

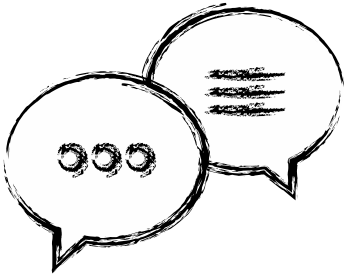
Creating Your Case for a Tax Levy

Using the information gathered by the small-groups during the council session *Building a Consensus for a Tax Levy* and from the worksheet *Calculating the Tax Levy Amount*, create your case — or vision — for the future of MU Extension in your county and how the funds will be used.

1. Be clear.
 - a. What issues do you want to address in the county?
 - b. How will MU Extension play a part in addressing these issues?
 - c. How will the funding will be used?
 - d. What impacts will MU Extension will have on these issues?
 - e. Describe current impacts and how the funds can also enhance current efforts.

2. Start with talking points to answer some questions. Here are a couple of examples to help get you started.
 - a. Why do you need additional funds when the county gives you money?
 - i. Most people need to know what the allocation given to the county is, and that it may or may not be sufficient to run the current program. They need to know that more funds are needed to enhance current programming and to address other needs in the communities.
 - b. How will we know our funds are being used for local programming?
 - i. The district will perform an audit every two years and publish the results of the audit to show the community how funds are spent in the county.
 - ii. The extension council creates an annual report of activities and impacts, which is always available at the local MU Extension center or online.
 - iii. The extension district will make sure that program impact information is shared with local media, posted to social media and shared with the county and local governments.
 - c. Add your own talking points.

3. From the talking points you develop, start to build your case — or vision — of the future of MU Extension in your county. Keep the vision concise, but create a statement that pulls at the hearts and minds of adults and young people in the community.



Using the talking points and the vision, you should be able to create media posts, news releases and other campaign materials.

More information is available in the [MU Extension District Option Manual, Volume 2: Campaigns and Elections](#).