

The Conservation Campaign Guide



THE CONSERVATION CAMPAIGN

Introduction

About the Conservation Campaign

The Conservation Campaign (TCC) was established in 2000 by The Trust for Public Land (TPL) to serve as its 501 (c)(4) partner in lobbying and ballot measure campaigns.

Since then, more than 80 percent of campaigns supported by TCC have been approved by voters, helping generate more than \$33 billion for land conservation.

TPL and TCC continue to work as a team in conjunction with local campaign leaders, following a model that has proven to be highly successful in creating public funding for conservation across the country.

Initially, TPL's conservation finance experts provide feasibility research, polling and ballot measure design to lay the groundwork for a successful campaign. They also advise on campaign strategy, crafting a message, media outreach and the development of promotional materials such as direct mail.

Once a campaign strategy is established, TCC offers an array of practical campaign services and tools to help committees comply with the complex rules governing campaigns. TCC often serves as the legal and fiscal sponsor of a campaign committee, handling compliance with all the tax, election law and insurance requirements and serving as a neutral entity to hold and account for funds raised by the different organizations involved in the campaign.

TCC is the only national organization focused solely on political action aimed at gaining public funding for conservation. We help towns, cities, counties, special districts and states create dedicated funding to preserve and enhance their own unique landscapes.

In our first eight years, we have supported more than 300 campaigns across the country. We have compiled the *Conservation Campaign Guide* from our experience working with these partners to conserve land in their communities.

We encourage you to use the lessons and stories from previous campaigns to launch your own conservation effort.

In conservation action,

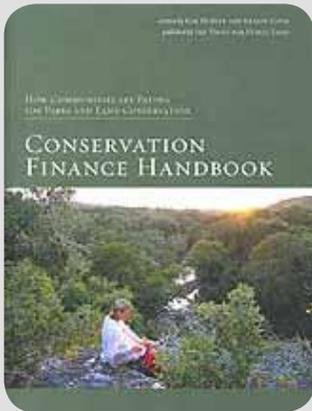
A handwritten signature in black ink, appearing to read "D. Ernest Cook". The signature is fluid and cursive, with a large initial "D" and a long, sweeping underline.

D. Ernest Cook



About the Guide

The *Conservation Campaign Guide* will take you through the basic steps of creating and running a political campaign to win public financing for land and water conservation. The *Guide* is part of the online Conservation Campaign Toolkit, which also includes case studies, a checklist of tasks to complete, and our Website Wizard, a free website hosting service. We encourage you to explore the Toolkit in its entirety at www.conservationcampaign.org.



In using the *Guide*, keep in mind that there is no “one-size-fits-all” campaign. Everything from getting the measure on the ballot to educating voters depends on the nature of your community. Refer to the Case Studies in the online Toolkit to find a campaign story from a community like yours.

Additional information on conservation finance is available online from the experts at The Trust for Public Land (TPL).

* *Conservation Finance Handbook: How communities are paying for parks and land conservation*, by Kim Hopper and Ernest Cook. The introduction and first chapter are on TPL’s website, www.tpl.org. Look in Books and Reports under the News/Publications section.



* LandVote. TPL’s LandVote Database and Mapping System, www.landvote.org, compiles more than 20 years of conservation ballot measure data.



* Conservation Almanac. At www.conservationalmnac.org, TPL provides comprehensive data on state and federal conservation spending and acquisitions in all 50 states. Updates coming in 2010 will include local and private conservation activity along with geospatial maps detailing the location of acquisitions and expenditures.

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Laying the Groundwork

Give yourself the best chance of success by starting early enough to do the necessary research and build a broad base of support.

Educate Yourself

Before launching a conservation funding measure, you will need to do some background research to determine what type of measure to propose, which upcoming election promises the best chance of success, and how to get the measure on the ballot. To develop a successful strategy, you must understand your jurisdiction's political landscape and voters' conservation concerns, and identify potential allies and opponents. Before setting up the official campaign committee, you need to learn the legal, technical and financial requirements.

The Trust for Public Land (TPL) and the Conservation Campaign (TCC) can assist with in-depth research. For more information, see Services on page 27.

Deciding on the Measure

The following questions will help you get started.

- **What are the available options for financing land conservation, parks or other conservation projects? These might include bonds, dedicated taxes, state or federal grants or direct appropriations from your city, county or state. TPL's Conservation Almanac is a great resource for state and federal conservation program information.**
- **What is your jurisdiction's fiscal capacity and current indebtedness?**
- **What is the history of similar ballot measures, if any, in your jurisdiction? Visit www.landvote.org for a complete history of conservation ballot measures.**
- **Will there be other proposed tax increases or ballot questions that might make it harder to get your measure passed?**
- **Are voters likely to support your measure and how much are they willing to pay in additional taxes? A professional poll is recommended to determine this. A poll can also get more information about voters' conservation priorities and help you shape your message during the campaign. For more information on polling, consult TPL's *Conservation Finance Handbook*.**

Getting on the Ballot

Creating new public funding for conservation does not always require getting a question

on the ballot. Sometimes these funds can be enacted or appropriated legislatively (as is often the case with state and federal funding). If you do need voter approval, a question either can be referred to the ballot by the legislative body or placed on the ballot by a citizens' initiative petition.

- **Do local elected officials need to refer the measure to the ballot? Do they support your measure, and if not, how can you win their support?**
- **What are the legal requirements, including signature-gathering and submission deadlines?**
- **Remember that the ballot language is the only communication you make that all the voters will see; nothing you do is more important than crafting the ballot language. Most voters spend only a few seconds reading a ballot question. How should the ballot measure be worded to clearly and concisely explain the measure's purposes, accountability and benefits? For more information on ballot language, consult TPL's *Conservation Finance Handbook*.**

Setting Up a Campaign Committee

A campaign committee is an organization established to advocate for a ballot question (or other electoral decision). Campaigns must register a committee with the relevant state or local elections division and meet all reporting deadlines and terms required by law. Visit your state's campaign finance office or elections division to answer the following questions.

- **How do you establish a campaign committee in your jurisdiction?**
- **What are the registration and financial disclosure requirements?**
- **What are the applicable contribution guidelines and limitations?**
- **What can be done with any surplus campaign committee funds?**
- **When and how is a committee terminated?**

Campaign Message Research

See *Crafting a Message* on page 7 for guidelines on creating your message. Here are additional pointers on background research to conduct early in your campaign to assist in your efforts.

Gain a thorough understanding of the conservation issues in your jurisdiction and how the proposed finance measure would address them. Anticipate questions and objections and be ready to respond with well-reasoned arguments. Public opinion surveys are incredibly helpful for this process

For more information on polling, consult TPL's *Conservation Finance Handbook*. Even if you

cannot conduct a poll, you can still conduct research by reviewing past editorial opinions of your local newspaper and past media coverage of conservation issues.

- **What are the community's main concerns related to land and water resource conservation?**
- **How would the conservation of land or the creation or improvement of parks benefit the local economy or minimize future taxpayer expenses?**
- **Does your jurisdiction have a land conservation plan or are there specific projects the measure would fund?**
- **What would be the mechanism for spending the money generated by the measure, and for monitoring expenditures?**

Strategic Groundwork

- **Have similar measures failed or passed, and by what margin? What was the cause of success or failure?**
- **How large a turnout is expected at a given election and how many votes will you need to win? In general, conservation ballot questions have a better chance of success in elections with larger turnouts.**
- **Who are the likely voters and which voting groups (such as seniors or young families) are most represented?**
- **Have nearby jurisdictions passed a similar measure? What finance mechanism did they use? Was there any opposition?**
- **Will you need to raise money to educate voters? How much money did similar campaigns in the past spend? What fundraising approaches would work best for your community?**

Build Political Support

By approaching officials before a campaign becomes public it is easier to develop a strategy that addresses any political concerns and enjoys the support of all factions.

As a general rule, conservation campaigns should not endorse candidates for political office. Avoid having your ballot measure become a partisan or campaign issue. Instead, seek endorsement of your ballot measure from all candidates and political parties to help spread your campaign message and win additional votes.

In a contested election, political parties often mount extensive grassroots efforts. If they endorse your measure, they may agree to distribute your campaign materials and include your measure on the slate of recommended candidates (called a "palm card" in some parts of the country) that is typically handed out on Election Day by volunteers at the polls.

Begin Assembling a Coalition

Ideally, land conservation measures will be supported by local elected leaders from all sides of the political spectrum, and at every level of government, although campaigns have succeeded even when they were not able to get elected officials on board. Core supporters often come from local conservation, farm, parks, recreation, or planning boards, and from land trusts or environmental organizations. Support from the business and farm communities can be particularly helpful.

Assess Potential Opposition

Do not worry about every bit of opposition. All campaigns have opposition. You should attempt to neutralize opposition that is particularly credible and persuasive, or is bringing substantial resources (money or mouthpiece) to bear. What groups might oppose the measure and would they be able to mount a campaign? Use your knowledge of the community to gauge the power of a potential opponent.

Building Your Group

Talk with potential supporters and organize regular meetings to begin planning. Set up an official committee to guide the campaign and start building a network of volunteers and contributors.

The online Conservation Campaign Checklist is a useful resource to help you get organized. You can find it on page 28.

Create a Committee

Effective committees are generally run by a core of 6-12 individuals. You want a working committee that is small enough to be functional and nimble, yet big enough to be representative of your broader community. To show extensive representation you can always have a larger steering committee that meets less frequently.

The core working group should be supported by a number of other volunteers willing to do smaller or one-time tasks like handing out fliers or making phone calls. Regular, weekly meetings keep the momentum going and create the camaraderie that keeps volunteers active and engaged.

Designate Committee Leadership

Appoint specific leadership positions in order to divide tasks and make the best use of each individual's talents. For all campaigns, large or small, a chair and a treasurer are required. The chair serves as the public face of the campaign. The treasurer is responsible for campaign finance reporting and tracking funds raised and spent by the campaign committee.

Other potential volunteer roles can include a fundraising chair, who is responsible for raising the money to cover the campaign budget. He or she typically makes a leadership campaign gift and solicits others to do the same. In a grassroots campaign, a volunteer coordinator is in charge of organizing all volunteer efforts and scheduling people to attend events, phone banks, canvasses and other activities. He or she also trains new volunteers.

Build a Coalition

Campaigns typically enlist the support of local organizations to build public support, raise money and expand their volunteer base. Broad outreach from the start of your campaign can help avoid any unanticipated opposition.

In San Francisco's 2008 "Fix Our Parks" campaign, one large environmental organization at first opposed the measure, deeming it insufficient. But the committee reached out to that group's leaders and eventually convinced them that the ballot measure fit the goals of their group. Campaign members also targeted the community's civic leaders and opinion-makers and got them on board.

Reach Out to Non-Traditional Partners

Because parks, recreation and open space are important to a community's quality of life, many different types of groups may support measures to finance land conservation. Members of the business and the real estate communities can be especially valuable allies, lending credibility and political clout. In recent ballot measure campaigns, support has come from senior citizens, police and firefighters, hunters and fishermen, farmers and ranchers, ethnic groups, churches, educational organizations, tourism boards and groups advocating civil rights or affordable housing.

Recruit Volunteers and Supporters

Volunteers are the lifeblood of grassroots campaigns. While some campaigns do hire paid staff to help coordinate activity, it is essential to have a group of dedicated volunteers and spokespeople. Start early to build a big enough team to share the workload. In addition to volunteering time, supporters can volunteer goods and services, though these must be reported as in-kind donations if they are goods and services for which the individual is ordinarily paid. Many campaigns save hundreds or thousands of dollars by asking printing companies, design firms and other companies to donate or reduce their fee for the campaign. Do keep track of any such in-kind contributions for campaign finance reporting.

