



## DUPAGE NEIGHBORS

For open space,  
clean water & clean air

# CAMPAIGN TOOLKIT

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[voteyesdupageforest.org](https://voteyesdupageforest.org)

[dupageforest.org/referendum2024](https://dupageforest.org/referendum2024)

[facebook.com/DuPageNeighbors](https://facebook.com/DuPageNeighbors)

[instagram.com/dupageneighborsforopenspace/](https://instagram.com/dupageneighborsforopenspace/)

[theconservationfoundation.org/2024-referenda](https://theconservationfoundation.org/2024-referenda)

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# LETTER FROM THE CAMPAIGN CO-CHAIRS

Thank you for helping to pass the DuPage County Forest Preserve referendum on November 5! This toolkit will provide information on why passing this referendum is so important, as well as ways you can help.

DuPage County is blessed with a rich tapestry of forest preserves that encompass more than 25,000 acres. These public lands enrich our quality of life and provide outdoor recreation areas for citizens to relax, unplug, and enjoy the mental and physical health benefits of nature.

These lands need to be protected for present and future generations. We must also continue to expand and maintain these natural lands, and protect the public investment we've already made in our homes and in our communities.

This General Election on November 5, 2024, voters will be asked to support forest preserves in DuPage County. The forest preserve district is asking for a small levy increase to preserve more land, maintain and restore existing forest preserves, and add recreational amenities such as trails to improve public access. Since the pandemic, many forest preserves have nearly doubled their attendance as people continue to discover the many benefits forest preserves provide to our lives and our communities.

We thank The Conservation Foundation and our campaign volunteers for supporting and working to pass this referendum, and we ask that you vote YES and get involved.

To learn how you can get involved in helping to pass this referendum, send an email to [info@theconservationfoundation.org](mailto:info@theconservationfoundation.org). Thank you for furthering conservation efforts in our sprawling suburban landscape!

Kaaren Oldfield, Glen Ellyn

Connie Schmidt, Warrenville

Bob Schillerstrom, Naperville

*Co-chairs, DuPage Neighbors for Open Space, Clean Water & Clean Air*



# KEY MESSAGES

## QUALITY OF LIFE

Improve our air quality, water quality and overall quality of life by preserving local open space.

## HEALTH AND WELLNESS

In today's digital age it is more important than ever to provide forest preserves and outdoor recreational programs and places where children can play and be physically active. Forest preserves play a vital role in promoting the physical and mental health of our community.

## FUTURE GENERATIONS

We have a responsibility to pass on something better to future generations.

## SENSE OF URGENCY

With land prices skyrocketing and the amount of natural lands dwindling, we must act now to preserve our last remaining open spaces for our children and our grandchildren before they are lost to development.

## TRANSPARENCY

The Forest Preserve District will continue to be fully transparent. There will be full public disclosure of how the funds are spent.

## SMALL PRICE TO PAY

The Forest Preserve District is a great investment. An additional \$3-4 a month (for the average homeowner) is a small price to pay to preserve, protect and maintain open space in DuPage County.



# KEY MESSAGES, CONT.

**If approved by the voters, referendum funds will be used to:**

- preserve approx. 250 acres of land to expand and connect our forest preserves together
- protect watersheds to improve the water quality of rivers, lakes, and streams and protect drinking water
- improve air quality by planting trees
- preserve and restore wildlife habitat
- help reduce flooding
- maintain safety and comfort in our preserves



# **BALLOT LANGUAGE**

## **Proposition to Increase the Limiting Rate to Maintain and Improve Woodlands, Wetlands and Prairies in DuPage County**

Shall the limiting rate under the Property Tax Extension Limitation Law for the Forest Preserve District of DuPage County, Illinois, be increased by an additional amount equal to 0.0350% above the limiting rate for levy year 2023 for the purpose of preserving, restoring, and maintaining forests, open spaces, and water quality; acquiring lands to protect rivers, watersheds, and wildlife habitat; planting trees; enhancing flood control and drainage; maintaining and improving forest preserve woodlands, wetlands and prairies; providing nature education and outdoor opportunities for all ages; increasing forest preserve access and safety; improving recreational amenities such as multi-use trails and campgrounds; and for other purposes of the Forest Preserve District of DuPage County, and be equal to 0.1033% of the equalized assessed value of the taxable property therein for levy year 2024?

(1) The approximate amount of taxes extendable at the most recently extended limiting rate is \$33,315,240 and the approximate amount of taxes extendable if the proposition is approved is \$50,387,471.

(2) For the 2024 levy year the approximate amount of the additional tax extendable against property containing a single family residence and having a fair market value at the time of the referendum of \$100,000 is estimated to be \$11.67.

(3) If the proposition is approved, the aggregate extension for 2024 will be determined by the limiting rate set forth in the proposition, rather than the otherwise applicable limiting rate calculated under the provisions of the Property Tax Extension Limitation Law (commonly known as the Property Tax Cap Law).



