

Yes on 5B for Adams 12 Five Star Schools

Goals

- 1) Engage with voters about the importance of this election (November 4)
- 2) Share support for 5B and the mill levy override (MLO) for Adams 12 Five Star Schools
 - Encourage supporters to vote right away when they receive their mail ballots (mailed Oct 10)
- 3) Leave campaign literature at every target door, whether home or not

Pro Tips

- **Buddy System** – Grab a partner and walk together! Make sure you exchange cell phone numbers first.
- **Mailboxes** – DO NOT LEAVE LITERATURE IN MAILBOXES. Find another secure place to leave it.
- **Sunglasses** – Take 'em off when you're at the door!
- **Dogs and Spookies** – If you feel uncomfortable, skip the house! If locked/gated mark "inaccessible."
- **No Soliciting Signs** – What we're doing is free speech, not soliciting, go ahead and knock. If you see more aggressive signs you can skip it!

Tips for volunteers facing tough questions

- * Remember - it's **OK** to not have an answer to every possible question. Encourage voters to go directly to the website with questions and contact the campaign for continued conversation. Remember that voters trust and respect your voice! --Send them to the **WEB SITE**
- * **Your story matters.** Talk about what you value, your firsthand experience and how voting yes on 5B would impact your school, students, and community. Always connect the dots back to voting yes on 5B "and that is why I'm asking for your Yes Vote on 5B this fall."

If you encounter a tough question or an upset person

(1) Affirm: (Let them know that you have heard them) I hear that you are concerned about... I understand what you are saying... I have heard that from other people too..	(2) Respond: (Answer the question as best you can) My school... My students... My experience has been..
(3) Connect to issues or values you <u>DO</u> share with that person: I'm here because I believe that we need to attract and keep highly-effective staff, expand career and technical education opportunities, and provide additional safety and security and mental health staff in our schools.	

Additional examples if you need them

- Adams 12 is already feeling the impact of inadequate school funding. This past spring, the district cut \$27.5 million and eliminated approximately 150 jobs for the 2025-2026 school year. A Yes Vote on 5B will provide the critical funding needed to attract and retain quality teachers and staff, expand programs in career and technical education for students, and continue to ensure safe and secure learning environments in all of our schools.
- The voter-approved 2024 bond will add and renovate learning spaces for new career and technical education (CTE) programming at the middle and high school level, but we now lack funding for staffing and programming that will bring these spaces to life. We can achieve this by voter approval of 5B

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which will generate the funds needed to invest in three critical areas and provide additional support for Charter Schools.

- As a (parent/teacher/community member) I know that we have to meet challenges head on; we need to focus on preparing our students to help build a better future. That's why I'm voting Yes on 5B and encourage you to vote yes on 5B as well!

REMEMBER the Rule of 3	If they say <i>no 3 times</i> OR the conversation lasts <i>more than 3 minutes...</i> <u>Wrap it up and move on!</u>
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Direct voters to the campaign website for more information. If you aren't comfortable with the tone or focus of a conversation, thank them and move on to connect with another voter.

Short and focused convos with LOTS of voters is the goal!

****Don't forget to ID yourself as a parent/educator/community member from XX school!!****

Hi! I'm —, a (educator/parent/volunteer/staff member) with Adams 12 Schools. I am a part of the (XX) school community. Do you have a minute to chat? We are out here asking our neighbors to support ballot issue 5B, which will help our district attract and retain great educators, enhance safety, and add engaging, hands-on learning opportunities for all ages.

<<Will you vote Yes on 5B on November 4th?>>

If **YES**: Great, thanks so much. Just a reminder, Election Day is November 4. Will you join me in helping spread the word about voting Yes on 5B for Adams 12 Five Star Schools? Thank you!

If **NO**: Thank you for your time.

If **UNDECIDED**: I understand. No matter how you vote, our Adams 12 Five Star Schools serve our school each and every day. Do you have any questions that I can answer to help you as you make your decision? You can also visit the campaign website for more information.

Regardless of the question or comment, stick to what you know and direct folks to the campaign websites if you don't know. You can find more info about that on the website (hand them literature). I'm here because I know that by joining together as a community we ensure our public schools are a place where every child can learn, grow, and thrive.

FRAMES TO DRAW FROM:

- Due to the lack of adequate funding, Adams 12 Five Star Schools cut \$27.5 million for the 2025-26 school year, including about 150 jobs, leading to larger class sizes and fewer class offerings or electives for students to choose from. A YES vote will provide funds for investments in critical areas such as improving teacher and staff salaries, increasing academic programming especially in career and

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technical education and STEM classes across all levels, increasing security staffing levels and providing additional mental health supports for students, and expanding academic supports for students in need.

- Our students thrive when they're learning from highly-effective teachers, but Adams 12 Five Star Schools ranks closer to the bottom (10 out of 15) in average teacher salaries compared to nearby districts, putting Adams 12 at a competitive disadvantage in attracting and keeping top-tier staff.
- 97 percent of graduating career and technical education students immediately enter college, the military or the workforce, having a positive impact on our economy and quality of life; and the district needs additional qualified staff to provide students more hands-on learning experiences in high-demand careers.
- School safety and security are everyone's top priority. Adams 12 Five Star Schools has one of the smallest security staffs among nearby districts. We need additional investment to expand our safety and security staff in specific areas and improve and maintain support for all of our schools.

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