

Features a  
48-Point Checklist on  
Marketing Your Budget

THE INNOVATION GROUPS  
PRESENTS

**Marketing Your Budget -  
Creative Ways to Engage Citizens in the Bottom Line**

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To many citizens, the local government budget process is merely bureaucratic mumbo-jumbo with little meaning to their daily lives. In this practical guidebook, you will learn:

- ◆ How local government can use the budget process to win public support for tough budget choices, as well as for local government itself
- ◆ Creative approaches for engaging citizens in the budget process
- ◆ Practical ways to make budget documents more meaningful and citizen-friendly

This publication offers many examples, mini-case studies, tips, and sample marketing tools for marketing the local government budget. *Marketing Your Budget* highlights:

- ◆ "The Budget Ballot" distributed to all residents of Arlington, Texas
- ◆ "Family Room Dialogues" in Battle Creek, Michigan
- ◆ "The Budgetmaker," a computerized budget-balancing simulation distributed on diskette to interested citizens in Fort Worth, Texas
- ◆ A sampling of creative graphics, charts, messages, and formats in citizen-friendly budget guides developed by local governments across the nation

✂ -----  
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