

# **Pass 10 new mills in one year**

Amy Rutledge- Communications Coordinator

Marci Saxon- Board of Education

**North Ridgeville City Schools**

# North Ridgeville Levy History

**Before 2012, NRCS had  
been on the ballot  
46 times.**

**Passed 16 times  
(8 renewals)**

**Failed 30 times**

**Operating Levy  
4.90 Mills**

**May 2011- FAILED**

**Aug. 2011- FAILED**

**Nov. 2011- FAILED**

**November 2012- 5.90 Mills PASSED**

**May 2013- 2.53 Mills (Renewal) PASSED**

**November 2013- 4.95 Mills (Bond Issue) PASSED**

# How did we achieve success?

1. Marketing strategies

2. Engaging residents, parents and  
businesses

If you want different results:  
Do something different

# Marketing: Create the message

YOU are responsible for communicating the message...  
in the way you want it to be received!

- Describe the issue in one sentence-slogan
- Keep it simple, but show the need
- Talking points- facts that show the importance to every age group

# How to get the message out?

- Website- FAQ, financial info, campaign literature, voter information, volunteer opportunities, upcoming events
- Facebook page- push info to parents, events, Did You Know?
- Newspaper ads/letters to the editor- visual information, reaches residents
- Direct mailings- full saturation and targeted mailings
- Backpack flyers- sent home with all students PreK-8
- Attending community/school events- open houses, athletics, PTA events
- Levy Chats- school, home and community locations
- Yard Signs/Banners- placed to hit all main routes in the community
- Music video- created by the kids, posted on the web and YouTube

# North Ridgeville



## Citizens for Better Schools

Investing in Excellence



[About Issue 33](#)

[Financial Information](#)

[FAQs](#)

[Voter Information](#)

[Volunteer](#)



[Endorsements](#)



[Donate to NRCBS](#)



[School Funding News](#)



[Elected Representatives](#)



[North Ridgeville City Schools](#)



[Contact Us](#)



[Links](#)



[Connect with Us](#)

# THANK YOU!

[< Previous](#) [Next >](#)

## Welcome!

Welcome to the North Ridgeville Citizens For Better Schools informational website. This website was established as a means to inform the citizens of North Ridgeville about key issues regarding our city schools, provide them with a way to interact and to ask questions.

## Events

### Calendar

December 2014						
Su	Mo	Tu	We	Th	Fr	Sa
28	29	30	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	1
2	3	4	5	6	7	8

# Marketing: Literature/Mailings

- Issue number on everything

## DON'T REUSE SIGNS

- Tell the reader what to do- be direct!
- Keep it simple! (graphics-/COLOR)
- Use common language
- Don't sugar coat the issue
- Address concerns/rumors
- Contact/source for more information

The cost of great schools is . . .

**41 cents a day.**

Please, vote FOR the levy May 7th.

*Thank you very, very much,*

The families, grandparents and  
3341 children in North Ridgeville schools.



*Levy Money will be used to . . .*

- protect the huge improvements made so far
- add courses and technology to compete and win
- buy textbooks and software
- attract the best teachers and staff
- keep buildings and equipment in shape

What will the Levy cost?

\$100,000 --- 41 cents a day.  
\$150,000 --- 61 cents a day.  
\$200,000 --- 81 cents a day.

PROPOSED TAX LEVY - (ADDITIONAL)  
NORTH RIDGEVILLE CITY SCHOOL DISTRICT  
A Majority Affirmative Vote Is Necessary For Passage.  
Shall a levy be imposed by the NORTH RIDGEVILLE  
CITY SCHOOL DISTRICT For the purpose of  
**PROVIDING FOR THE EMERGENCY  
REQUIREMENTS OF THE NORTH  
RIDGEVILLE CITY SCHOOL DISTRICT.**

*We will not ask again until 2007.*

*We have not asked for 6 years.*

FOR THE TAX LEVY 91 →   
AGAINST THE TAX LEVY 92 →

**Levy Hotline 327-4200**

*We're good... the plan is to be great. "Yes" on May 7th.*



# If North Ridgeville is Growing...



≠



## Why Doesn't the School Receive More Money?

A levy collects the same amount of money no matter how many people live in North Ridgeville.



More people move into the community



Each taxpayer contributes less

voter approval = additional funds

For more information visit [www.nrcbs.org](http://www.nrcbs.org)

Citizens for Better Schools  
5490 Mills Creek Lane  
North Ridgeville, Ohio 44039

Paid for by the Citizens for Better Schools Committee,  
5490 Mills Creek Lane,  
North Ridgeville, OH 44039,  
Alec Barker, Treasurer



### Vote YES on Issue 43 for our students!

*The Need is Real the Time is NOW!*

*Will cost the owner of a \$130,000 home \$19.57 a month— every dollar stays LOCAL!*

# A cafeteria should be open for lunch... not closed due to FLOODING



Because it's 90 years old, North Ridgeville Middle School routinely experiences flooding when it rains. The cafeteria has had several inches of water and even sewage back up. Everything in the area is cleaned and sanitized before student use costing additional time and cleaning supplies.

