

Proposal 1: A Three-Week Plan for School Superintendents

Start with your talking points

- Proposal 1 raises the sales tax 1% to make it 7%
- Adds \$300 Million to School Aid Fund
- Adds \$100 Million to Cities & Municipalities
- Raises \$1.2 Billion for Roads by replacing sales tax on fuel with wholesale fuel tax.
- Proposal 1 would fix roads. Our roads are in dismal condition. MLive reports that 16 of our bridges right here in Muskegon County have deficiencies in deck paving, substructure, or superstructure.
- Revenue from the fuel tax would only fund transportation expenses primarily fixing roads and bridges. Road builders would be required to provide warranties on their work.
- Proposal 1 would fund schools and improve the stability in the School Aid Fund by preventing the use of these dollars for universities. Only K-12 education, career/tech ed and community colleges could receive School Aid Funds.

It's OK to talk about Proposal 1

- ☐ Lead by example: Inform Voters—Talk about it!
- ☐ Post infographic on every entrance/exit door
- ☐ Email/review campaign guidelines with all staff
- ☐ Email information/web links to all staff & parents
- ☐ Email info video to all staff—share with students
- ☐ Identify information campaign partners! Talk to parents, local government, union leadership, police, fire, County Road Commission etc.
- ☐ Contact your local governmental units and ask to participate/co-present in their next meeting
- ☐ Embed the video on your website
- ☐ Create a marker on homepage with link to ballot language, FAQ, PowerPoint, and Infographic
- ☐ Add info to social media sites
- ☐ Post articles about Proposal 1 to social media sites
- ☐ Send a letter home to parents. REPEAT 4/27/15
- ☐ Schedule reminders on April staff paychecks

- ☐ Schedule presentations at regular club/group meetings
- ☐ Provide “blurb” to ALL staff to include in school building newsletters; include in teacher newsletters
- ☐ Promote your website page stocked with info
- ☐ Check all Electronic & Printed Calendars—Building, District, Sports, Band, Lunch, Add VOTE to May 5
- ☐ Create an event on your Facebook page—Ask others to do the same
- ☐ Schedule a person to attend each school event between now and May 5 to host an information table, hand out information, and/or make a presentation.
- ☐ Review handouts: Proposal 1 Fact Sheet, Proposal 1 FAQ, Infographic, Remember to Vote, Proposal 1 Postcard. Include info in event programs.
- ☐ Print hanouts
- ☐ Place handouts on the counter in each school office, break-room, bus garage, and all places visited by parents and staff. Replenish!
- ☐ Schedule special meetings with each staff group: lunch, recess, office, teachers, bus drivers, maintenance, para-pros, administration, and all others OR present information by building
- ☐ Give info to all volunteers
- ☐ Call/Email vendors, community leaders, clergy, business owners, Do they have questions?

Schedule reminder call to all staff and parents through email and instant calling system—May 4 and May 5, 2015

- ☐ Identify staff and parents who are willing to send reminders to vote via Facebook, email, and phone.
- ☐ Send “Remember to VOTE” note home with students
- ☐ Email “Remember to VOTE” to staff and other key communicators in your district
- ☐ **FACEBOOK “Remember to VOTE”**
- ☐ Activate staff phone tree on 5/4—Did you vote?

VOTE!