



Presentation Guide – How to Use YourMichigan Tools & Localize the Message

Community Round-Table

Invite local leaders and community residents to engage in a round-table discussion on the value of services in your community. Tape the discussion and cable cast it on your local access channel following the YourMichigan video (make sure to invite media).

Contact Media

Pitch positive examples of tax dollars at work along with YourMichigan to local reporters. They are an influential audience and likely to report a localized message.

Create a Buzz

People are influenced by word-of-mouth recommendations from peers so try the following tips to create a buzz in your community:

- Present YourMichigan materials and video at regional meetings or local gatherings.
- Reference YourMichigan in your conversations as you would an interesting book or report.
- Present YourMichigan to staff/council so they can help spread the word or invite a YourMichigan campaign representative to speak at your next event.

Go Ahead, Go High-Tech

Share YourMichigan materials including posters, inserts, video and PSA with everyone by downloading and creating hyperlinks from www.yourmichigan.org.

Scrolling on PEG Channels

Have a PEG channel? Try scrolling specific examples of tax dollars at work in your community immediately after airing the YourMichigan video. You could list examples of local services contributing to quality of life in your community or describe ways local units are working together for a brighter future.

Target Audiences - Spreading the Message of YourMichigan

Local services impact the quality of life for ALL Michigan residents so the more exposure YourMichigan gets the better! Please feel free to make copies and share YourMichigan materials, including the video and PSAs, with the residents, local leaders, non-profits and community organizations throughout your community. The following is a list of suggested groups that are sure to have an interest in learning about YourMichigan.

Recreation Centers	Media	Rotary Clubs
Council Meetings	Parks	Senior Centers
Editorial Boards	PEG Access Channels	Schools
EMS Teams	Police Stations	Visitor's bureau
Fire Stations	Public Libraries	

YourMichigan Talking Points

- The Michigan Council of Local Governments (MCOLG) which includes the Association of Counties, Michigan Association of Regions, Michigan Association of School Boards, Michigan Municipal League and Michigan Townships Association launched the Your Michigan—Live, Learn, Work, Play—campaign.
- Your Michigan focuses on the services—from roads and recreational programs to education and public safety—local government units provide to families across the state.
- Examples of these services include: Your community operates recreational programs and facilities for you and your families; Your public schools prepare students for a global economy and attract families, business and commerce; Your 115,000 miles of roads are paved and maintained for safe commutes to work and schools, to visit relatives or to go on vacation; and, Your local police and fire departments make neighborhoods a safe place to live.
- The purpose of this campaign is to emphasize return on the dollar for taxpayers.
- The Michigan associations representing local-level governmental units established MCOLG to identify opportunities for collaboration and to leverage the strength of each organization's advocacy efforts.
- Furthermore, MCOLG educates the public and policymakers on the importance of local public services and quality of life.
- Visit www.yourmichigan.org for multiple materials—video, PSA, posters and inserts—distributed by the members of MCOLG that highlight the various services you receive in return for your tax dollars.
- These services are the foundation that collectively supports your ability to live, learn, work and play in the Michigan community you call home.