 **Yes Issue 33**

## "Building a Better North Ridgeville"

### The Need:

- ✓ NRMS ranked #1 in overcrowding in the State of Ohio
- ✓ Aging, outdated, and costly facilities

### The Plan:

- ✓ Build a facility on Bainbridge Road to house students in grades 3-8
  - Improves safety, creates classrooms that meet the needs of our growing district and supports 21st century learning
- ✓ Construct new Ranger Stadium
  - Eliminates the need to build a field house
  - Makes Center Ridge property appealing to buyers
  - Creates an efficient cost saving facility.
  - Allows district to be competitive in athletic conference opportunities
- ✓ Combined cafeteria/auditorium= "Cafetorium"
  - Will accommodate fine arts performances
  - Increased availability for community use

### The Cost:

- ✓ \$14.50 a month per \$100,000 home value
- Money can only be spent on infrastructure
- ✓ NRCS takes advantage of \$8.9 million dollars from the State of Ohio-maximizes local tax dollars



More info visit: [www.nrcbs.org](http://www.nrcbs.org)

## YES Issue 33

Paid for by the Citizens for Better Schools Committee, 5490 Mills Creek Lane,  
North Ridgeville, OH 44039, Alec Barker, Treasurer

# Don't Let State Money Pass Us By...



**Hurry! This money won't be available forever!**



**YES ISSUE 33!**

# **Issue 33 uses local tax dollars efficiently by taking full advantage of state money before it runs out!**

Paid for by the Citizens for Better Schools Committee,  
5490 Mills Creek Lane,  
North Ridgeville, OH 44039,  
Alec Barker, Treasurer

## **The Facts:**

- Money available from the State of Ohio to help school districts build new facilities becomes less and less each year
- NRCS has been approved to receive \$8.9 million dollars: the only district in Lorain County to receive money
- The state will not release this money until the district secures local funding by passing a bond issue
- Failure to secure local funding could jeopardize the availability of this money or reduce the amount in the future

## **Our Plan:**

- ✓ **Build a facility on Bainbridge Road to house students in grades 3-8**
  - Improves safety, creates classrooms that meet the needs of our growing district and supports 21st century learning
- ✓ **Construct new Ranger Stadium**
  - Eliminates the need to build a field house
  - Makes Center Ridge property appealing to buyers
  - Creates an efficient cost saving facility.
  - Allows district to be competitive in athletic conference opportunities
- ✓ **Combined cafeteria/auditorium= "Cafetorium"**
  - Part of the New facility for Grades 3-8
  - Will accommodate fine arts performances
  - Increased availability for community use