The San Francisco "Fix our Parks" campaign held a nightly phone bank, where volunteers would come to the campaign office and make phone calls to voters. This volunteer time spent is not an in-kind contribution, because these volunteers are not paid by a company or organization to make those calls.

Crafting Your Message

A compelling and concise message will make a big difference in your campaign. Staying on that message—without deviating—will make an even bigger difference.

A good message is heard, believed, remembered and repeated. Staying on message can be boring, frustrating, confusing, counterintuitive and very difficult. Just when you are sick to death of your own message—and even make jokes about it—you will know you have begun to penetrate the electorate.

The Importance of a Message

The “message” is the simple, straightforward, persuasive and positive information you want to convey.

Your voters have busy lives and their daily activities don’t include taking the time to study and understand your ballot measure. Voters also absorb information in a variety of ways and through a variety of sources, so it is vital that the message be consistent. If you don’t distill your message, the media will.

How to Craft Your Message

A good message describes your effort and provides the rationale for supporting it. The two most common mistakes are having a message that is either too complicated or too simple. Remember the four Cs: clear, concise, contrasting, convincing.

1. **Start with a clear goal. What will your measure do?**
2. **What benefits will it bring to your community?**
3. **Talk about the accountability elements, including establishment of a citizens oversight committee and annual audit of program spending, to reassure voters that funds will be spent appropriately.**
4. **Contrast what your measure will provide with what will happen without it.**
5. **Understand what matters to and moves your voters. If you have done a poll, use the language that achieved the best polling results.**

6. **Connect with real people's lives: Don't use technical jargon, acronyms, complicated language or ambiguous explanations.**
7. **Write it down.**

When to Use Your Message

Always. In presentations, yard signs, voter contact and advertising such as direct mail, radio and television ads, and especially the ballot language that voters will see on Election Day. It is crucial to be consistent and disciplined in your message once you have put it together.

Common Message Pitfalls

Do not re-craft your message every ten days just because someone thinks they have a better way to say something. Once you have developed the message, be cautious about repeated changes to it.

A common tendency is to respond to every negative argument or to keep explaining every detail to a question asked. Spend your time—paid media, earned media and public presentation—talking about the benefits of your measure. Avoid getting pulled into off-message topics.

Sample Messages

Here are a couple of examples of effective campaign messages.

Cache County, Utah

We all know that our county is growing quickly; in fact our county's population is expected to double in the next 25 years. We must plan carefully for growth to reduce traffic, crowding and pollution. This measure will preserve lands that protect our air quality and water resources, our working farms and ranches, the county's wildlife habitat and our quality of life. We need our cities and towns to work together to make this a better place to live now—and for future generations.

Santa Fe, New Mexico

Santa Fe voters will be asked to approve a measure to build, beautify and

improve our neighborhood parks and increase opportunities for outdoor recreation throughout the City. By voting YES, you are approving \$30 million in bonds that will be directly invested in park and trail projects that benefit all of Santa Fe. This program will help expand and connect our walking, running and biking trails throughout town. Improving our parks is an investment in our quality of life and in the health of our community.

The City Council and Citizen Advisory Committee will work with neighborhoods in Santa Fe to finalize the design of park and trail projects and conduct periodic reviews on project spending. A yearly audit will be conducted and made available to the public.

Goal Setting, Strategy & Planning

To make the best use of your resources, start by finding out how many votes are needed to win and which constituencies are most receptive to your measure. The amount of money you expect to raise and your sense of what works in your particular community will help determine your overall strategy and which specific tactics you use.

An inexpensive grassroots strategy (for example, volunteers handing out fliers, putting up lawn signs and writing letters to the editor) can work in a small town. Campaigns that need to reach a large number of voters in many different parts of a large city or county generally also plan a direct mail and media campaign.

Set Goals

The goal of your campaign is to win a majority of votes at the ballot box. There is a standard method for figuring out how many votes you need to win, called Setting Your Vote Goal:

1. **How many registered voters are in your voting jurisdiction?**
2. **How many of these registered voters are likely to vote at the election your ballot question will be voted on?**
3. **Of the LIKELY voters, you need a majority (50% + 1) to win. (NOTE: some jurisdictions, like the State of California, require a super majority to pass a funding measure. This must be taken into account when figuring out how many votes you need to win.)**
4. **Take the number of “yes” votes needed and add a buffer to your goal in case turnout is higher than previous similar elections.**

During the campaign, you will need to track which registered voters are for, against and undecided. You will need to obtain an up-to-date list of registered voters:

- **Request the most recent list of all registered voters. You can usually obtain a voter file from the Town or County Clerk for a local campaign. List vendors also can provide voter information, but check to make sure it is up-to-date.**
- **Include the voting history for the past three similar elections.**
- **Ask for the list to be in Microsoft Excel format for easy sorting.**

- If demographic information is available, include party affiliation, race, gender and age.
- Include street address and phone numbers (if possible).

Determine Key Constituencies

Polling can determine which parts of your jurisdiction or demographic groups look favorably upon your measure, so you can direct mailings or advertisements to where they will be most effective. If you do a direct mail campaign, a mail house can sort through the demographic information to reach your desired target audience. See Services page 27 to see how the Conservation Campaign can help with a direct mail campaign.

If you do not have polling data, a grassroots effort to contact all likely voters is your best approach (see Voter ID section on page 12).

Articulate Your Message

A compelling message will make a big difference in your campaign. Crafting your message requires understanding all aspects of a measure, and then translating it into a clear, concise and consistent story that voters easily remember. For more information on crafting and sticking with your message, see *Crafting Your Message* on page 7.

A poll can be very helpful in getting information about the concerns of various groups of voters and what messages would be most effective. The Trust for Public Land can help with public opinion surveys. For more information, see Services page 27. In previous polls TPL has conducted, water quality protection and drinking water are always at the top of the list of benefits for protecting open space. We recommend including water resource protection in your message wherever applicable when running a land conservation campaign.

Create A Written Plan and Timeline

Once a strategy has been set, it is essential to develop a written campaign plan. Even a very small campaign can benefit from the discipline of writing down the details and timeline for the implementation of its strategy. The process makes you think through all the facets of the campaign and set priorities for allocating resources.

Budgeting and scheduling are particularly important. When will fundraising events be scheduled so that money is available when it is needed? If a mailing is to be sent in the final week of the campaign, when must the copy and artwork go to the printers? What are the advertising availabilities and deadlines? Who will do which tasks?

The plan need not be onerous. Often, just a couple of pages is sufficient.

See Appendix pages 29 - 32

Sample campaign calendar created by The Trust for Public Land

Sample campaign plan from the Hopewell Township, New Jersey, campaign

Sample long-term plan from the West Virginia Land Conservation Initiative campaign

Sample schedule from the Routt County, Colorado, campaign

Voter ID: Identify “Yes” Voters

Unless you have polling information that helps you assess which demographic groups are supportive of your measure, you should plan to conduct a voter identification or “Voter ID” effort. Using your master list of likely voters (as described in the “Set Goals” section on page 10), contact voters directly and ask whether they plan to vote in favor of your measure. Voter ID can be conducted by phone (see page 18) or through door-to-door canvassing (see page 17). Track your “yes,” “undecided” and “no” voters on the master list.

GOTV: Get Out the Vote

Once you have enough “yes” voters identified to meet your goal, you need to get them to the polls. Because your outreach focused on likely voters, your pool of “yes” voters should be expected to turn out on Election Day. You just want them to look for your question on the ballot and vote “yes.” Remind them with a mailing to arrive a couple of days before Election Day. Call in the days before and on the day of the election to see if they’ve voted yet. You can set up poll watchers to check off “yes” voters who have come to the polls. In the afternoon, call through the list of people who haven’t voted yet and make sure they come.

Community Outreach

Campaigns have failed because the organizers assumed that residents in certain areas or in a particular demographic would not be receptive to their message, so they did not even bother reaching out to those areas or demographic groups. Hold events or meetings that will attract a wide range of individuals from different communities. Spread your message to the highest number of people without sacrificing frequent communication with your targeted voters. Frequent contact with these voters allows repetition of your message, and increases the chance that they will remember and even be swayed by your campaign. We recommend at least three direct mailings. For more information, see Voter Outreach on page 16.

Fundraising & Budget

Set a high and low estimate of how much money you need to win and design a strategy to reach these goals.

The cost of a successful campaign can range from nothing to tens of thousands of dollars. Be prepared for circumstances like falling short of fundraising goals or having to fight opposition at the last minute. Most campaigns do not have enough time to fundraise through direct mail. They generally raise funds (and in-kind donations) through personal contacts with potential donors.

Establish a Fundraising Committee

Selecting a fundraising (or finance) chair and committee is very helpful for campaigns that need to raise thousands of dollars. This committee will be responsible for raising the funds needed to win. Choose people who are respected in the community and have wide professional or social contacts. Experience in fundraising is helpful, but enthusiasm goes a long way.

Role of the Treasurer

The treasurer is in charge of creating and sticking to the budget, tracking all funds that go in and out of the campaign, and complying with campaign finance laws. The treasurer is also responsible for meeting campaign finance reporting deadlines set down by the law.

Fundraising Tips

- The core members of the campaign group should be prepared to make a donation that is significant for each individual.
- A single donor or organization can make an early leadership gift as a challenge to the campaign. For example, the donor may pledge to contribute \$1,000 if the campaign raises that amount.
- Local land trusts and larger conservation organizations are likely donors to

conservation ballot measures. These public charities are allowed to contribute to ballot question committees as long as the contribution falls within their lobbying limit defined by the IRS.

- Local businesses may usually contribute to ballot question campaigns. These companies may be interested in maintaining outdoor recreation opportunities for their employees or inclined to support community initiatives more generally.
- Many campaigns hold one or more events to bring potential donors together with respected and persuasive members of the campaign. However, events are a lot of work. In a campaign with a short time line, the effort of holding an event may be more costly than the funds raised.
- Whatever your fundraising method, don't forget prompt, personal thank-you letters.
- For more ideas, go to the website of the Grassroot Institute for Fundraising Training. Also useful: *Fundraising for Social Change*, by Kim Klein, Fourth Edition (Chardon Press Series 2001).

See Appendix pages 33 - 34

Sample fundraising letter

Sample pledge forms

With assistance from the Conservation Campaign, the 2008 Yes! Santa Fe Parks and Trails committee developed a plan to send three carefully timed and targeted pieces of mail to 10,000 households of likely voters. A designer and printer provided by the Conservation Campaign would keep costs down, but the committee still needed to raise \$20,000 for the mailing. "I never in a million years thought we could raise that much money," the treasurer said. The committee sought to match a large early donation by spreading the word to everyone they knew. In the end, checks in small amounts came in from a wide range of people who cared about parks and trails. The committee ended up meeting its goals—and actually raised more money than any of the candidates on the ballot.

Online Donations

Most campaigns create an informational website and also want to make online giving available. Unless your campaign strategy includes a lot of electronic outreach, the Web will not be a large source of revenue for the campaign.

Of the online giving tools, PayPal is generally the cheapest and easiest to set up. You can set up a PayPal Web Payments Standard account for free.

Budget Examples

Your budget depends greatly on your campaign plan, but almost all campaigns include at least one mailing to registered voters.

See Appendix page 35

Sample budget for a mid-sized campaign in Massachusetts.

Here are some examples of how past campaigns worked with the money they raised:

Small Town: Lenox, Massachusetts, 2006

A campaign to adopt the Community Preservation Act in Lenox did not do any fundraising at all. It relied on email contacts, letters to the editor of the local paper, and support from the Board of Selectmen.

Small Town: Gardiner, New York, 2006

The 'Gardiner Bond Campaign' set a budget of \$5,000; the committee actually raised and spent \$7,848, which paid for four different direct mail pieces, mailed in waves, as well as buttons, bumper stickers, and lawn signs. Getting letters to the editor published provided independent points of view for readers to consider.

