

Referendum Ready Package

Trusted tools for ballot measures, budget outreach, and community priorities

Are you Referendum Ready?

You get one chance to ask, will residents vote yes?

Polco has partnered with CiviSocial to help local governments prepare for critical funding measures. Our Referendum Ready package combines public opinion research and interactive engagement tools with an unmatched social media strategy. Backed by 35 years of experience and over 10,000 surveys nationwide, Polco has set the standard for community data. Now, with CiviSocial, we're helping local governments turn insights into impact.



Included Offerings



Communications & Social Media Strategy

CiviSocial leverages your existing team to create a **trust-building social media program** that helps you:

- Tell your **community's story** with clarity and heart
- Highlight the **day-to-day value** of public services
- **Lay the groundwork** that makes future asks feel earned, not imposed



NCS Ready-to-Go Survey

A fast, **nationally benchmarked survey** that measures resident sentiment on local government, quality of life, and public services.

- Scientifically valid, **representative sampling**
- **National benchmarks** and demographic insights
- Optional **ballot-specific** or **funding preference** questions



Engagement Suite

Foster meaningful connections and gather actionable insights from your community.

- **Quick surveys and polls** - Quickly gather feedback
- **Prioritize** - allow residents to rank programs and services
- **Budget Simulations** - help residents explore financial trade-offs



Texting for Outreach

Use **verified local contact lists** to send messages directly to residents' phones and inboxes.

- Branded, trusted communications, **not spam**
- **Drives traffic** to surveys & simulations
- Reaches offline & **under-served populations**

The Partnership

Data alone doesn't inspire - Media alone doesn't persuade

Developed by Polco, CiviSocial, and the National Research Center (NRC), Referendum Ready combines rigorous research, community engagement, and proven outreach strategies to help local governments design initiatives that reflect resident values - and pass.

Contact us to learn more
608-709-8683 - info.polco.us