# HOW YOU CAN HELP

## 1. FOLLOW US ON SOCIAL MEDIA AND INVITE YOUR FRIENDS

Like and follow the campaign pages on [Facebook](#) and [Instagram](#). The more engagement, the more the algorithm shows it to our audiences.

## 2. DOWNLOAD DIGITAL ASSETS

Click above for ready-to-post content including profile pictures, banners, email templates, postcards, and more.

## 3. HANG POSTERS IN YOUR BUSINESS

Remind your patrons and visitors to vote YES by posting your support in your place of business.

## 4. DISTRIBUTE FLIERS AND POSTCARDS

Download the postcards (available in [English](#) and [Spanish](#)) and fliers to distribute to your family, friends, neighbors – everyone!

## 5. SHARE OUR CONTENT AND CREATE YOUR OWN

Share the content linked [here](#), or create your own! Go to your favorite Forest Preserve, snap a selfie, and post that you support the referendum.

## 6. MAKE A FINANCIAL CONTRIBUTION

We need funds to help spread the word. Please consider [donating to the campaign](#).

## 7. INVITE THE FOREST PRESERVE TO SPEAK

Invite a member of the Forest Preserve to come speak to your service organization, neighbors, workplace, etc. about the referendum. Email [Chrissy Dawson](#) to arrange a speaker.

## 8. ENGAGE YOUR NETWORK – 1 TO GET 10 STRATEGY

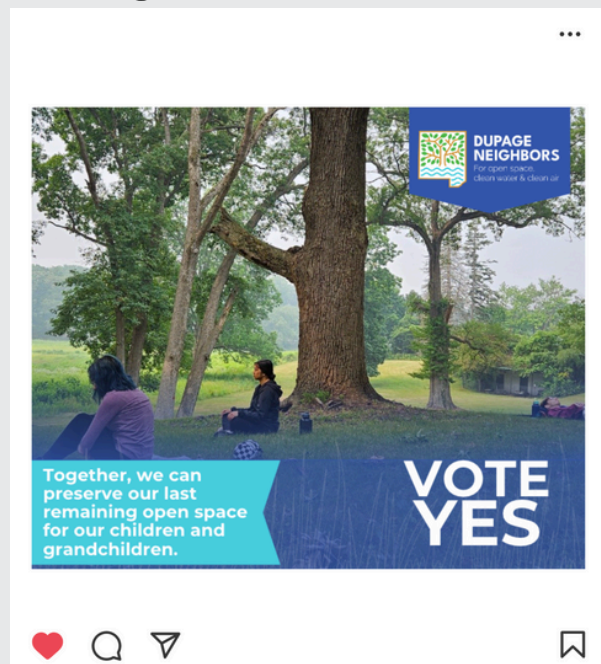
Tap your networks and get them to vote YES!

# DIGITAL ASSET EXAMPLES

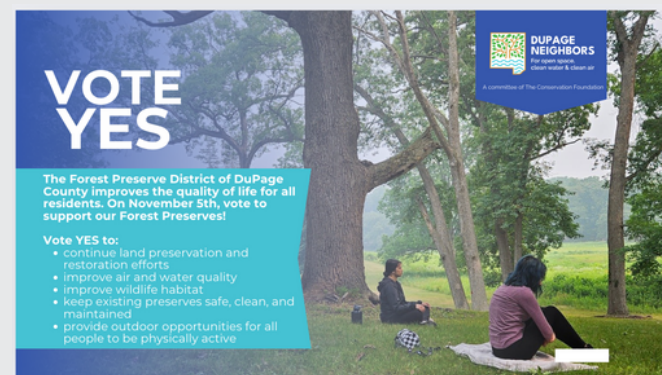
## Facebook Posts



## Instagram Content



## PPT Slide



## Banner Art



## Facebook Profile Picture



## Logo Formats





# PRINT ASSET EXAMPLES

Click on the images below to download the files.