Mid-Sized County: Forsyth County, Georgia, 2008

The 'Envision Green Forsyth' campaign anticipated a budget of \$58,000, but was able to raise only \$12,000 with just weeks to go before the election. When it became clear that the committee would fall well short of its goal, it switched to a grassroots effort relying on email messages distributed to the personal networks of a group of volunteers active in local sports leagues. Campaign members also published numerous letters to the editor in the local paper, obtained discounted newspaper ads and a donated billboard advertisement, and handed out informational "push cards" at well-attended sports events.

Mid-Sized County: Hawaii County, Hawaii, 2006

Hawaii County's 'Save our Land' campaign raised \$13,000, which was spent on 34,000 direct mail pieces and radio ads. Opinion pieces in local papers and appearances by campaign leaders on call-in radio shows also helped reach the 91,600 registered voters in the area and combat opposition from the mayor.

Statewide Campaign: Maine, 2007

The 'Save Maine's Heritage' campaign had a budget of \$255,000. The money paid for one wave of direct mail and a television ad that ran the week before the election. In-kind donations reduced mail printing; volunteer work helped reduce costs.

Voter Outreach

Campaigns are about communicating directly with voters.

That is where the majority of your budget should be spent—not in hiring staff. Generally no more than 12 percent of your budget should be spent on staff and administrative expenses.

There are two types of outreach:

- **Targeted (or “retail”) outreach is directed at registered voters. Focusing communications to LIKELY voters—people who reliably turn out to the polls—is the most strategic approach. For a refresher on vote goals, see Goal Setting, Strategy & Planning on page 10.**
- **General (or “wholesale”) outreach is important to maintain a buzz around your campaign and inform the public. But with this type of outreach you are never sure whether your message is getting across to the people who actually step into the ballot box and vote on your measure. It should always be accompanied by targeted voter outreach.**

Targeted Outreach

Direct Mail

A direct mail campaign is one of the best ways to reach specific voter populations. It can be as simple or complex as your budget allows. A colorful post card that provides basic information can be extremely effective.

We highly recommend working with a professional direct mail consultant, who can coordinate everything from the design/printing to obtaining a list to sending the mailings to arrive on schedule. The Conservation Campaign can provide assistance with direct mail. For more information, see Services page 27.

At least three carefully timed mailings to the same addresses are recommended to ensure that recipients get your message. It is best to do the first mailing about three weeks before Election Day, with the last mailing a few days before the election. If early voting is popular in your community, you may need to make an earlier mailing schedule. It is very important (and almost always legally required) to disclose who paid for the mail piece. Visit your state’s campaign finance office or elections division for guidelines on registering a ballot question committee and any applicable campaign finance laws.

Refer to Setting a Vote Goal, on page 10, to obtain information on where to obtain your mailing list (same as your voter list in most cases).

See Appendix pages 36 - 40

Sample mailing schedule and budget: Aurora, New York

Mail Piece 1: Routt County, Colorado

Mail Piece 2: Washington County, Minnesota

Mail Piece 3: Los Ranchos, New Mexico

Mail Piece 4: Santa Fe, New Mexico

Personal Communication

Campaign volunteers can communicate directly with likely voters either by phone or in person. This allows the campaign to answer voters' questions directly and offer a more persuasive personal contact. Canvassing and phone banking are also important for identifying supporters and getting out the vote. Most campaigns don't have the resources to personally contact every registered voter. But building a field organization that can reach even a slice of the electorate with personal communications can make a big difference.

DOOR-TO-DOOR CANVASSING

A face-to-face conversation is the most persuasive way to communicate with voters, particularly if you're talking to people on your block or in your neighborhood. The goal of canvassing is to identify supporters or persuade undecided voters. Use your vote goal and likely voter list outlined in Goal Setting on page 10 to determine how much canvassing you should or can do. Also assess your volunteer base—do you have enough people willing to go door to door for the campaign?

1. **Decide which voters should be the primary focus of the door-to-door effort.**
2. **Organize voter target list by streets or neighborhoods to make it easy for volunteers to reach as many people as possible in a short amount of time.**
3. **Prepare canvass materials, including endorsement forms, campaign literature and frequently asked questions.**
4. **Prepare a script for volunteers to use that is clear, concise and incorporates the campaign message.**
5. **Set specific canvassing events, where volunteers meet at a central location to practice the script and collect walk lists and materials. All volunteers disperse to canvass for a couple hours and then meet up again at a specified location to hand in walk lists, endorsement forms and tally the number of "yes" voters identified.**

Provide printed materials to hand out, including door hangers to leave for people who are not at home. If houses are far apart or if neighborhoods are unsafe, then canvassing may not be feasible. Pairing volunteers can make canvassing more fun. Each person can canvass one side of the street.

PHONE BANKS

If your community is spread out, neighborhoods are unsafe, or you have limited volunteer time, it may be more effective to contact voters by phone. A phone bank is an efficient and effective way to contact voters for both Voter ID and GOTV, which are discussed in more depth on page 12. Phone banking is best done shortly after a mailing, to reinforce the message and give people a chance to ask questions.

Traditional Phone Banks:

A classic phone bank includes a series of calling events, held at a central place with many phones (like a real estate or law office willing to donate the space and phone time), where volunteers come together to make calls for a set amount of time. You can also ask volunteers to bring their cell phones and chargers and hold phone banks in someone's home. To organize a Voter ID phone bank:

1. **Use the list of registered voters who are likely to vote at your election. Add columns to the list for: YES, UNDECIDED, NO and comments.**
2. **Make sure the list is updated with accurate phone numbers. Some voter files come with phone numbers, but many don't. In this case, have volunteers bring their phone books along.**
3. **In small communities, it may be worthwhile to first review the list with all volunteers to identify people they know. Calling a friend, neighbor or other contact is usually easier than making a cold call.**
4. **Pass out voter lists, calling scripts, frequently asked questions and tracking sheets.**
5. **Practice for a few minutes before getting on the phones.**
6. **Set a collective goal for the night. Here's how: 10 volunteers, 2 hours per volunteer, 8 contacts per hour. Goal: $10 \times 2 \times 8 = 160$ contacts**
7. **Call! (If you are running the phone bank, it's helpful to circulate and provide positive feedback for callers. But you should spend most of your time on the phone.)**
8. **When time is up, come back together and tally up results. Did you meet your goal for the night?**
9. **How many more "yes" voters did you identify? How much closer did you get to your vote goal? Be sure to update your voter list with your "yes" voters!**

GOTV phone banks can be held in the days leading up to the election to see if people need help getting to the polls and simply as a reminder to look for your measure and vote yes. These can be arranged in the same way as above, except you only call the people who were identified as "yes" voters. If you didn't have enough "yes" voters to meet your vote goal, you can call back the "undecided" voters with some of your most persuasive arguments and hope to turn them your way.

Election Day GOTV phone banks are usually held in conjunction with poll watching. Poll

watching means that volunteers are stationed at all polling locations with your list of “yes” voters. They sit behind the poll workers and listen for voters’ names to check off your voter list. In the afternoon, any “yes” voters who haven’t yet voted are called and encouraged to come to the polls. This process is repeated until the polls close.

Remote Phone Banks:

The bottom line with a phone bank is to make sure the calls are made. Some groups choose to divide up the list and have volunteers make calls on their own time from home. This approach only works if volunteers are very dedicated, feel accountable to one another and have clear goals for the number of contacts they’re expected to make. Someone should be in charge of following up with everyone to make sure the calls are being made.

For each voter called, volunteers should verify the address and record the results: Were they home? Did you recruit a vote? Should they be sent more information? If they opposed the measure, what arguments did they make?

See Appendix page 41

Sample phone script from the Hanson, Massachusetts, Community Preservation Act campaign

Automatic or Robo-Calls:

In large jurisdictions, where it would not be feasible to call enough likely voters to reach your vote goal, automatic calls can be made as another way to contact likely voters. These are not Voter ID calls; rather these calls are targeted to demographic groups that are supportive (identified through a poll). The message is most effective if recorded by a well-known and well-liked figure in the community. The Conservation Campaign can provide robo-call vendor recommendations.

See Appendix page 42

Sample auto-dialer from the Phoenix Parks Initiative campaign

General Outreach

Grassroots Outreach

Be sure to use your well-crafted message for all of your grassroots communication. Revisit *Crafting Your Message* on page 7 before proceeding.

PUBLIC PRESENTATIONS

Public presentations are a good way to start introducing your campaign and begin addressing any concerns. A special presentation can also kick off the campaign in the community and gain media attention. Pay attention to who will be speaking for your group and make sure they are appropriate and persuasive for the audience. Visual displays, such as posters or a PowerPoint presentation, can be effective. Practicing the presentation with other volunteers in the group can help speakers prepare and make sure they are on message.

See Appendix pages 42 - 43

Talking points for public speaking

When making public presentations, be sure to bring endorsement forms or volunteer forms for supporters to complete. These help ensure that you can make your list of endorsers public.

Campaigning for a measure to finance conservation easements to protect working lands, water quality and wildlife habitat in rural Ravalli County, Montana, a local dairy farmer gave a very persuasive PowerPoint presentation at 70 different venues to groups ranging from five to 40 people.

See Appendix pages 44 - 46

Sample resolution form from Cache County, Utah

Sample individual endorsement form from Cache County, Utah

Sample organizational endorsement form from Cache County, Utah

COMMUNICATION THROUGH YOUR SUPPORTERS

All volunteers and supporters should be asked to reach out to their own networks to promote the campaign. Encourage volunteers to write short articles for local newsletters, websites or blogs. Always make sure to provide the message for people to use when sending out such postings and articles.

Email messages sent to supporters, who then distribute them to their own friends and contacts, are an inexpensive way to educate voters and gain supporters. Organizations that are part of your coalition can send out messages to their own members in support of the ballot measure. While this can be an effective means to keep supporters up to date and on the campaign message, it is not a substitute for voter contact since the email distribution list is not targeted or strategic.

The committee campaigning for a \$100 million bond measure in Forsyth County, Georgia, used email very effectively. The committee sent a weekly email to a handful of volunteers active in local youth sports leagues, who then forwarded it, along with a short personal message, to their friends and contacts. Every week a short reminder about the measure, with a personal note, ended up in hundreds of email inboxes.

FLIERS AND BROCHURES

Printed information is useful in any situation where you need to get out your message quickly. Pass out fliers or brochures while campaigning at community events or popular locations. Have printed information available at public presentations and while canvassing. Giving people something to take home and read is one way to get your message across. All printed materials should use the campaign's well-honed message.

On Friday night in Forsyth County, Georgia, the local high school basketball games are the place to be. Volunteers from the Envision Green Forsyth campaign were there to hand out push cards about the ballot measure.

Phoenix residents are outdoors nine months of the year and hiking is a very popular activity. So volunteers working to pass a 30-year extension of the city's dedicated sales tax for parks and preserves passed out fliers at trailheads and during hikes.

See Appendix pages 47 - 48

Sample brochure from the Buckingham, Pennsylvania, campaign

Sample doorhanger from the Phoenix Parks Initiative campaign

YARD SIGNS

Although yard signs are a popular way to gain visibility for campaigns, put a priority on spending your limited campaign funds on communicating directly with voters. If you have money in the budget for signs, be creative and put signs where you think they will draw the most attention. If you place them strategically, you do not need to make very many, which will save money. Always get permission from the property owner before placing a sign. Hand-made signs can also reflect the grassroots support for your campaign. Again, don't forget to stay on message!

See Appendix page 49

Yard sign from Quincy, Mass., Community Preservation Act campaign

Media Coverage

Getting positive newspaper, television or radio coverage of your message (without paying for it) can be a very effective way to reach potential voters. Known as earned media, this is an entire field of its own, but we present some guidelines below. Paid ads can also get your message to a wide audience. It is not always advantageous, however, to get early or extensive coverage because that may stimulate organized opposition.

