

ABOUT REFORM OHIO NOW

Reform OHIO Now (RON) is a diverse group of people and organizations concerned about Ohio's future and direction. They are working to bring common sense to the Ohio electoral system by reducing reliance on big money in campaigns, removing the politicians from the process of drawing their own legislative districts, allowing early voting, and having a bi-partisan board of elections to oversee Ohio elections.

THE PROJECT

Reform OHIO Now worked on four election reform amendments for the November 2005 ballot by organizing a grassroots network of supporters committed to improving Ohio's electoral process.

REFORM OHIO NOW MEETS DEMOCRACYINACTION.ORG

Using DemocracyInAction.org sign-up form, email blast, supporter management, advocacy campaign, and fundraising tools Reform OHIO Now recruited and **organized 15,000 supporters** across the state.

VOLUNTEER MANAGEMNET

Reform OHIO Now's use of DIA's sign-up forms, custom fields, and supporter management tools helped them organize 12,000 volunteers with very specific duties and details including phone banking, literature distribution, canvassing, writing a letter-to-the-editor, and voter turn out.

TARGETED EMAIL COMMUNICATION & LIST GROWTH

Reform OHIO Now strategically used DIA's group function to organize their email communications by sending personalized messages with content geared toward specific groups so they did not overwhelm their volunteers and donors. This strategy proved effective not only by the number of volunteers and donors generated, but by their consistently high open rates.

FUNDRAISING VICTORY

Using DIA's fundraising tools, Reform OHIO Now created individual donation pages that matched the email appeals and reinforced the message generating high conversion rates. Combining DIA's tools, a smart communication strategy, and good messaging paid off for Reform OHIO Now, generating more than 2,600 online donations.



Join the fight to clean up Ohio!

This is a grassroots campaign, and our success depends on you. Our opposition has millions of dollars to spend, and in order to win, we need hundreds of volunteers. **No matter how much time you can give, you'll really be making a difference.** Volunteering is easy and fun!

Here are some things volunteers are doing in your area:

- Distributing lawn signs and window signs
- Holding "Honk for Reform" visibility events
- Door-to-door voter education
- Distributing literature in neighborhoods and at local events
- Signing up their friends and neighbors to get involved
- Submitting letters to the editor to area newspapers
- Helping to get campaign literature out to voters who have requested absentee ballots
- As Election Day nears, educating voters and turning them out at the polls.

Whether you have a little time or a lot, we need your help to pass Issues 2-5. Sign up today!

* These fields are required.

First Name

Last Name

Email

Email Preference

Using DIA's sign-up form at , www.ReformOHIONow.org, visitors could sign up to make phone calls, distribute literature, canvass, write a letter-to-the-editor, and more.