**VOTE**  
 **YES ISSUE 33!**

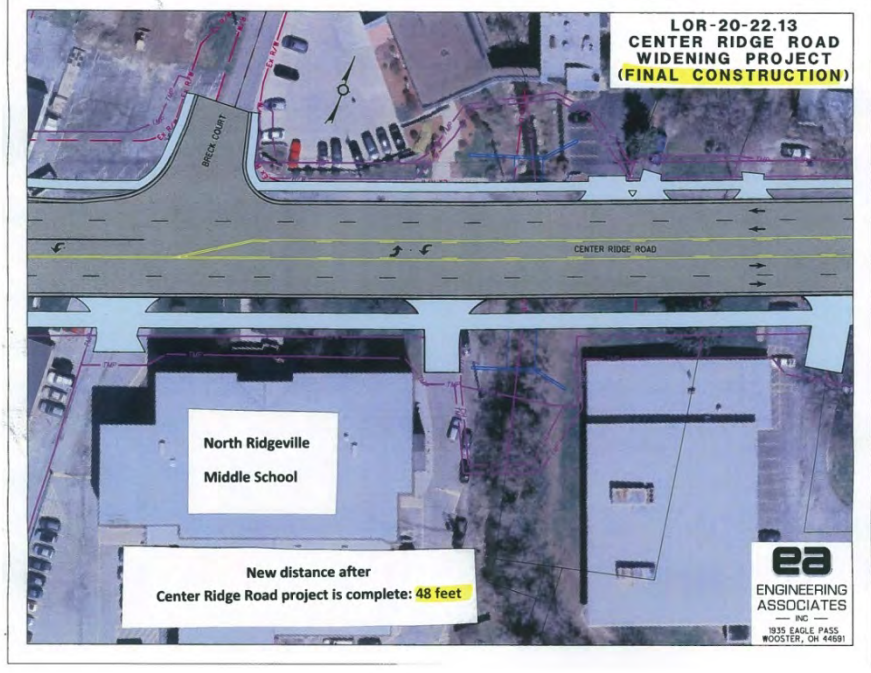
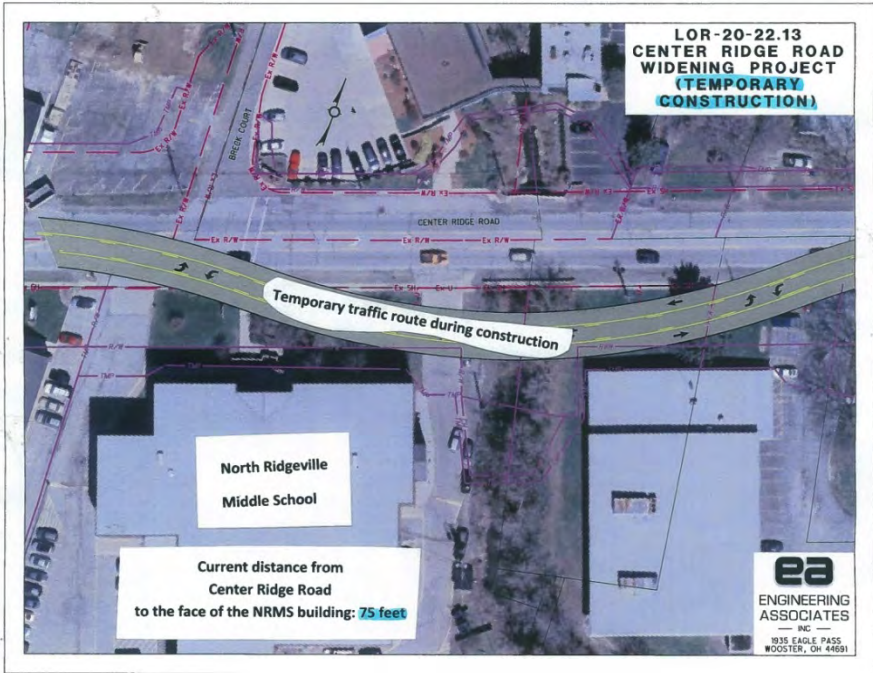
visit [www.nrcbs.org](http://www.nrcbs.org)



# Engage the Community

- Levy Chats- home and school locations- **ONE PERSON IS OKAY!**
- Community Events- spaghetti dinners at senior center, parades, annual festival
- School events- open houses, athletic
- HOA meetings
- Monthly volunteer meetings w/updates

**If there is no risk, there is no reward!**



# Engage Businesses/Groups

- Asked them to endorse the issue- listed on our website
- Had placemats in a popular restaurant
- Placed signs in front of businesses
- Included half sheet ads on pizza boxes
- Host/sponsor events

**Keep them informed!**

# Get them to

# VOTE

- No longer “Election Day”
- Voter registration forms
- Absentee ballots
- Absentee ballot chasers
- Have a visual presence on election day



**YOUR vote counts!**



**Don't forget**  
**to vote**  
**TOMORROW!**

Paid for by Citizens for Better Schools Committee, 5490 Mills Creek Lane, North Ridgeville, OH 44039, Alec Barker, Treasurer

**Parent Support = SUCCESS!**

**Stand up and vote YES for your kids and your community!**

**Our Students NEED Issue 33:**

- Uses taxpayer dollars efficiently by taking full advantage of state money (\$8.9 million) before it runs out!
- Gives our students a school with real science labs, adequate classroom space, and facilities that provide and support 21st century learning
- Allows our students to be competitive in athletics by creating facilities that enables the district to compete with other schools
- Improves the efficiency of the district by lowering maintenance costs on old aging buildings
- Generates community involvement with spaces available for civic groups, meetings and performances
- Increases safety measures with handicap accessibility, additional cameras and secured entrances

Questions? visit [www.nrcbs.org](http://www.nrcbs.org) or 353-1870

 **VOTE YES ISSUE 33!**

# Limited Budget?

- Backpack fliers- no mailing/printing costs
- Staff donations-stamps, payroll deduction
- Business donations- printing, local restaurant fundraisers
- Door to door routes- no mailing costs

# You did this, but still failed.

- Communications plan- do you have one?
  - Who is pushing information out from the district?
  - Must communicate to the community non stop!
- Look at your campaign
  - Was the message clear, simple and direct?
  - Did you target all groups?
  - When did you start “the buzz”
- Every community is different- find what works and tailor the message to your community