EARNED MEDIA COVERAGE

Here are some guidelines for generating positive coverage for your campaign in newspapers and on television and on the radio.

- **Identify and make early contact with reporters, editors and newscasters who cover the issue. Understand their interests and the likely timing of their coverage. Make sure they have the facts.**
- **Meet with newspapers' editorial boards. If you educate them about your campaign, they may publish a favorable opinion piece. If possible, bring to the meeting a cross-section of people who have standing in the community and are knowledgeable about the issue.**

See Appendix page 50

Sample positive editorial from the *Denver Post*, April 2008

- **Use public access channels. You can often get on your town's public access TV or radio station by holding an information session or question-and-answer call-in.**

See Appendix page 51

Sample video script from the Pepperell, Massachusetts, campaign

Sample television program:

<http://www.youtube.com/watch?v=lq7e64Qytc4>

- **Inform the press about campaign events and offer interviews. Choose spokespeople who have credibility and influence with swing voters. Prepare them, with materials and practice sessions, to articulate the most persuasive messages that your research shows will influence voters.**
- **Localize your messages, so that the media can help voters understand the benefits of the measure for their particular area or interest group. For example, if a bond measure will distribute funds to several jurisdictions, your**

material should spell out the amounts and potential uses of the funds in each location.

- Send letters to the editor in the four weeks leading up to the vote. Each letter could be from a different group or individual supporting the campaign, or highlight a different aspect of the measure.

See Appendix page 52

Sample letter to the editor from Oyster Bay, New York

Sample letter to the editor from Lenox, Massachusetts

- React quickly to criticism or unfair allegations. Stick to your message and don't allow critics to shape the news.
- Make the most of positive press. Include copies of favorable articles, opinion pieces, or letters to the editor in mailings and on your website. Endorsements or positive quotes can be mentioned in your printed material and at public presentations.
- Provide contact information. For everything that reaches the public, include a way for people to get in contact with your group, such as a website address or a phone number of a committee member.
- Coordinate earned and paid media. Plan newspaper, television and radio coverage so that it complements and reinforces the messages being delivered through advertisements.
- Thank the voters. When you win, it is a good idea to put an ad in the paper thanking the voters.

PAID ADVERTISEMENTS

Note which newspapers or television and radio shows are the most popular with your target demographic. Don't overlook smaller media outlets or publications. In some communities, a message in a small local newspaper may reach more potential voters than one in a large regional paper. Whenever you run an advertisement, whether in print or broadcast, be sure to indicate how it was financed. State laws govern the format and information required in the "paid for" disclaimer. Typical wording might be, "Paid for by Preserve Hanson; Bob Sears, Chairman; John Kemmett, Treasurer."

Newspaper Advertising:

With declining newspaper readership, newspaper advertising is often an expensive and not very effective means of communication. However, ads can remind people of an important upcoming election or of your measure's many endorsements. This is the place to list all of your endorsers, especially if they help pay for the ad.

See Appendix pages 53 - 54

Sample newspaper advertisement from Buckingham Township,
Pennsylvania

Sample newspaper advertisement from Hanson, Massachusetts

Television Advertising:

Campaigns in populous counties or large regions often find it necessary to run television advertising to reach enough voters.

Sample TV ad from Maine:

<http://www.youtube.com/watch?v=fTtGqGo1oKs>

Outdoor Advertising:

Many billboard companies give free space to non-profits, so you may be able to receive an in-kind donation of advertising space for your campaign.

The Forsyth County, Georgia, campaign used a donated outdoor advertisement with great success. The ad, on a billboard near a busy intersection where people were often stuck in traffic, was seen by a large number of people.

Internet Resources

CAMPAIGN WEBSITE

Voters may go to the Internet to find out more about the campaign, but not all small campaigns have the know-how to create a site. Nor should you spend a lot of campaign funds creating one. The Conservation Campaign can host your campaign website for free via the Website Wizard. The site creates links to our own site and helps it appear at the top of Google search results.

A website is an inexpensive way to get publicity. It can also be a convenient place to provide more detailed information and allow you to keep your other communications clear and simple. Refer to your website in all printed materials. In addition to detailed information about the measure (including what it can and cannot be used for), the website might also:

- **List campaign supporters**
- **Illustrate places that the measure would protect**
- **Reprint editorials or news articles**
- **Refer to public presentations**

- **Provide links or contacts for donations and volunteer sign-up**
- **Respond to opposition**
- **Provide dates of upcoming public presentations, town meetings, phone banks and the election**

Samples of independent campaign websites:

www.njkeepitgreen.org

Websites produced using the Website Wizard:

www.conservationcampaign.org/cachecountylands/

www.bccww.org/

ONLINE SOCIAL NETWORKS

Social networks like Facebook and MySpace can also get out your message. Setting up a page for your campaign allows supporters to connect with one another and spread the word to their friends and contacts.

See Appendix page 54

Example of a facebook group for the Conservation Campaign

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Services

The Conservation Campaign (TCC) was founded in 2000 by The Trust for Public Land (TPL) to serve as its 501(c)(4) partner in lobbying and ballot measure campaigns. Since then the need for our services has grown and TCC has expanded to serve a broad spectrum of conservation advocates seeking to secure public financing for land conservation in their communities.

Most often, TPL and TCC work as a team in conjunction with local campaign leaders, following a model that has proven to be highly successful in creating public funding for conservation across the country. Partnering with TCC can provide campaigns with the guidance and technical expertise necessary to pass a public funding measure.

To begin, TPL's conservation finance experts, creators of www.landvote.org and www.conservationalmanac.org, can provide the following services:

- **Feasibility research to assess park and conservation priorities, explore finance options, evaluate legal issues, research election history, and define best practices.**
- **Public opinion surveys to determine the potential level of support for public financing of parks and open space, including identification of the key issues of concern to voters, design of a questionnaire, selection of a pollster, design of the sample, and analysis of results.**
- **Ballot measure design to meet legal requirements, to reflect public priorities, and attract political support.**

Once a campaign strategy is established, TCC, the only national organization focused solely on political action to gain public funding for conservation, can provide an array of tools and services, including:



The Conservation Campaign's online toolkit.

- **Assisting with fundraising, which may include direct support from the Conservation Campaign, as well as identification of and outreach to potential donors.**
- **Facilitating partnerships by establishing a campaign committee or hiring shared lobbyists, through which a broad coalition can pool resources to establish dedicated funding for land conservation.**
- **Serving as the legal and fiscal sponsor of ballot measure campaigns, which involves handling compliance with all the tax, election law and insurance requirements and much more.**
- **Consulting on campaign strategy and sharing campaign pointers on the Conservation Campaign Toolkit.**
- **Coordinating direct mail and other campaign services through our national network of political consultants and vendors.**
- **Providing an Internet presence via the Website Wizard, a free website hosting service, as well as posting summaries of all ballot measures we support and information on how to get involved. Visit www.conservationscampaign.org to access all of these and other online tools.**

The Conservation Campaign is dedicated to a single goal: winning campaigns that will provide funding to preserve America's best-loved lands and waters. If you are involved in or are considering a campaign to save your community's special landscapes contact us via email or call 617-367-9092. We can help to make a difference for your community's future.

Conservation Campaign Checklist

Legal	Administrative	Strategic	Fundraising	Communications	Coalition Building	Field
<input type="checkbox"/> Retain legal counsel (hired by the campaign or serving pro bono).	<input type="checkbox"/> Organize a campaign committee. Formally register committee as required by local laws and regulations.	<input type="checkbox"/> Identify voter targets. Determine swing and base voters, how many votes you'll need to win, and from where these	<input type="checkbox"/> Assemble a finance committee and devise a fund raising strategy.	<input type="checkbox"/> Implement paid media portion of campaign plan: direct mail, radio, television, newspaper advertising, signs.	<input type="checkbox"/> Develop endorsement cards that confirm in writing the use of supporters' names.	<input type="checkbox"/> Assess field priorities (targeted precincts) and how to best communicate with voters (phone, walk, etc.).
<input type="checkbox"/> Review state and local campaign finance laws, which set limits on raising, spending, and reporting campaign contributions.	<input type="checkbox"/> Determine staff needs (campaign manager, field coordinator, etc.), weighing campaign resources and volunteer support.	<input type="checkbox"/> Determine campaign strategy, message, and themes — what should be said to targeted voter groups.	<input type="checkbox"/> Compile list of potential contributors and determine approach and potential contribution amount for each.	<input type="checkbox"/> Implement free media plan: identify press contacts and forums, develop press materials and talking points, identify spokespersons.	<input type="checkbox"/> Identify potential opposition, attempt to secure support or neutrality, evaluate their potential impact and effectiveness.	<input type="checkbox"/> Recruit and train volunteers and name precinct captains.
<input type="checkbox"/> Review federal, state, and local election laws (not related to campaign finance), that include election day activities, postal regulations, disclaimers, etc.	<input type="checkbox"/> Retain professional assistance according to needs and resources (media consultant, fundraiser, etc.).	<input type="checkbox"/> Draft campaign plan and budget, which outlines in detail the implementation of the strategy such as campaign activities, timing, and estimated costs. Components include field, free and paid media.	<input type="checkbox"/> Organize fundraising events, meetings, etc. as needed.	<input type="checkbox"/> Establish a speaker's bureau.	<input type="checkbox"/> Organize and secure endorsements of elected officials and community leaders.	<input type="checkbox"/> Organize campaign rally/ticket-off, phone banks, precinct walks, lawn sign program, etc.
<input type="checkbox"/> Nonprofit organizations and corporations: comply with IRS lobbying laws that govern ballot measure activities.	<input type="checkbox"/> Set up campaign headquarters, if needed, with phones, fax, computers, furniture, etc.		<input type="checkbox"/> Establish a process for acknowledging and communicating with donors.	<input type="checkbox"/> Set up campaign web site.	<input type="checkbox"/> Coordinate endorsements of voters through the field program.	<input type="checkbox"/> Design vote-by-mail program. Coordinate use of direct mail with grassroots efforts.
	<input type="checkbox"/> Produce campaign materials such as letterhead, remittance envelopes for fund-raising, etc.			<input type="checkbox"/> Arrange newspaper editorial board meetings and secure editorial support.		<input type="checkbox"/> Develop get-out-the-vote plan.

Produced by the Trust for Public Land, Conservation Finance Program.

Goal-Setting, Strategy and Planning

Campaign calendar plan

		THE TRUST FOR PUBLIC LAND														
		Calendar for Open Space Funding Ballot Measure (Legislative Referral)														
																
MONTH		12	11	10	9	8	7	6	5	4	3	2	1	0	+1	
COMMITTEE	Assemble political advisers and research help				Establish executive committee		Legal advice on incorporation and election laws		Decide on structure and officers	Register political committee		Reports to election commission				Penalty
	Research funding mechanisms, election history, fiscal issues, ballot access requirements			Recruit broad-based membership	Facility poll of program components, mechanisms spending tolerance						Campaign poll messages, key endorsers, swing vote, opposition strength					Exit poll
FUNDRAISING	Raise poll funds			Line up institutional funding partners		Cultivate lead donors and pledges			Adopt campaign budget and fundraising plan		Solicitations, events					
	Interviews, focus groups re: funding needs				Propose amount, purposes, ballot title		Introduce to legislative leaders, public officials	Legislative hearings finalize with legislative counsel	Legislature refers to ballot		Ballot pamphlet arguments					Thank public officials
ENDORSEMENTS					Early endorsements to influence legislative approval				Build endorsement roster		Additional endorsements as indicated by campaign poll					Thank endorsers
								Hire fundraiser		Hire campaign manager	Hire press secretary	Open campaign office	Hire field staff			Thank staff close office
STAFF & OFFICE																Position next steps
								Early media if key to legislative approval		News events, news releases, opinion articles						Editorials, interviews major events
FREE MEDIA																Position next steps
																Thank speakers
SPEAKERS BUREAU																
LITERATURE																
DIRECT MAIL																
PAID MEDIA																
PHONE BANK																

Campaign plan in Microsoft Excel

September 9, 2008

Campaign Plan for Hopewell Township, NJ Open Space Referendum

Votes Needed to Win

Assumptions: 10,713
Registered Voters (Rs):
2,889, Ds: 3,637, Un:
4,184)

Households: 4,147, Voters per household: 2.6

Turnout estimated at 80% (General election turnout for Mercer County in 2004 was 73%)

52% needed to win (50% plus a 2% margin of error)

= 10,713 * 0.80 * 0.52 =

4457 Estimated number of votes needed to win

1714 Estimated number of households those voters live in

Strategy (actions listed by order of importance)

Send 3-4 full color mailers to all base voters and all swing voters between Oct. 21 and November 4

Secure newspaper endorsements/editorials, LTEs, news stories

Recruit volunteers to hold signs, distribute info near polling places on Election Day

Obtain endorsements from civic and professional associations (Chambers, Conservation groups, realtors, etc).

