

# Effective Communication to Support Your Budget Advocacy

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Blueprint for Broad Prosperity  
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#MDCEPblueprint



# Budgets Are About People



OR



# Default Narratives

- Government programs are inefficient, wasteful, bureaucratic
- Public spending is like a household budget; “We have to live within our means”
- It’s another political fight where my voice doesn’t matter

# What We Want to Communicate

- Public investments are what make our communities and our economy thrive
- We can build on our past successes for a stronger future
- Our voices matter in shaping budget decisions

# Avoid Jargon



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# Use Examples That Paint A Picture



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# Using Numbers Effectively

**Who gets the biggest slice of Ohio's proposed tax cut?**



**If you're poor? \$2\***

Enough for one slice a year.

**In the middle? \$48\***

You can buy a cheap pizza maker.

**At the top? \$2,515\***

Round trip for 2 to Florence, with enough left over for plenty of real Italian pizza.

\*Average tax cut

- Provide scale
- Tie numbers to something people can visualize
- Bring it back to people

# Using Social Math

**THE COST TO INCARCERATE  
ONE PERSON FROM BALTIMORE**

**COULD INSTEAD BUY A GED  
COURSE FOR 37 PEOPLE**

\$37,000/yr



\$1,000 ea.

**[JusticePolicy.org/TheRightInvestment](http://JusticePolicy.org/TheRightInvestment)**

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