

It Makes Good “Cents”

Winning Your Sales Tax Referendum



Tom Wilson, *Superintendent, Anderson School District Five*
Kyle Newton, *Director of External Affairs, Anderson School District Five*
Rick Bradshaw, *Board Chairman, Anderson School District Five*



Foundation for passage will be the internal and external relationships you make in your schools and community.

HISTORY

- Statewide ability grew from two local attempts; Anderson and Aiken
- Anderson - Hurdle in the Senate
- Delegations worked together
- Didn't pass during regular session
- Passed final day during Veto session



Summary of Legislation

- Allows for capital improvements.
- Law calls for 10% of collection to go towards paying down bond indebtedness.
 - All Anderson school districts agreed to raise that to 20%.
- Anderson had **two** questions on ballot:
 - Sales Tax
 - Selling of Bonds



- Inform and engage faculty and staff.
 - Fight political apathy.
- Spread a universal message across all districts.
- Superintendents and other district leaders present information to civic organizations.



- Raise capital.
- Work with community stakeholders.
- Clear roles and responsibilities.
 - Finance, communications, volunteers, etc.
- Public relations and media.
 - Letters to the editor, op-eds

- Must be careful when conducting a campaign as a public official.
- Always maintain separation of duties.
- Document all actions.



Identify Target Audiences

- Collect Voter Data
 - Focus on likely voters
 - Focus on key geographic regions
 - Use data to design your strategy

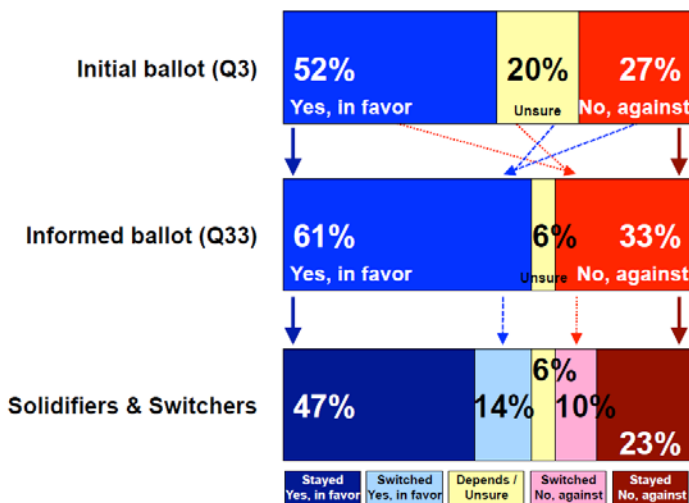
**Estimate Number of
Votes Needed To WIN**

Collect Commitments

1	First Name	Last Name	Phone	Email	Support	Oppose	Unsure	Sign	Use My Name	Reminder		
2										Phone	Email	Text
3	Jacob	Aa	864-844-1234	jacob@wewon.com	x			x	x			
4	Allen	Ab	864-844-1234	allen@wewon.com	x			x				x
5	Kimberly	Ac	864-844-1234	kimberly@wewon.com	x			x	x	x		
6	Joseph	Ad	864-844-1234	joe@wewon.com	x			x	x	x		
7	Thomas	Ae	864-844-1234	tom@wewon.com	x			x	x		x	
8	Harold	Af	864-844-1234	harold@wewon.com	x						x	
9	Margaret	Ag	864-844-1234	margaret@wewon.com	x			x	x		x	
10	John	Ah	864-844-1234	john@wewon.com	x			x			x	
11	Tommy	Ai	864-844-1234	tommy@wewon.com	x			x	x	x		
12	Rick	Aj	864-844-1234	rick@wewon.com	x			x	x			
13	Johnny	Ak	864-844-1234	john@wewon.com	x			x	x			x
14	Jennifer	Al	864-844-1234	jenn@wewon.com	x			x				
15	Cheryl	Am	864-844-1234	cheryl@wewon.com	x			x	x		x	
16	Katie	An	864-844-1234	katie@wewon.com	x			x	x			x
17	Anne	Ao	864-844-1234	anne@wewon.com	x			x	x			x
18	Scott	Ap	864-844-1234	scott@wewon.com	x			x	x	x		
19	Nancy	Aq	864-844-1234	nancy@wewon.com	x			x			x	
20	Larry	Ar	864-844-1234	larry@wewon.com	x			x	x	x		
21	Paul	As	864-844-1234	paul@wewon.com	x			x	x	x		

Assess Voter Opinion

COMPARISON OF INITIAL & INFORMED BALLOTS



- Create a message that resonates with your community.
- Be brief and concise with public statements.
- Utilize all media avenues.

One-to-one is critical.
 Phone calls
 Door-to-door
 Direct mailing with personal touch.

Claim key endorsements.
 (Not all are good)
 Vocal support from community leaders.



Invite supporters to celebrate your campaign and to watch the results.

Thank volunteers for their hard work.

Invite local media to cover the gathering.

After Passage

- Thank your community.
- Show progress and keep community updated.

Anderson School District Five "Your Penny at Work"



Click on the projects below to see our progress

Career Center (In partnership with District 3 and District 4)
McCants Middle School Roof Improvement
TL Hanna High School Roof Improvement
Westside High School Roof Improvement
Southwood Fine Arts Auditorium
High School Band Buildings
1:1 Technology (5-12 Implementation)
High School Athletic Field Houses
Food Service Infrastructure Improvements
High School Stadium Improvements