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

☐ YES! My jurisdiction would like to order a copy of “Marketing Your Budget - Creative Ways to Engage Citizens in the Bottom Line” at $31 for Innovation Groups members and $38 for non-members. Add $4.75 for shipping and handling to Innovation Group West, 3655 Torrance Blvd., Suite 310, Torrance, CA 90053, telephone: (310) 543-5124 or fax: (310) 543-3514

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