

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



OVER
VIEW

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

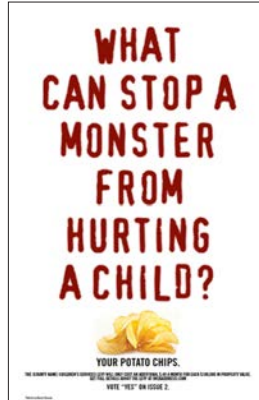
N RISK.

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

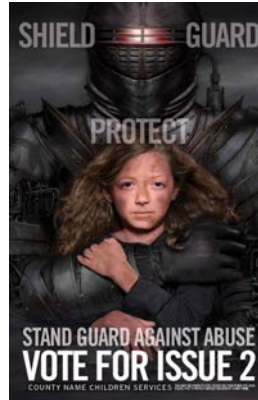
Children Services
EMOTIONAL



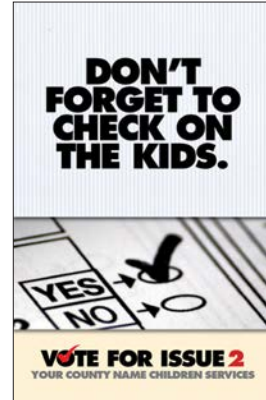
Children Services
LOGICAL



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 YOUR **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

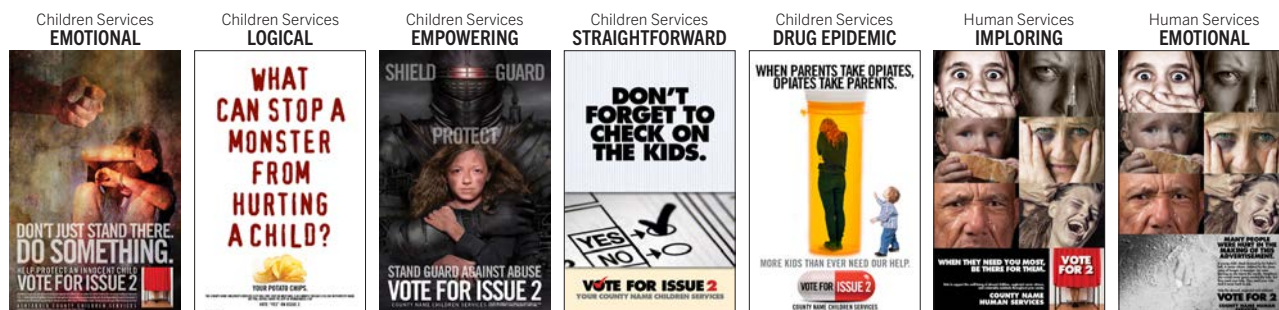
You will have an effective marketing campaign that has been conceived and designed by professional marketing people, offering:

- >> 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.

CHILDREN SERVICES
THE
DRUG EPIDEMIC
APPROACH



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

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.'

**WHEN PARENTS TAKE OPIATES,
OPIATES TAKE PARENTS.**

MORE KIDS THAN EVER NEED OUR HELP.

VOTE FOR ISSUE 2

COUNTY NAME CHILDREN SERVICES

VOTE FOR ISSUE 2 COUNTY NAME CHILDREN SERVICES

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COUNTY NAME CHILDREN SERVICES



**WHEN PARENTS TAKE OPIATES,
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VOTE FOR ISSUE 2

COUNTY NAME CHILDREN SERVICES

COVER

VOTE FOR ISSUE 2 MORE KIDS THAN EVER NEED OUR HELP.



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 county than ever. So we need your support more than ever. Please support the kids. Please support Issue 2.



VOTE FOR ISSUE 2.

VOTE FOR YOUR COUNTY NAME CHILDREN SERVICES.

INSIDE COVER

MORE KIDS THAN EVER NEED OUR HELP.

GATE FOLD



WHEN PARENTS TAKE OPIATES, OPIATES TAKE PARENTS.

MORE KIDS THAN EVER NEED OUR HELP.

VOTE FOR ISSUE 2

2

VOTE FOR ISSUE 2

2

VOTE FOR ISSUE 2

WHEN PARENTS TAKE OPIATES, OPIATES TAKE PARENTS.

MORE KIDS THAN EVER NEED OUR HELP.

VOTE FOR ISSUE 2

COUNTY NAME CHILDREN SERVICES

VOTE FOR ISSUE 2.

VOTE FOR YOUR COUNTY NAME CHILDREN SERVICES.

HERE ARE THE FACTS ABOUT THIS EMOTIONAL ISSUE.

Children face the same struggles as adults, 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 now \$1.5 billion measure, can the children?

STAND UP FOR YOUR COUNTY NAME CHILDREN SERVICES

VOTE FOR ISSUE 2

OUR DAILY COST FOR CHILDREN IN PLACEMENT IS \$1,100 OR \$1,300 PER MONTH. OUR CURRENT FUNDING IS \$1.5 BILLION.

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INSIDE COVER

INSIDE GATE FOLD

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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 \$2,000 x new mill rate)**
- Examples: 1.0 mil rate = \$2000**
- 1.2 mil rate = \$2,400**
- 2.0 mil rate = \$4,000**

- >> 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 Video/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
FAUVERDEMUESYCOMMUNICATIONS@GMAIL.COM
OR CALL RANDY DEMUESY: 440-227-5059.



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