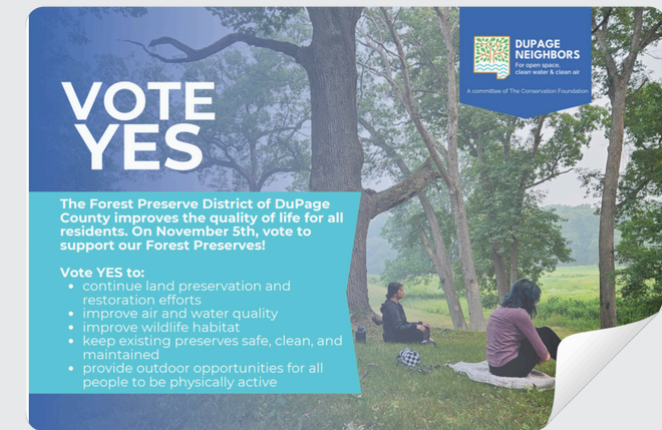
8.5 x 11 Flier



11 x 17 Poster

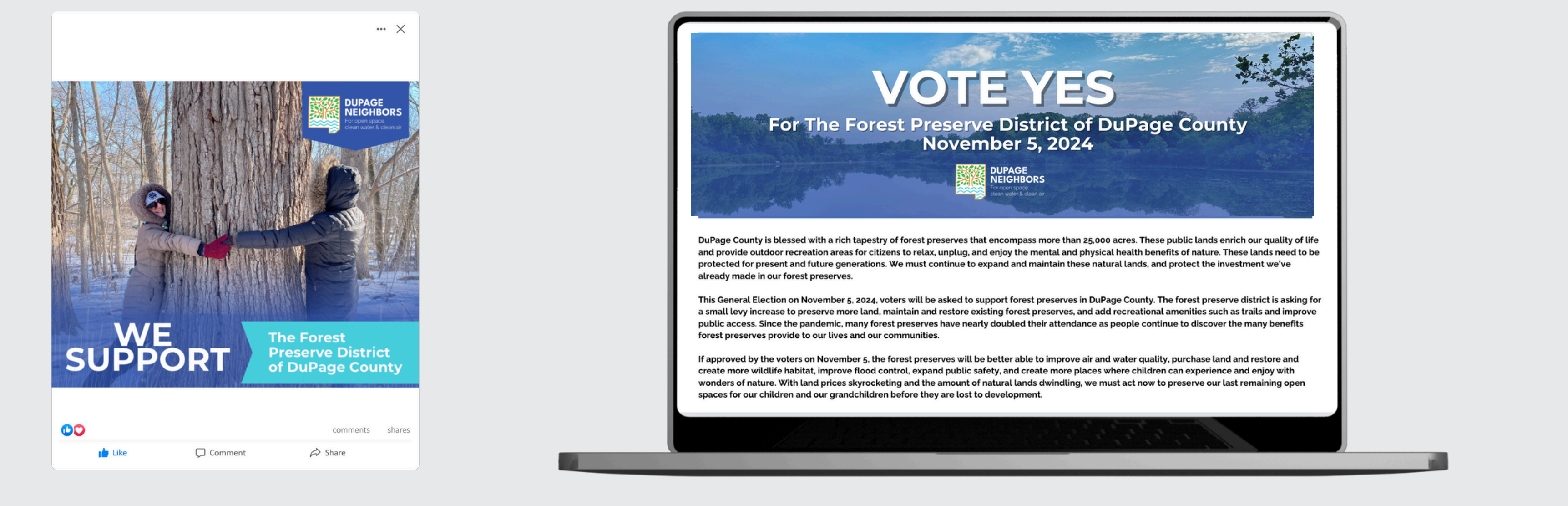


Postcards (English and Spanish)



# SHOW YOUR SUPPORT

Sample language is included with each social media post. We have also included sample newsletter articles and email copy. Simply copy and paste our language, or adapt and make it your own!



**Caption:** [ORG NAME] is proud to endorse #VoteYesDuPageForests to protect open space, clean water, and clean air in DuPage County! Vote YES on November 5th to support our DuPage County Forest Preserves!

# ONE TO GET 10

In order to generate broad awareness of the DuPage Forest Preserve District's Referendum and to generate as many "yes" votes as possible, the campaign committee is coordinating a "1 to get 10" networking strategy to help pass the ballot question on November 5, 2024.

Utilizing this strategy is easy! Friends of forest preserves, nature and wildlife supporters seek commitments from relatives, friends and neighbors who are registered voters in DuPage County to support the referendum on the November 5 ballot measure. Volunteers are asked to seek support from at least 10 people. In order for the campaign to be effective it is important to have as many people as possible in the network, making commitments to vote on November 5 in favor of the referendum. Each person signing the form is provided a form and asked to find 10 more people, and so on until thousands of supporters are taking the pledge to vote YES.

The "1 to get 10" strategy can be in action for several weeks, but it is most effective the month before the vote, since people begin to think about the vote right before the election. After obtaining the 10 or more names of your supporters, call, text or email them the night before the election and remind them to vote YES! [Click here for a worksheet to help you keep track.](#)



# CAMPAIGN TIMELINE

## Late August

Toolkit available to coalition members and others.

## September

Begin sharing content online and in print.

## October

Update Facebook pic, share content weekly.

## November

Election day push, then celebrate!



# DUPAGE NEIGHBORS

For open space,  
clean water & clean air

**WE HOPE THIS TOOLKIT IS USEFUL IN THIS CAMPAIGN FOR OPEN SPACE, CLEAN  
WATER, AND CLEAN AIR IN DUPAGE COUNTY!**



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