Distribute flyers through civic clubs, neighborhood associations, precinct walking

Encourage emailing with a well designed message to friends and associates

Put up homemade signs on area farms

Polling Data Demographic

Base voters (those we believe will vote "yes"):

Democrats under age 65 2,773
Precincts 2,6,9 followed by 4 and 8

Swing voters (those we believe may vote "yes"):

Unaffiliated voters under age 65 3,729

Unsupportive voters (most likely to vote "no"):

Republicans
65+ voters

Strategy- focus on Dems under 65 (base) and unaffiliated voters under 65 (swing)- total 6,502 voters (5,201 assuming 80% turnout)

Paid Communications Plan and Budget

Activity	Description	Target Audience	Assumptions	Estimated Cost	Timing
First Mailing	Four color photographic flyer to base and swing voters with detail on the issue using poll data	Mailed to 6,502 voters, sent to all Democratic and unaffiliated voters under age 65	\$4,300 plus postage (\$214 per piece)	\$5,691.43	Should hit mailboxes 10/21
Flyers for door to door, community events and polling places	Same as first mail piece and subsequent pieces as available	Leftover pieces from print run above distributed in best precincts, community events and polling places	Print additional 3,000?	\$1,000.00	Distributed throughout campaign, at polling places and as opportunities arise
Second Mailing	Reinforce original message using strongest points from poll	Mailed to 6,502 voters, sent to all Democratic and unaffiliated voters under age 65	\$4,300 plus postage (\$214 per piece)	\$5,691.43	Should hit mailboxes around 10/28
Third Mailing	Reinforce original message using strongest points from poll	Mailed to 6,502 voters, sent to all Democratic and unaffiliated voters under age 65	\$4,300 plus postage (\$214 per piece)	\$5,691.43	About 3 days before election day, should hit mailboxes around 11/1
Data/Photo Charges				\$2,000.00	
Totals				\$20,074.29	

Priorities for Local Political Committee:

1. Name Treasurer and Chair, File Political Committee Paperwork
2. Raise funds
3. Select firm(s) for direct mail effort
3. Obtain endorsements from civic clubs
4. Secure newspaper editorials, LTEs, news stories
5. Recruit volunteers for Election Day
6. Place homemade signs on area farms

Long-term plan

This was a long-term agenda from the West Virginia Land Conservation Initiative. It was a large campaign that had a heavy focus on fundraising. The plan includes two phases – legislative, then ballot measure campaign. The legislative effort was necessary to refer the public funding measure to the ballot. The ballot measure campaign was needed to win majority voter support at the ballot box. This timeline worked backwards from the end goal of a vote at the November 2008 election.

Please note that the West Virginia has a 60-day legislative session, which begins in mid-January and lasts through early April.

Timeline

January 2009	Begin to develop and implement public funding program for land conservation
November 2008	Voter referendum to create public funding for land conservation passes
Fall 2008	Implement phone banking
August 2008	Tracking poll completed
Summer 2008	Begin to implement direct mail plan
March 2008	Legislation creating public funding mechanism for land conservation passes or legislation enabling a voter referendum passes
January 2008	Begin to implement media plan
November 2007	Governor's Commission conducts a study and recommends the establishment of a "Lands for West Virginia's Future" program that includes state public funding for the development of the program and for land and easement acquisition
April 2007	Governor's Commission on the Future of West Virginia's Lands established
March 2007	<i>[Conservation tax credit legislation may be passed]</i>
January 2007	Public education plan completed. Begin to implement public education plan.
January 2007	Benchmark poll completed

Campaign schedule

Initiative 1A Campaign

Description	September							October									
	15 T	16 F	17 S	18 S	19 M	20 T	21 W	22 T	23 F	24 S	25 S	26 M	27 T	28 W	29 T	30 F	31 S
Voting Dates																	
Assemble Ballots Sent Out																	
Early Voting																	
Election Day!!!																	
Mailers																	
Educational Piece #1																	
Educational Piece #2																	
Campaign Piece #1																	
Campaign Piece #2																	
Campaign Piece #3																	
Fundraising																	
Contact/Meet w/ Individual Donors																	
Distribute Donation Forms																	
Fundraising Event																	
Media																	
Letters to Editor																	
Guest Commentary																	
Website Development																	
Community Ag Column																	
Editorial Board Meeting																	
Radio Ads																	
Paid Advertisement																	
Outreach																	
Community Organizations																	
Events																	
Homeowners Associations																	
Door to Door																	
Yard Signs																	
Order																	
Distribute																	
Endorsements																	

Fundraising and Budget

Fundraising letter

DATE

NAME

TITLE, COMPANY

ADDRESS

ADDRESS

Dear

I am writing to request your support for the **X** bond campaign. I have been involved in seeing this important bond make it to the ballot this November. **COUPLE PERSONAL SENTENCES ABOUT WHY THIS IS IMPORTANT.**

A contribution from **YOU/COMPANY NAME** for **\$AMOUNT** to the **X** campaign will go a long way to assist our efforts to pass the **x** bond. We need your help to protect **LOCAL AREA**'s land and water.

We are very excited to have **MEASURE X** on the 200 ballot. Recent poll indicates that if voters know what is in the bond for them, the measure will successfully pass. As a member of the Steering Committee of **X** campaign, we believe that the campaign will require approximately **\$AMOUNT** to mount a winning effort. Your contribution to the campaign will help get the us off the ground, and will be leveraged with other significant contributions from leaders like yourself throughout **LOCAL AREA**. Because this is a ballot measure campaign, contributions are not tax deductible.

Your vision and leadership for conserving land for people is truly inspiring.

Sincerely,

YOUR NAME

Steering Committee

X CAMPAIGN

PS: Please mail your campaign contributions to **Campaign Address, X Street, Suite X, City, ST ZIP**. Checks should be made payable to the "X Campaign".

YES! I support Prop A for clean water & open space!

- You may use my name publicly as an endorser
- I want to volunteer on the campaign by:
 - Putting up a house sign Telephoning voters Fundraising
 - Walking my precinct Hosting a house party Other, please call

Name _____
Home Address _____
Occupation _____
Phone (evening) _____ (day) _____
email _____

**For more information call 999-9999
or visit www.cleanwater.com**

YES! I support investing in the future of Washington County's land and water resources!

Preserving the water quality of our rivers, lakes and streams; natural areas; parks and trails; and wildlife habitat now, before they are lost to development, is vital to preserving the quality of life in our county.

- I would like to support the **Washington County Citizens for Land and Water** with a donation:
___ \$25 ___ \$50 ___ \$100 ___ \$250 ___ Other: _____

- You may use my name publicly as an endorser.

Name _____
Home Address _____
Occupation _____
Phone (evening) _____ (day) _____
Email _____

Paid for by **Washington County Citizens for Land and Water**, a project of The Conservation Campaign
Questions? Contact Justin Fay, Campaign Coordinator at 612-251-6034 or WashingtonCountyCampaign@gmail.com
P.O. Box 28116, Oakdale, MN 55128-0116 Web: <http://www.conservationcampaign.org>

Budget (mid-sized campaign)

CITIZENS UNITED FOR MALDEN'S FUTURE CAMPAIGN BUDGET

Public Education

Fliers to be handed out at public information sessions and displayed in public. 1,000 copies @ \$0.11 each	\$110
One descriptive mail piece to 5,000 households @ \$0.50 each (including design, printing, mailing)	\$2,500

Get-out-the-Vote

One reminder to vote postcard to 5,000 households @ \$0.30 each (including design, printing, mailing)	\$1,500
Signs to hold on election day (50@ \$5.95 each plus wood)	\$340
Newspaper advertising	\$640
TOTAL	<u>\$6000</u>

Direct mail piece 1

Authorized and paid for by Committee to Preserve Ranchlands and Natural Areas
 PO Box 2500
 Steamboat Springs, CO 80487
 81 Town of, Steamboat
www.preserve-routt.org

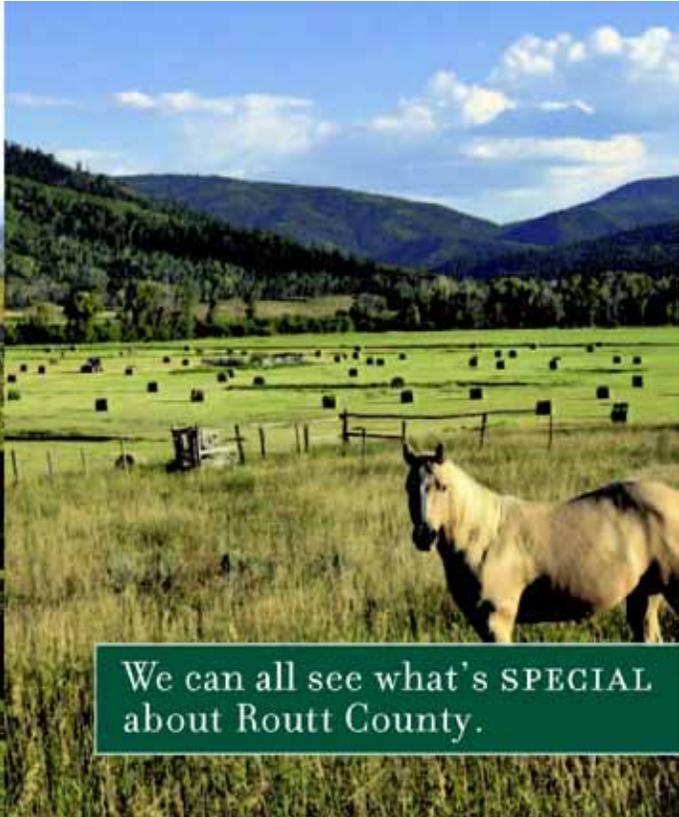
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Don't let **GROWTH** and **DEVELOPMENT** change your view of Routt County.



VOTE YES ON 1A.
Preserve our water, our wildlife and our quality of life.



We can all see what's **SPECIAL** about Routt County.

On November 1, **VOTE YES ON 1A** to keep it that way.
 Vote to **RENEW** the Ranchlands and Natural Areas Program to preserve our
WATER, WILDLIFE and QUALITY OF LIFE.



It's **HARD** to picture **ROUTT COUNTY** without **NATURAL AREAS, UNBROKEN SCENIC VISTAS, AND CRYSTAL CLEAR WATER.**

But growth and development could alter that view, unless we act now.



THANKS TO THE RANGLANDS AND NATURAL AREAS PROGRAM, ALSO KNOWN AS THE PDR PROGRAM, OVER 7400 ACRES HAVE BEEN PRESERVED AS NATURAL AREAS, WILDLIFE HABITAT, RIVERBANKS AND WORKING RANGLANDS.

