

RUNNING A WINNING REFERENDUM

Pages from the Avon Playbook



AVON COMMUNITY
SCHOOL
CORPORATION



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avon-schools.org/referendum

1. You're **already** running a referendum.

2025 REFERENDUM PROGRESS REPORT

In 2018, Avon-Wadlington Township voters approved an operating referendum to support Avon's students and educators. We have never used these funds for transportation, construction/renovation, administrative positions, or technology/equipment. This report shows the impact the referendum has had on our students and educators.

32% DROP

Our Falling Tax Rate
We have lowered the voter-approved tax rate by nearly a third since 2018.

Promises Made & Kept
Voters shared clear priorities with district leaders who, in turn, promised to use referendum funds for three exclusive purposes:

- LOWER CLASS SIZES**
- INCREASED TEACHER COMPENSATION**
- MORE STUDENT SUPPORT & ACTIVITIES**

How are we doing?

Grade Level	Average Class Size	Target Class Size
Kindergarten	19.8	22
Grades 1-5	20.7	25
Grades 6-8	22.5	25

WE HAVE MAINTAINED LOW CLASS SIZES BY ADDING 142 TOTAL POSITIONS

- 52 in PreK-Grade 4
- 24 in Grades 7-8
- 25 in Grades 5-6
- 59 in Grades 9-12

WE HAVE INCREASED TEACHER PAY

- Starting Teacher Pay: **30%** SINCE 2017
- Mid-Career Teacher Pay: **52%** SINCE 2017
- Top Teacher Pay: **23%** SINCE 2017

WE HAVE ADDED 21 NEW POSITIONS & NUMEROUS STUDENT SUPPORTS

- 24 Grade K-4 Assistants
- 4 Grade 7-12 Assistants
- 1 District Tech Specialist
- 12 School Resource Officers
- 60 Clubs at AHS and 20 Clubs at Each Middle School

Highlights

- Full-time Balanced Arts Teachers, Instructional Coaches, and School Counselors at all elementary schools
- Behavioral specialists for Special Education Teachers and School Counselors
- Increased number of Teachers for Multilingual Learners
- Full-time grade 5-6 Read, Challenge, and Create teachers
- Student Career and Internship program supports more than 100 AHS students

'Dollars & Sense' Episode 4 - How the Referendum Works

'Dollars & Sense' Episode 3 - How We Pay for Buildings, Buses, and More

'Dollars & Sense' Episode 2 - How We Pay Educators

Referendum FAQ

- ▶ What is a Referendum?
- ▶ What is an Operating Referendum?
- ▶ What is a Referendum Renewal?

2026 Budget Meetings

The Finance department works with district leaders and the Avon Board of School Trustees to create an annual budget that will meet the needs of our 11,000 students and reach district priorities while maximizing our community's investment and maintaining trust. This transparent process is open to the community and we invite you to participate.

Aug 25 2025	Sep 24 2025	Oct 27 2025
Board Budget Working Session	Board Budget Hearing	Board Budget Adoption & Working Session
3:30 PM - 7:30 PM	5:30 PM - 7:30 PM	3:30 PM - 7:30 PM
Professional Development Center at White Oak ELC	Professional Development Center at White Oak ELC	Professional Development Center at White Oak ELC

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WE ARE **AVON PROUD**

Hendricks Regional Health UNSTOPPABLE COMMUNITY

REGISTER TO VOTE

EXPRESSING OUR Commitment

"Voting is the expression of our commitment to ourselves, one another, this country, and this world."
- Sharon Saltzberg

The deadline to register to this fall's election is Monday, October 7. If you've not registered, you need to confirm your registration, find your polling place, or sign up to vote by mail.

As we move into the final weeks leading up to this fall's general election, I hope you will join me in taking our shared commitment seriously by voting. My first teaching position was as a US History and Government teacher so I love election season. Yet, I'm always surprised when I see data on the low percentage of registered voters. As the quote above says so well, our participation shows our commitment to one another.

Remember, while the presidential election is certainly top-of-mind, there are many state and local races that matter to all of us — including the race for three seats on the Avon Board of School Trustees.

If you still need to register, you can do so at indianavoters.in.gov on Monday, October 7. You can also use the same website to check your status, vote by mail, and find your polling location.

