



**WHEN A  
CAPITAL PLAN  
BECOMES A  
BOND ISSUE**

**Friend-Raising &  
Fundraising**

# CUYAHOGA COMMUNITY COLLEGE

WHERE FUTURES BEGIN<sup>SM</sup>

CLEVELAND, OHIO



**CLAIRE ROSACCO, VP**  
GOVERNMENT RELATIONS  
& COMMUNITY OUTREACH

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GOVERNMENT RELATIONS

# Tri-C Capital Plan



**DEVELOPED TO CARRY STUDENT SUCCESS FORWARD OVER THE NEXT 25 YEARS**

**Need \$227.5M to complete the plan**

- **61%** for modernization of existing sites
- **39%** to new construction supporting programs leading to in-demand jobs

**First time in 54 Years that Tri-C turned to voters with a Capital Bond Issue**

**Cost per Household – \$1.46/month for a home valued at \$100K**

**Tri-C serves approx. 55,000 students annually**

THANKS TO THE CITIZENS  
OF CUYAHOGA COUNTY  
– CLEVELAND, OHIO –  
TRI-C'S BOND ISSUE 61  
PASSED WITH **68%** OF  
THE VOTE ON 11/7/17



How we shared our messages  
with the communities we serve  
in Cuyahoga County

# WHERE TO START?

Research – Survey likely voters to build

**Key Messaging** that resonates with them

Create an Organization to run campaign,  
**accept donations, host website**

Define & Lock-In Talking Points **based on  
your Key Messaging**

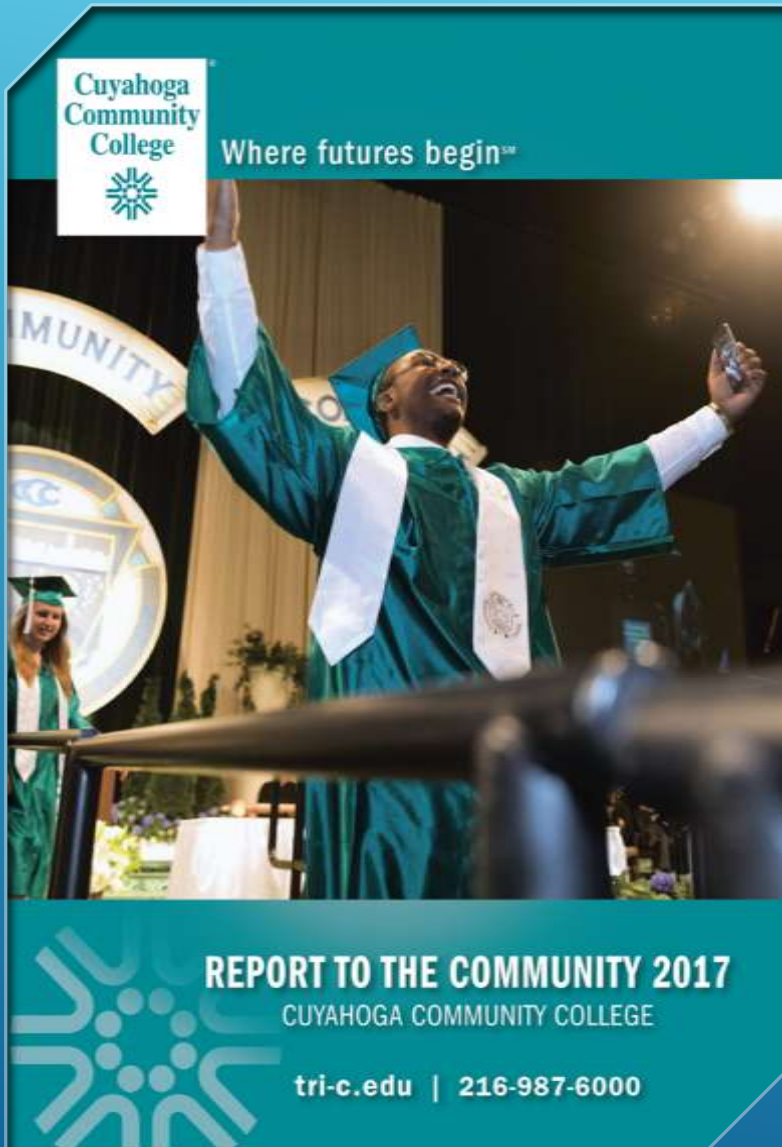
Create Speakers Bureau **Train Staff/Faculty  
on Talking Points** to share with neighbors