But the pace of development in Routt County is picking up. In the next 10 years, as many as 2600 new homes will be built. Unless we act now, we could lose much of the rural character and natural beauty that makes Routt County a special place to call home.

The Program is also a smart investment. For just \$12 for every \$100,000 of home value, we can preserve our quality of life for generations to come. Administrative costs will be capped at 2% and an annual audit will ensure our money is spent wisely.

Learn more at www.preserve-routt.org

ON NOVEMBER 1, VOTE YES ON 1A.
Preserve our water, our wildlife and our quality of life.



Vote "Yes" on the "County Question: Preservation of Water Quality, Woodlands, and Other Natural Areas"

Vote "Yes" Tuesday, November 7th

www.WashingtonCountyLandandWater.org

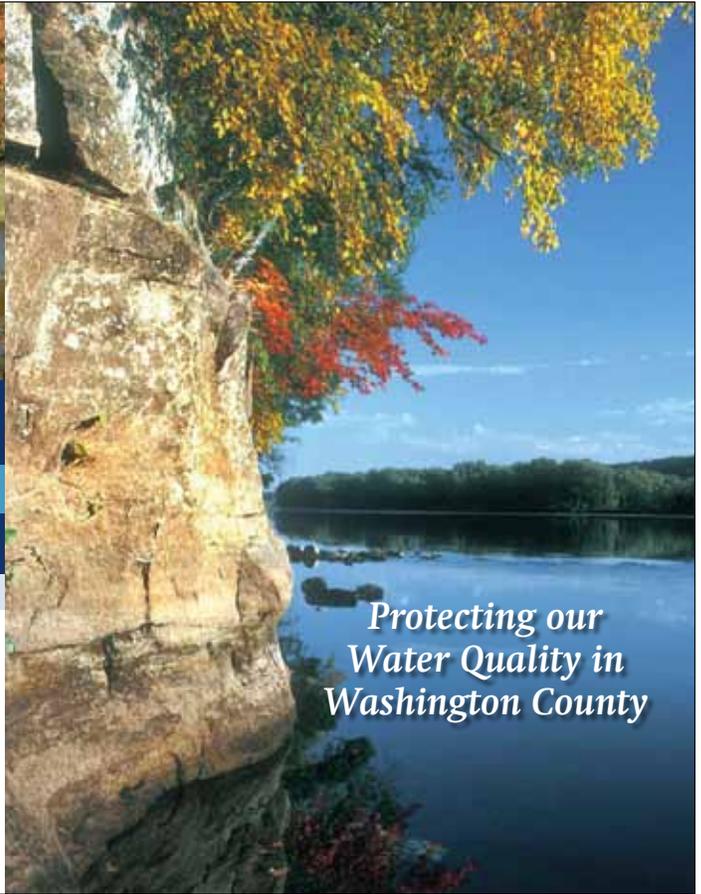
Prepared and paid for by Washington County Citizens for Land and Water Committee, a project of The Conservation Campaign, P.O. Box 28116, Oakdale, MN 55128-0116, in support of the Washington County "Preservation of Water Quality, Woodlands and Other Natural Areas" ballot question.



Washington County Citizens for Land and Water,
a project of The Conservation Campaign
P.O. Box 28116
Oakdale, Minnesota 55128

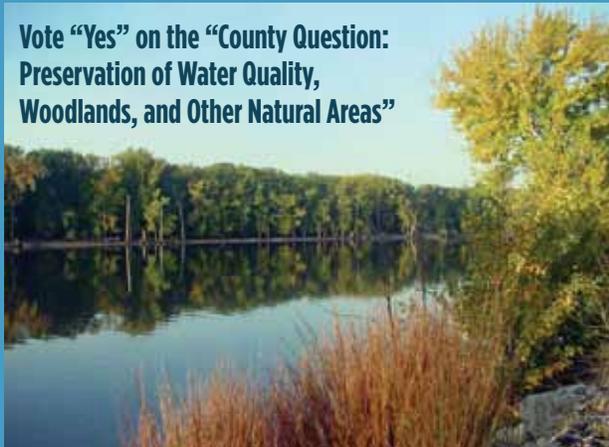
KEYCODE

IndiciaTK



*Protecting our
Water Quality in
Washington County*

**Vote "Yes" on the "County Question:
Preservation of Water Quality,
Woodlands, and Other Natural Areas"**



**Improving the Water Quality of our Rivers,
Lakes, and Streams**

Washington County's abundance of rivers, lakes, and streams makes it a special place. A "Yes" vote for the "County Question: Preservation of Water Quality, Woodlands, and Other Natural Areas" is a "Yes" vote to protect the water quality of our rivers, lakes, and streams.

The proposal will also protect land along the Mississippi and St. Croix rivers from development.

If passed, this proposal would cost approximately \$12 per year for the next 10 years for each \$100,000 of property value.

That's \$2.16 a month for the average homeowner – a small price to pay to preserve our quality of life in Washington County.

**Protecting Drinking
Water Sources**

The Bond Referendum will provide funding to purchase land to protect our drinking water sources so we can have safe drinking water for our families.

**Safeguards to Ensure Funds are
Properly Spent**

- The Annual Public Audit will review how the funds are spent.
- A Citizens' Advisory Committee will guide the County Board in their decision-making.

**Vote "Yes" to Protect
our Water Quality in
Washington County**

**Vote "Yes" on the
"County Question:
Preservation of Water
Quality, Woodlands, and
Other Natural Areas"**

**Vote "Yes"
Tuesday, November 7**



Vote Early to Preserve Our Quality of Life

Friends of the Village of Los Ranchos
4613 Los Poblanos Cir NW
Village of Los Ranchos de Albuquerque, NM 87107

PRSRST STD.
US POSTAGE
PAID
PD MAIL

Early voting for the Village of Los Ranchos Open Space Bonds begins **February 21.**

Vote YES on the Open Space Bonds.

Help Preserve Our Quality of Life

Vote YES to:

- Preserve wildlife habitat
- Preserve local farmland
- Provide opportunities for outdoor recreation
- Preserve scenic landscapes and mountain views

Vote YES on the Open Space Bonds on March 13.

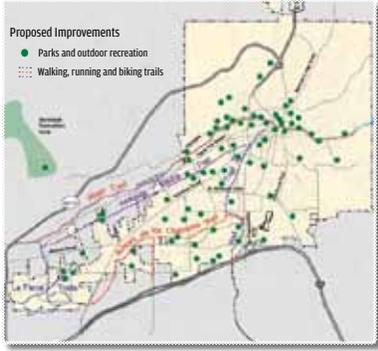
Early voting runs February 21 through March 9
Monday - Friday from 8:00am to 5:00pm,
At the Village Hall, 6718 Rio Grande Blvd



Photos Courtesy of: MARK C. FIELDS

**Santa Fe Parks and Trails:
Proposed Improvements in This Bond**

Proposed Improvements
 ● Parks and outdoor recreation
 ■ Walking, running and biking trails



Project locations based on best available information.

www.conservationcampaign.org/yessantafeparks/

Paid for by YES! Santa Fe Parks and Trails
Shelley Robinson, Treasurer, 505.660.3813

YES! Santa Fe Parks and Trails,
a project of the Conservation Campaign
P.O. Box 1202
Santa Fe, NM 87504-1202

Vote "FOR" the Santa Fe Parks and Trails Recreational Bond on Tuesday, March 4

Vote "FOR" the Santa Fe Parks and Trails Recreational Bond to improve our quality of life.



Improving Our Quality of Life



**Improving Our Quality of Life
For All Santa Fe**

On March 4, we have the opportunity to improve our quality of life in Santa Fe by voting "FOR" the Santa Fe Parks and Trails Recreational Bond to acquire land for, and to improve public parks, trails and open space for recreational purposes.

- ✓ **Protect natural areas for outdoor recreation.**
- ✓ **Improve and expand our walking, running and biking trails.**
- ✓ **Revitalize neighborhood parks for families, children and seniors.**
- ✓ **Beautify and landscape our existing parks.**

"Shall the City of Santa Fe issue up to \$30,300,000 of general obligation bonds to acquire land for, and to improve, public parks, trails and open space for recreational purposes?"

FOR GENERAL OBLIGATION RECREATIONAL PURPOSE BONDS
 AGAINST GENERAL OBLIGATION RECREATIONAL PURPOSE BONDS

Indicate 'X'



**Protect Natural Areas for
Outdoor Recreation**

We need to provide better parks and recreational opportunities in areas of the city where demand has grown in recent years.

This proposal will help Santa Fe improve its quality of life by providing more recreational opportunities as our community continues to grow.

Vote "FOR" the Santa Fe Parks and Trails Recreational Bond to Protect Natural Areas for Outdoor Recreation.

**Improve and Expand Our Walking,
Running and Biking Trails**

This proposal will help expand and improve walking, running and biking trails throughout town.

Vote "FOR" the Santa Fe Parks and Trails Recreational Bond to Improve and Expand our Walking, Running and Biking Trails.

Beautify and Landscape Existing Parks

Our parks are currently in bad shape and need to be improved to provide a more friendly environment for families and children.

Park irrigation systems must be upgraded to conserve water, restore vegetation lost during the drought, and keep our parks green during future droughts.

Vote "FOR" the Santa Fe Parks and Trails Recreational Bond to Conserve Water and Restore Vegetation.



Independent Audit and Review

Independent citizens' advisory committees would first review all projects and all funds would be subject to annual independent audits.

The cost for the average homeowner is estimated to be \$2 per month per \$100,000 home value. *That's a small price to pay to improve our quality of life in Santa Fe.*

Vote "FOR" the Santa Fe Parks and Trails Recreational Bond to Improve our Quality of Life.

**For more information, visit our website at
www.conservationcampaign.org/yessantafeparks/**

Vote "FOR" the Santa Fe Parks and Trails Recreational Bond on Tuesday, March 4

Phone Script

Hi, is _____ there?

Hi _____ this is _____ from the Committee Preservation Ballot Committee.

How are you tonight?

We recently delivered a flier about the Community Preservation Act. Did you receive it? (if no) We'll see that you get one.

I'm calling to ask you to vote Yes for the Community Preservation Act on May 17th. The Community Preservation Act, or the CPA, is a great opportunity for Hanson. It can provide funds for recreational opportunities, preserve our historic treasures, provide affordable homes for elderly and low income Hanson residents and protect our valuable farms, outdoor recreation areas and scenic views.

The average Hanson homeowner would pay about \$37 a year to the Town's dedicated CPA fund, which is then matched up to 100% by the state every year! All projects have to be approved by a Hanson CPA committee and then at town meeting.

Do you plan to vote Yes for the CPA on May 17th?

If yes:

Great, thank you got your time. Can I just confirm that you live at X street? And I see that your spouse is a regular Hanson voter too. Are they available?

If no:

Would you be willing to tell me why? OK, thanks for your time tonight.

If they are undecided:

OK, I understand. Can we send you some more information in the mail? Do you still live at X street?

Please make sure to mark down if the person is a supporter (yes) and opponent (no) or undecided (u) on your list.

Auto-dialer script

Parks and Preserves Auto-dialer

May 20 Special Election

“This is Mayor Phil Gordon. Proposition A will give the people of Phoenix more, better and safer parks and preserves with no new taxes. You were recently mailed a vote-by-mail ballot at your home. Please take the time to vote on this very important issue and join me in voting yes on Proposition A – the Phoenix Parks and Preserves initiative.”

Disclaimer: MAYOR DOES NOT READ THIS—ADDED LATER BY PRODUCER

Paid for by Phoenix Parks and Preserves initiative. Major Funding by (same as sign)

Talking points

Training: Presenting CPA & Public Speaking

Trainers: Liz Gimson

Public speaking can be frightening for some, while other people are comfortable presenting in front of groups. Mostly, this range of comfort comes with how much experience you've had presenting to groups. It is absolutely critical to be talking with groups and individuals in your community about the CPA. The more volunteers in your group who are comfortable presenting the facts about CPA in a concise and compelling way, the more people you will reach with your message in the community.

