



The University of Dayton and Allerton Hill Consulting are pleased to present...

"How to Win a Levy"

Monday, February 24, 2014
8:30 a.m. – 3 p.m.

Courtyard by Marriott Dayton - University of Dayton
2006 S. Edwin C. Moses Blvd - Carillon Room
Dayton, OH 45417
(across from UD Arena)

Passing levies and connecting with voters has always been a challenge. During times of increased scrutiny by voters and a tough economy, having a well-organized, well-managed levy campaign is more important than ever.

Learn about the fundamental efforts needed to be successful from placing an issue on the ballot through election day and beyond.

AGENDA

- 8:30 a.m.** **Registration and Continental Breakfast**
- 9 – 9:45 a.m.** **Setting the Stage for New Money**
How to prepare for a levy and make sure you start an early dialog with your voters. This will help with the "sticker shock" feeling many taxpayers get on the size of the request.
- 9:45 – 10:30 a.m.** **What Are Your Voters Thinking?**
A presentation on the need for a quality survey and how it can help your district.
- 10:30 – 10:45 a.m.** **Break**
- 10:45 – 11:30 a.m.** **Campaign Team and Fundraising**
Tips on how to start and what to avoid.
- 11:30 a.m. – 12:15 p.m.** **Lunch**
- 12:15 – 1 p.m.** **Organized Community Groups**
How to identify them, when to engage them and when to avoid them.
- 1 – 1:45 p.m.** **Campaign Session: Spend Your Money Wisely**
Too many districts still spend their money where it does not impact one voter. Learn where to focus and the efforts needed to be most effective in connecting with voters.
- 1:45 – 2:30 p.m.** **Keeping the Community Engaged**
- 2:30 – 3 p.m.** **Q&A and Evaluations**

Registration fee:
\$200 per person

Register online:
go.udayton.edu/levyseminar

Questions?
Call Dave Dolph at
937-229-3105.