as well as in formal group presentations

Hold Ongoing, Fun & Dynamic Voter

Registration Drives **for all election cycles**





## INFORM & ENGAGE YOUR KEY PARTNERS

- Plan Executive Team Visits to Elected Officials & Community Leaders within your voting area
- Foundation Visits to Partners with a vested interest in the cause
- Create an Advisory Committee of Involved Community Leaders
- Identify Key Community Endorsements Needed
- Recruit Volunteers – Tri-C had 1,100

# Set the Communications Table

Develop a Media Mix to Recruit Friends & Help Raise Funds



## PAID MEDIA

- BROADCAST, TV, PRINT & ONLINE
- COMMERCIALS
- MAILERS – SENT ONLY TO VOTERS
- BILLBOARDS
- MAGAZINE INSERTS

## EARNED MEDIA

- AS MUCH AS POSSIBLE!

# AND, OF COURSE, SOCIAL MEDIA



## Engage, Engage, Engage

Student Promotions, Selfies  
In-the-Field Photos, Videos

Activate Website, FB & Twitter  
VoteFORTriC.com & @VoteFORTriC

## RESULTS?

64K – Reached the final four weeks

18K – Reached on Election Day

26K – Video views



# FRIEND-RAISING = OUTREACH TO THOSE WHO VOTE



## Campus Audiences

- Students & their Families
- Chambers of Commerce
- Seniors on Campus
- Democratic Clubs, Republican Clubs, Block Clubs & More
- Professional Organizations

# ENGAGE PARTNERS AT COMMUNITY FESTIVALS & EVENTS



- Create Useful Handouts  
4,000 Tri-C Hand Fans &  
16,000 Tip Cards Given Out
- Attend Community Festivals –  
Tri-C CR Folks had tables at  
over 60 Events
- Seniors Center Talks & Visits
- Veterans Groups
- Interfaith Alliance
- Hispanic Outreach

# TALK TO YOUR COMMUNITY GROUPS



## CREATE A SPEAKERS BUREAU

**Recruit Volunteer Speakers –  
200+ Faculty & Staff Trained**

**Book Community Talks –  
170 held across our County**

**8,000+ Front-Line  
Community Members  
Reached**

# PERSONAL OUTREACH IS KEY



**Phone Banks – 143K+ Calls  
made by Volunteers**

**Lit Drops – Every Saturday  
53,800+ Door Knocks!**

**Yard Signs – 10,000 Placed**

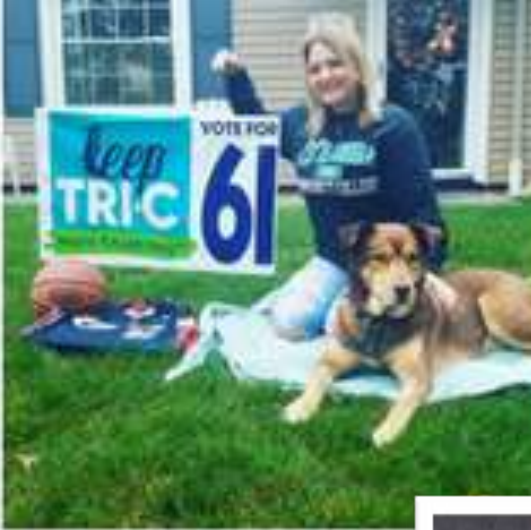
**Recruit Election Day**

**Poll Greeters –  
432 Volunteers**



# Lit Drops & Phone Banks

# Students & Families Sharing their Tri-C Spirit!



**WHEN ALL IS SAID & DONE ...  
HOLD A WATCH PARTY ON  
ELECTION NIGHT**

**POST RESULTS ON SOCIAL MEDIA**

**THANK ALL WHO HELPED – THROUGH NOTES,  
ADS AND CALLS**

**CELEBRATE THE  
COLLABORATIONS**