Have a wonderful weekend!

Sincerely,
Scott
Scott Wyndham, Ed D.

ARE YOU REGISTERED? VOTE

ARE YOU REGISTERED to VOTE?

October 4 is the deadline to register to vote in November.

DID YOU KNOW? More than half a million Hoosiers were recently removed from the Indiana voter registration list.

USE THIS COMPUTER TO REGISTER TODAY!

HOW TO REGISTER TO VOTE

YOU HAVE THE RIGHT TO VOTE IN INDIANA IF:
You are 18 years of age or older, a resident of Indiana, and one of the following:
- a citizen of the United States
- a naturalized citizen of the United States
- a permanent resident of the United States
- a permanent resident of the United States who is a member of the armed forces of the United States

HOW TO REGISTER, UPDATE YOUR REGISTRATION INFO, OR CHECK YOUR REGISTRATION STATUS:

ONLINE

- 1 Visit indianavoters.com
- 2 Click 'Apply Now' or 'Check Your Registration Record'
- 3 Provide your First Name, Last Name, and Indiana Driver's License or ID Card Number
- 4 Click 'Update Registration Info', 'Check Registration Status', or 'Begin New Registration'

BY MAIL

- 1 Complete the provided Voter Registration Form
- 2 Return the completed form to:
Voter Registration Office
1001 West 100th St., #100
Indianapolis, IN 46240
- 3 Be sure your form is postmarked by April 8
- 4 If you haven't received your registration card or notice within 30 days, call 1-866-1-VOTE

In addition to registering to vote online, visit indianavoters.in.gov to find your polling place, look into your driver's license status, and find nearby contact info, first-time voter info, and more.

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2. Draft a **winning team.**

PAC (Co)Chair

Treasurer

Fundraising

Data

Social Media

PR/Marketing/Comms

Employee Liaison

Yard Signs/Banners

Youth Engagement

Senior Citizen Engagement

Congregational Engagement

Neighborhood Outreach

Phone Calling

Canvassing

Multilingual Outreach

Early Voting

Absentee Voting

Election Day



TAXPAYERS 4 AVON SCHOOLS PAC

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3. Engage your **entire** network.

EXTERNAL:

- County Election Officials*
- Service Orgs.
- Gov't Agencies
- Chamber of Commerce
- Business Owners
- Retired Employees



INTERNAL:

- Employees
- PTOs
- Alumni
- Boosters
- Student Clubs
- Parent Advocates



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3. Engage your **entire** network.

TAXING ENTITIES & PARTNERS



The Oriole Advocates Say YES 4 Avon Schools

Oct 8 2025



The Washington Township Board Says YES 4 Avon Schools



The Library Board Says YES 4 Avon Schools

Sep 25 2025



Avon Chamber of Commerce Says YES 4 Avon Schools

Aug 26 2025

Join Cassie and Vote YES on Tuesday, Nov. 4!

WHEN can I vote?

- Tuesday, Nov. 4
- 6 a.m. to 6 p.m.
- Bring gov't-issued ID

WHERE can I vote?

5 Convenient Locations

- Avon United Methodist Church**
6850 E US Hwy 36, Avon
- Bartlett Chapel**
4396 E Main St, Avon
- Radiant Bible Church**
420 Gable Crossing, Avon
- Our Shepherd Lutheran Church**
9201 E County Rd 100 N., Avon
- Plainfield Christian Church**
800 Dan Jones Rd, Plainfield

WHO ELSE is voting YES?
Avon's 2025 Operating Referendum Renewal is endorsed by:



yes4avonschools.org [facebook.com/yes4avonschools](https://www.facebook.com/yes4avonschools) [instagram.com/yes4avonschools](https://www.instagram.com/yes4avonschools)

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Taxpayers 4 Avon Schools
PO Box 32
Danville, IN 46122

