGGENERATOR@GMAIL.COM
OR CALL RANDY DEMUESY: 440-227-5059.



***IF YOU DON'T WIN,
YOU DON'T PAY.***