This workshop will cover content, context and style for making a strong public presentation about the CPA.

What is a rap? A concise summary of CPA and your campaign in this structure:

1. Introduction (self and organization)
2. Problem
3. Solution
4. Urgency
5. Action

Why use a rap?

1. Clear, consistent message
2. Easy to train new volunteers
3. Get message/basic information out quickly
4. Flexible – you can modify the presentation to be short or long with same structure

Principles

1. Briefly convey basics of organization and campaign in an exciting way.
2. Give people a way to get involved
3. Educate about the basics, motivate to get involved, recruit to join the campaign and vote yes.

Talking Points (continued)

When to use a rap? → Whenever you can.

1. Tabling at community events
2. Group presentations to as many groups in town as possible.
3. Individual meetings with town officials.
4. With the media – editorial board meeting, press events, etc.

How to

1. Assume your audience has never heard of the CPA before.
2. Practice your presentation before hand. Don't read from a script (you can have notes)
3. Have a sign in sheet for individuals to get involved, endorse, vote yes, learn more. Make sure the sign in sheet circulates before the presentation and you collect it afterward.
4. Use visuals. Sample powerpoint is available. Provide handouts.
5. Energy. Involve people, speak loudly, use positive body language.

Public Speaking Style

Principles

1. Emphasize message: tailored to your audience, know the most important points to highlight. (For instance, if you're presenting at the senior center, make sure you highlight the moderate-income senior exemption.)
2. Prepare: write outline, then write it out by work, then outline again.
3. Make your presentation style strengthen your message, not distract. (Be careful with power point, that it doesn't run your presentation, but it adds to your content).

Tips (Brainstorm)

1. Eyes – make eye contact, don't look at the ceiling or read from the page
2. Tone – match the audience and the message
3. Pace – don't let yourself speed up when you're nervous. Pause.
4. Body Language – stand not sit, hands – use for effect
5. Appearance – dress appropriate for the audience
6. Participation – you can engage your audience by asking a question.
7. Time – use clock or watch, plan time for each section
8. Practice – out loud, in front of mirror, with someone else
9. Questions – leave time at end, prep for likely questions
10. Room – arrive early, check room to make sure it has what you need.
11. Umm. Y'know. Aah. Like. Sooo.
12. Speak clearly, don't mumble
13. Volume – don't shout, but be loud enough for people in back of room.
14. Humor – use it, but make it appropriate and funny, don't stretch.
15. Use anecdotes to make it more personal and visual.
16. Use visuals – blackboards, displays, etc
17. Use emotions – get angry, happy, concerned, excited, etc.
18. Watch audience – what they agree/disagree with.
19. Forget mistakes – you care more than they do.

Demo – See sample rap.

Practice – You're presenting at the senior center for five minutes before their Tuesday night dinner.

**Resolution of Endorsement
for Cache Critical Lands Conservation Campaign**

WHEREAS, **Cache County has experienced a 45 percent increase** in its population since 1990, and

WHEREAS, Cache County's **population is expected to double** by 2030, and

WHEREAS, **agriculture is Cache County's largest industry**, generating 29% of the county's gross output, and Cache is one of Utah's leading agricultural counties, and

WHEREAS, critical **agricultural lands are being converted** by development, and

WHEREAS, a public opinion survey conducted earlier this year revealed that the **leading public concern in Cache County was traffic and overdevelopment**, with over 70% of the public in strong support of a measure to fund land conservation in the county, and

WHEREAS, the **Cache County Council acted on this citizen concern in April** to place a \$10 million general obligation bond before voters on the November 2008 ballot to preserve critical lands in Cache County at an average household cost of less than \$1.50/month, and

WHEREAS, this bond **funding would be used for a variety of purposes**, including:

- Preserving lands that protect our air quality and our water resources;
- Preserving Cache County's working farms and ranches;
- Protecting wildlife habitat, and scenic views and vistas;
- Preserving land along streams and rivers, including the Bear River;
- Acquiring land for walking, hiking and biking trails, such as the Bonneville Shoreline Trail;
- Providing additional opportunities for outdoor recreation, and

WHEREAS, a **citizens advisory committee would review all proposed lands and expenditures** before the Cache County Council made final decisions about the funds being spent and all revenues and expenditures would be subject to an annual public audit

NOW, THEREFORE, BE IT RESOLVED that we, _____, do hereby join the Cache County Chamber of Commerce, the Bridgerland Outdoor Coalition, Cache Tourism Board, The Nature Conservancy, The Trust for Public Land, Utah Open Lands, elected and community leaders, and many citizens in endorsing this bond measure that will help to ensure protection and preservation of critical lands that maintain air and water quality, working farms and ranches, wildlife habitat, opportunities for outdoor recreation and our quality of life.

Duly adopted this _____ day of _____, 2008

Signed _____

Cache Critical Lands Conservation Campaign

193 North 200 East
Logan, UT 84321

Endorsement Contact Information

I/we, the undersigned individual(s), support the critical lands conservation measure on the November 2008 general election ballot that would authorize a \$10 million general obligation bond for conservation purposes in Cache County.

Contact Information:

Name _____

Address _____

City _____ State _____ Zip Code _____

Phone Number(s) _____

Fax Number _____ E-Mail Address _____

Endorsement:

____ Yes, I/we endorse the bond measure. ____ Yes, use my/our name in campaign materials.

Signed _____ Date _____

Printed Name _____

I/we would like to help by:

____ Serving as a **speaker to groups**

____ Willing to **speak to the media** about the benefits of this measure to my fellow Cache Valley residents

____ Sending **information to my friends**

____ Making a **contribution** of \$ _____ to support the campaign.

I/we understand that my/our name may be used for public campaign materials.

Paid for by the Cache Critical Lands Conservation Campaign, 193 North 200 East, Logan, UT 84321 (435-757-9120)

Cache Critical Lands Conservation Campaign

193 North 200 East
Logan, UT 84321

Endorsement Contact Information

We, the undersigned organization, support the critical lands conservation measure on the November 2008 general election ballot that would authorize a \$10 million general obligation bond for conservation purposes in Cache County.

Contact Information:

Organization _____

Address _____

City _____ State _____ Zip Code _____

Phone Number(s) _____

Fax Number _____ E-Mail Address _____

Contact Person(1) _____ Title _____

Contact Person(2) _____ Title _____

Name of Newsletter _____

Editor _____ Frequency of Publication _____ Deadline _____

Endorsement:

____ Yes, we will endorse the bond measure. ____ Yes, use our name and logo in campaign materials.

Signed _____ Date _____

Printed Name _____ Title _____

We would like to help by:

____ **Coordinating volunteers or providing staff time**

____ Providing **member lists** to the campaign for mailings. Details _____

____ Distributing materials at our outreach tables.

____ Including a **piece on the measure in our newsletter**.

____ Having a campaign **representative speak at one of our meetings**.

____ Sending an **e-mail alert to our members** and supporters.

____ Serving as spokesperson for the campaign: _____

____ Other _____

____ Making a **contribution** of \$ _____ to support the campaign.

We understand that the name of our organization may be used for public campaign materials.

Paid for by the Cache Critical Lands Conservation Campaign, 193 North 200 East, Logan, UT 84321 (435-757-9120)



KeepBuckinghamGreen

VOTE  YES

Buckingham's Open Space Referendum
Tuesday, April 22, 2008



Photo Courtesy of IntegrityStudio.com

KeepBuckinghamGreen

Committee to Keep Buckingham Green,
a project of the Conservation Campaign
P.O. Box 425
Buckingham, PA 18912

Endorsed By:

- Bucks County Farm Bureau
- Buckingham Township Civic Association
- CBA & Tit-Township Athletic Association
- Heritage Conservancy
- PennEnvironment
- Natural Lands Trust
- Central Bucks School Board
- Rep. Bernie O'Neill
- Bucks County Commissioners James F. Cawley, Charles H. Martin & Diane M. Ellis-Marsaglia
- Buckingham Democratic and Republican Committees



Photo Courtesy of IntegrityStudio.com

If the Referendum is Approved,
What Will the Cost Be?

If approved, the full amount of the referendum would add approximately \$15 dollars a month—just 50 cents a day—to the average homeowner's tax bill. However, for a considerable time the bill will be substantially less because the township will not borrow the full sum at once but incrementally, taking into account financial considerations and opportunities for preservation.

We Pay the Costs of Preservation Once.
The Costs of Development Never End.

Please remember that all registered voters in Buckingham Township may vote on the Open Space ballot issue at the April 22nd Primary.

Authorized and paid for by the Committee to Keep Buckingham Green, a project of the Conservation Campaign, Tom Gilbert, Treasurer. Design services donated by Timmons&Company.

More • Better • Safer



VOTE YES PROP A

PARKS

- Add recreation programs for youth to fight drugs, gangs, and crime.
- Complete the regional parks started with current Phoenix Parks and Preserves Initiative funding
- Purchase land and create new regional, community and neighborhood parks
- Upgrade existing parks with better shade, green space, and recreational features
- Add more park rangers, lighting, security, and maintenance for parks and recreational facilities
- Provide shaded pedestrian and bike paths throughout the city

PRESERVES

- Purchase land for mountain and desert preserves open space
- Create new and better trailheads, trails, parking and interpretive centers for preserves
- Hire more park rangers, and improve security and maintenance of the preserves.

www.PhxParks.com

 **Prop A**

Parks and Preserves

 **YES Prop A**

PARKS & PRESERVES

More • Better • Safer
With No New Taxes



The Phoenix Parks and Preserves Initiative:

- Extend the Phoenix Parks and Preserves Initiative passed by voters in 1999 with an 80% approval.
- Funds raised from this initiative shall be used only for Phoenix parks and preserves.
- To assure accountability, all expenditures will be reviewed by a citizens oversight committee.

Paid for by Phoenix Parks & Preserves Initiative – Yes on Prop A

***Vote-By-Mail or
on Tuesday, May 20th***

**Nicer
Neighborhoods**

**CPA for Quincy
YES on #4**



Staking a claim on state's future

Wednesday, May 28, 2008

Environmentalists, friends of higher education and Gov. Bill Ritter have joined forces behind a ballot initiative that would raise severance taxes on the oil and gas industry in Colorado to support higher education, wildlife, renewable energy and other needs.

The Post welcomes this bold move, which directs the bulk of the new money to state colleges and universities that have been decimated over the past three decades. In 1972, higher education drew 27 percent of the state's general fund. This year's budget allocates just 10.5 percent of the general fund to state campuses.

Colorado now ranks 48th in the country in per capita funding of higher education. It would take an additional \$467 million a year just to meet the national average. Other measures show Colorado even further behind in college funding.

Colorado's future is at risk if we don't find a way to support the community colleges, baccalaureate programs and graduate and professional programs that are so vital in this 21st century economy.

The severance tax initiative is at least a solid first step in that direction. If approved by voters, it would eliminate a property tax credit that has resulted in Colorado having the second-lowest severance tax in our region, an effective levy of 5.7 percent on the value of oil and gas production when both severance tax and property tax is considered. Only Utah, at 4.5 percent, is lower. The effective rate is 11.2 percent in Wyoming, 9.4 percent in New Mexico and 7 percent in Oklahoma.

Eliminating the property tax credit and reducing a tax break for small "stripper wells" would raise some \$250 million in new revenue. Ten percent of those proceeds would go to a "perpetual fund" to support higher education when the oil and gas reserves are exhausted. The remaining revenue would be divided five ways:

- 60 percent for college scholarships for Colorado students;
- 15 percent to preserving wildlife habitat;
- 10 percent to promote renewable energy and conservation;
- 10 percent for transportation projects in counties impacted by energy development; and
- 5 percent for grants for drinking water and wastewater treatment in small communities impacted by energy development.

