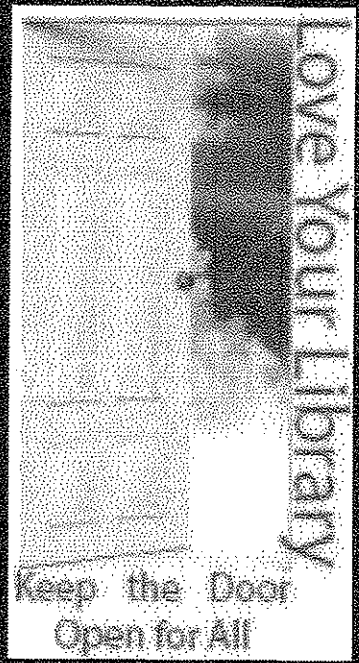
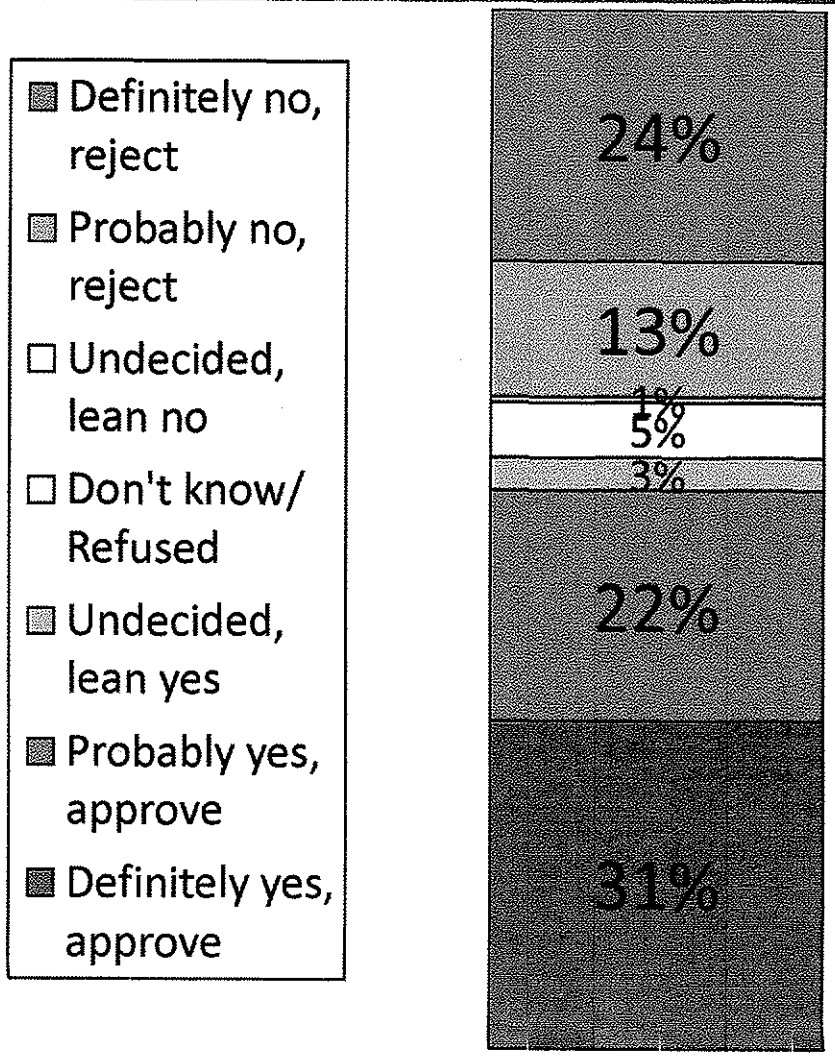
A Strategy for Going Forward



Insight from EMC Polling Numbers

To keep Butte County libraries open and accessible to all residents; protect libraries from the effects of deep budget cuts; preserve educational programs for children; support technology training and assistance for seniors; and keep library collections current, shall Butte County be authorized to assess a parcel tax in the amount of ***forty dollars*** *per parcel per year, with a citizens' oversight committee, an exemption for seniors, and all funds benefiting Butte County libraries?*



Ground Campaign

Work with all the FOLs in Butte County

Mail 3,000 people in Butte County a request for help fund the campaign

Create a Love Your Library web site

Design and print posters for year-long display

Design and print simple brochures for library card application and FOL membership

Liaise with BCL to set up guidelines for distribution of library cards

Tie together library card application and FOL membership as a one process

Set up application kiosks at busy commercial sites in every town at least twice a month

