

# TCX Ballot Measure Planning



- ✓ Voter Survey
- ✓ Election Timing
- ✓ Tax Rate
- ✓ Political Landscape

- ✓ Non-Advocacy Communication
- ✓ Existing comms
- ✓ Informational mailers / digital ads
- ✓ Internal and external audiences
- ✓ Seek feedback
- ✓ Refine proposal
- ✓ Community readiness?

- ✓ Ballot Resolution/ Ordinance
- ✓ 75 words
- ✓ Projects & Programs
- ✓ Ballot Argument & Signers
- ✓ Official Vote (>88 days before Election)

- ✓ Volunteer leaders
- ✓ Fundraising
- ✓ Website/Social
- ✓ Endorsements
- ✓ Grassroots
- ✓ Lawn Signs
- ✓ Mailers
- ✓ Digital Ads
- ✓ Get Out the Vote