Someday, the current oil and gas boom will end, just as the gold and silver booms before them ended. Those earlier booms left nothing behind as a legacy except polluted streams and abandoned mine shafts. This initiative, if approved by voters, ensures that when Colorado's oil and gas reserves are exhausted, the state's wildlife, natural environment and the most precious resource of all, our children, will enjoy lasting benefits.

Initiative supporters must now collect about 76,000 signatures from registered Colorado voters to get the measure on the November ballot. After that, the initiative may well be assailed by a torrent of negative ads paid for by the oil and gas industry, which spent a staggering \$90 million to defeat a similar initiative in California in 2006 and has reportedly already earmarked \$15 million to crush the Colorado plan — an even larger war chest in terms of our state's much smaller population.

Video script

Video	Audio/Narrative
<p>Show Title/ Instrumental Music playing in background:</p> <p><i>“Help Us Save Pepperell Springs”</i></p> <ul style="list-style-type: none"> • Show several “beauty shots” of ravine, gulf brook, hemlock grove with sunlight, selected animals, birds, or wildflowers. 	<p>Narrative:</p> <p>Deep within the woods of northwest Pepperell, water bubbles out of a spring on a hillside, just as it has for thousands of years. This water is so clean and tastes so pure that it was recognized with a silver medal at the 1904 St. Louis World’s Fair! This water is so clean and tastes so pure that large companies such as Coca Cola and Belmont Springs Water Company have bottled this water and have sold it throughout the eastern United States for over 50 years!</p> <p>In Pepperell we take pure drinking water for granted. We turn on the tap and out it comes clean, crisp, largely unadulterated. Unlike other near by towns, our water doesn’t have to be filtered and highly chlorinated. In all but the driest of years, Pepperell is fortunate to have more than enough water for household needs. But that all could change.</p> <p>Pepperell residents will soon have a one time opportunity to save the lands surrounding this very important water source. The Pepperell Springs parcel is a 265 acre woodland, bisected by Gulf Brook, a tributary of the Nissitissit River. Immediately downstream from this property is the Bemis Well, Pepperell’s most significant current water source. The aquifer under this property supplies and recharges the Bemis Well.</p> <p><Interview with water hydrologist and Pepperell resident, Dave Armstrong></p> <p>The Gulf Brook Ravine is the preeminent natural feature of the property. It is the home to countless species of animals and plants, and in particular is the home of at least 5 endangered species. If we do not act now, Pepperell Springs will quickly be developed and approximately 70 houses will be built on the property. Views such as this will only be memory, and this wonderful water source will be at risk. Pepperell’s future and our quality of life is at risk. We must act now.</p>

On November 7 Lenox voters will be asked to vote on the Community Preservation Act (CPA). The CPA is good for Lenox. It provides the resources we need to address three critical issues that will shape our future: open space, affordable housing, and historic preservation. To maintain the character of our community in the face of developmental pressures, to create housing that our children, teachers, police and firefighters can afford, and to preserve the historical essence of the Town, we need the CPA.

It is said that a cynic knows the cost of everything and the value of nothing. The CPA is a tax surcharge that will cost the average taxpayer about \$100 a year. That is the cost. Look at the value. The money is dedicated to specific issues. There are matching dollars available (funded by charges for recording deeds and mortgages). We can continue to oppose specific development projects (such as the Marriott), but it takes money to really preserve the community. The CPA provides those resources.

The Lenox Board of Selectmen voted 3-2 to support the CPA. The Planning Board and the Zoning Board of Appeals both voted unanimously to support it. I urge Lenox voters to vote "yes" on Question 4.

Roscoe Sandlin
Selectman, Town of Lenox

**OB CITIZENS FOR CLEAN WATER,
OPEN SPACE AND PARKS**

To the Editor:

We the undersigned, Coalition members of the Town of Oyster Bay Citizens for Clean Water, Open Space and Parks, urge Oyster Bay residents to vote YES for Proposition 2 when they go to the polls on November 6.

As Oyster Bay faces further development of its dwindling and precious open space, its as yet unspoiled aquifer becomes increasingly threatened. High-quality and abundant water sources are becoming harder and harder to come by: consider the recent media attention paid to drinking water supplies in such municipalities as Atlanta, Georgia, and nearby Northport.

Passage of Proposition 2 will yield \$60 million of bond funding for protection of undeveloped land and improvement of parks. This will not only keep our drinking water clean, it will also protect wildlife habitat and recreation opportunities and, by containing development, help control tax increases, traffic congestion, and sprawl. It will provide all of these services at little cost to each household: just \$2.65/month.

Please think of the future of the Town and vote YES for Proposition 2 on November 6.

Audubon New York, Citizens Campaign for the Environment, Coalition to Save Red Spring Woods, Concerned Citizens of Plainview/Old Bethpage Community, Inc., East Norwich Civic Association, East Nassau League of Women's Voters, Friends of the Bay, Friends of Hempstead Plains at Nassau Community College, Long Island Drinking Water Coalition, Inc., Long Island Environmental Voters Forum, Long Island Pine Barrens Society, Long Island Sierra Club, Nassau Land Trust, New York League of Conservation Voters, North Shore Land Alliance, Residents for a More Beautiful Syosset, The Nature Conservancy on Long Island, The Conservation Campaign, The Neighborhood Network, Theodore Roosevelt Sanctuary & Audubon Center, Town Supervisor John Venditto, Town of Oyster Bay, Town of Oyster Bay Council Members Delligati, Muscarella, Macagnone, Coshignano, Walker and Faughnan, Trust for Public Land, Vision Long Island, Water for Long Island


KeepBuckinghamGreen

VOTE  **YES**

**Buckingham's Open Space Referendum
Tuesday, April 22, 2008**



Photo Courtesy of Cative Valley Consultants

EVERY REGISTERED VOTER IN BUCKINGHAM, REGARDLESS OF PARTY AFFILIATION, CAN VOTE ON THE OPEN SPACE REFERENDUM. PLEASE LOOK FOR THE QUESTION AT THE TOP OF THE BALLOT.

Vote "YES" to preserve threatened farms and scenic beauty, for clean air and water, to limit development and traffic congestion, to control school taxes and for more recreational opportunities.

Endorsed By:

- Bucks County Farm Bureau
- Buckingham Township Civic Association
- Central Bucks School Board
- CBAA & Tri-Township Athletic Associations
- Heritage Conservatory
- Natural Lands Trust
- PennEnvironment
- Rep. Bernie O'Neill
- Bucks County Commissioners James F. Cawley, Charles H. Martin & Diane M. Ellis-Marseglia
- Buckingham Democratic & Republican Committees
- Buckingham Township Supervisors

*Authorized and paid for by the Committee to Keep Buckingham Green, a project of the Conservation Campaign, Tom Gilbert, Treasurer.

Newspaper advertisement 2



Please Support the CPA!

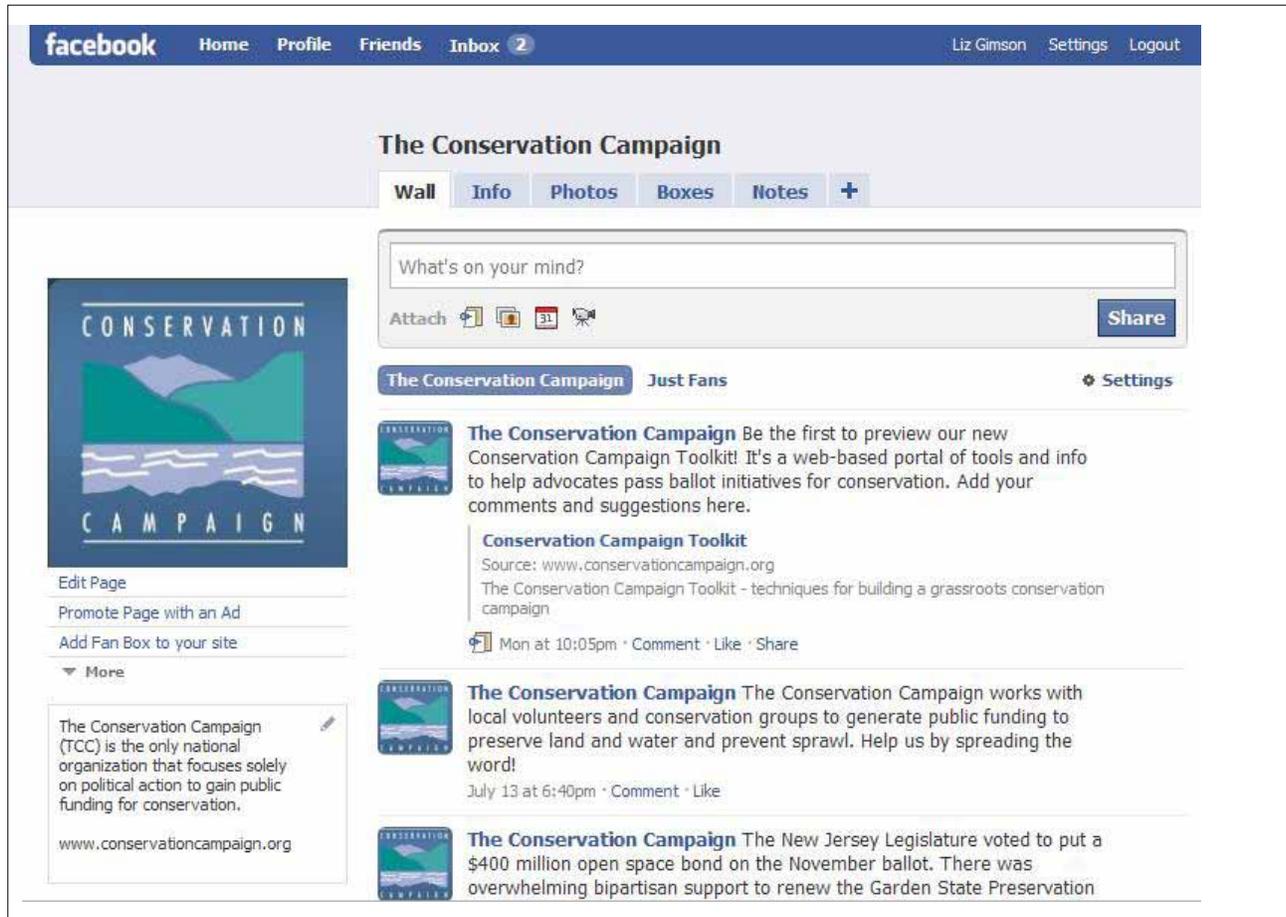
Community Preservation Act
✓ by voting YES on May 17th
Improving our quality of life
“A good opportunity for Hanson”

Please see our insert in this issue
or visit our website:
www.preservehanson.org

Paid for by Preserve Hanson



Facebook group



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The Conservation Campaign

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 **The Conservation Campaign** Be the first to preview our new Conservation Campaign Toolkit! It's a web-based portal of tools and info to help advocates pass ballot initiatives for conservation. Add your comments and suggestions here.

Conservation Campaign Toolkit
Source: www.conservationcampaign.org
The Conservation Campaign Toolkit - techniques for building a grassroots conservation campaign

Mon at 10:05pm · Comment · Like · Share

 **The Conservation Campaign** The Conservation Campaign works with local volunteers and conservation groups to generate public funding to preserve land and water and prevent sprawl. Help us by spreading the word!

July 13 at 6:40pm · Comment · Like

 **The Conservation Campaign** The New Jersey Legislature voted to put a \$400 million open space bond on the November ballot. There was overwhelming bipartisan support to renew the Garden State Preservation

CONSERVATION CAMPAIGN

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The Conservation Campaign (TCC) is the only national organization that focuses solely on political action to gain public funding for conservation.

www.conservationcampaign.org