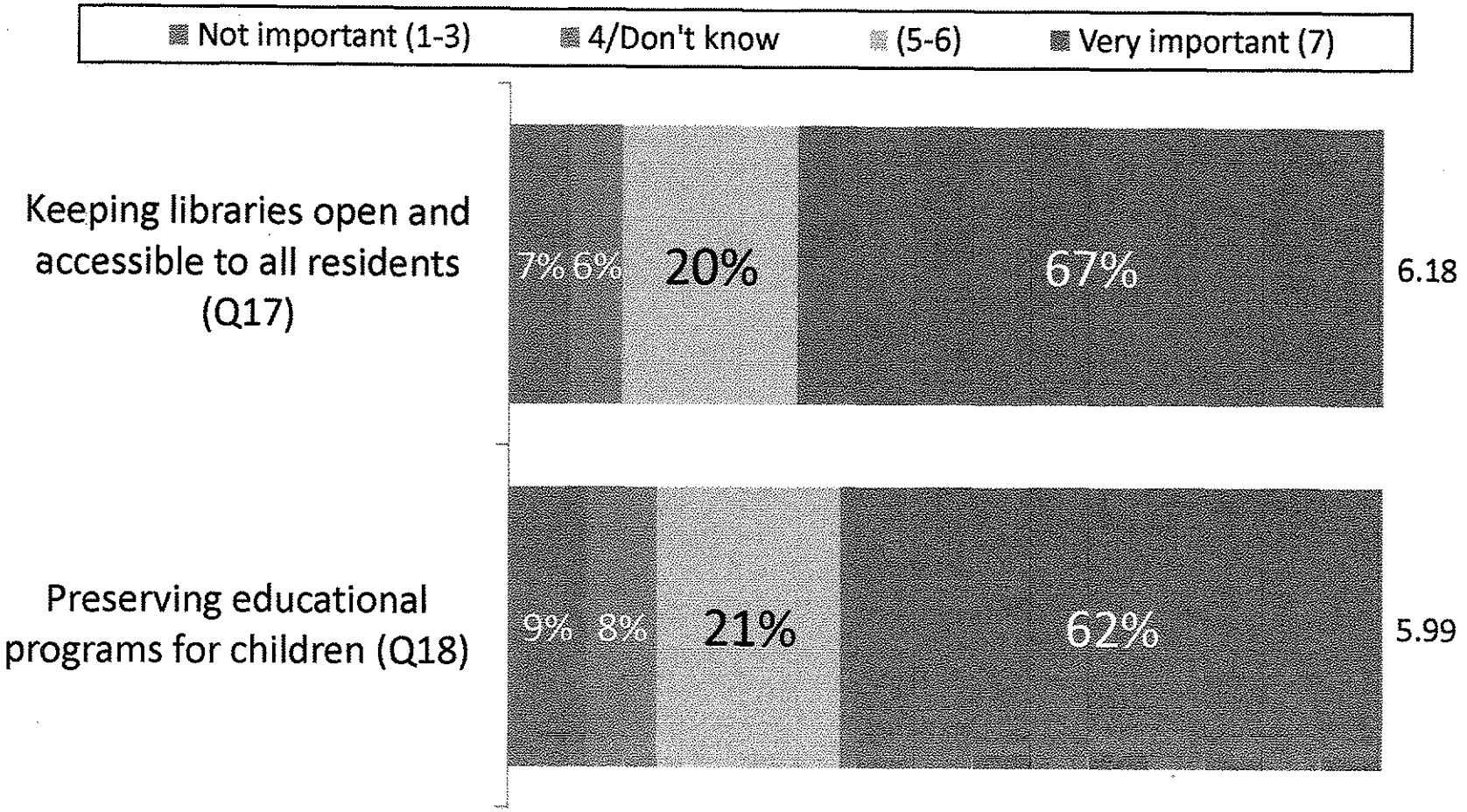
Follow up mail to new applicants with FOL membership offer

Grow an e-mail database of supporters, applicants and new members

Set up online library card application for Butte County

Ask for space for articles about the campaign in FOL Newsletters

Butte County By the (Electoral) Numbers

Total Registered Voters	121,947
Republicans	47,108
Democrats	44,374
Decline To State	22,808
Permanent Absentee Voters	35,921
Likely Voters in a primary election	48,047
Votes Needed to Win at 66.7%	32,047
Votes we still need from 57% to 66.7%	4,600

What Messages Matter to Voters?