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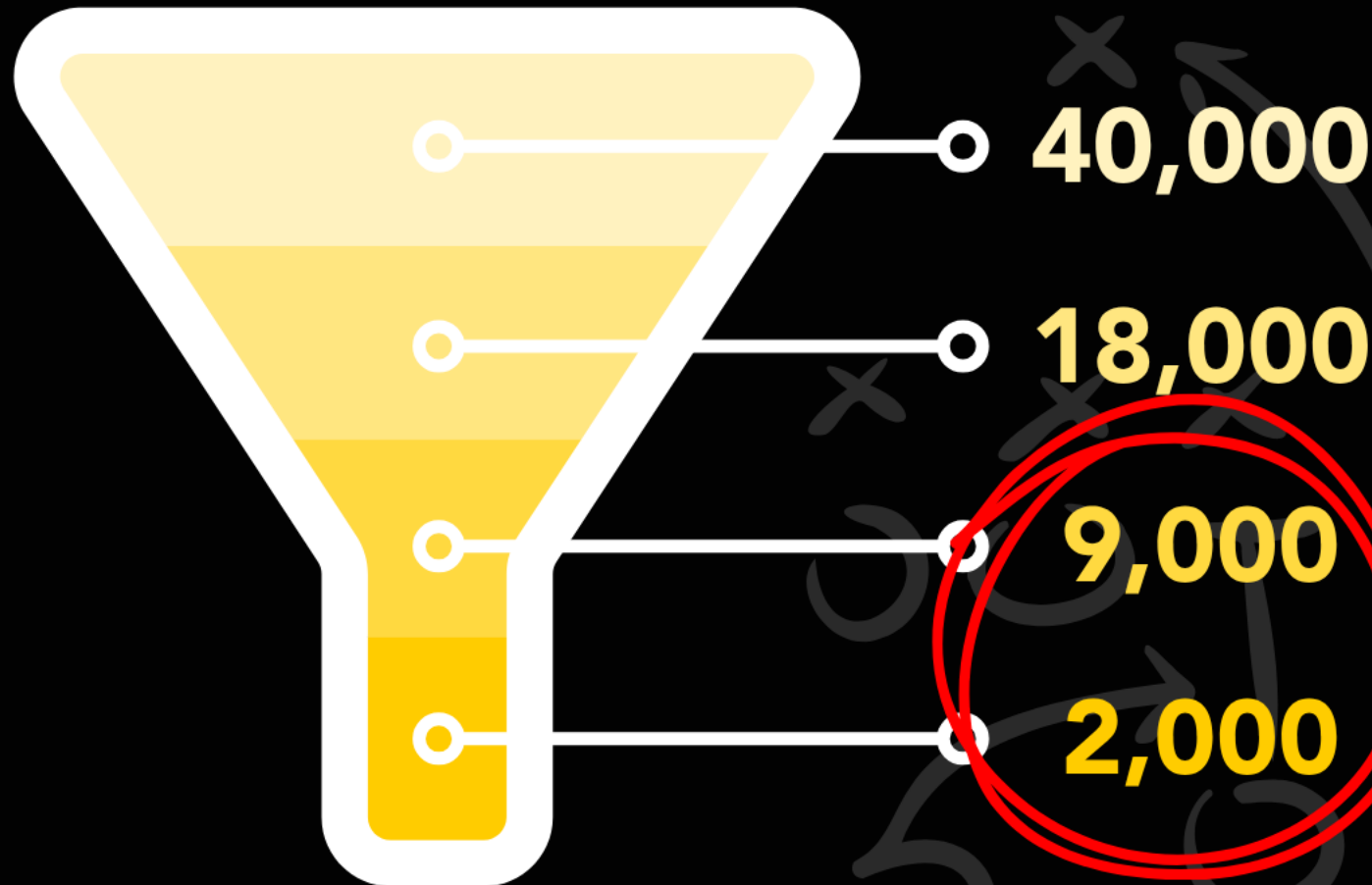
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4. Focus on **friends**.



Eligible voters

Eligible voters with a connection to a child

Likely voters with a connection to a child

Likely voters with a connection to a child and a history of voting early

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4. Focus on friends.

HIGHLIGHTS

- Won 28 of 29 precincts
- Targeted voters accounted for >50% of all ballots while representing <50% of all registered voters
- High-priority precincts outperformed lower-priority precincts across margin, turnout, and win-number performance
- In four precincts, targeted voters alone met or exceeded the projected Win Number

"The Yes for Avon Schools PAC campaign succeeded through disciplined targeting and precinct prioritization. The methodology used in 2025 provides a blueprint for future referendum campaigns."

Winston/Terrell Group

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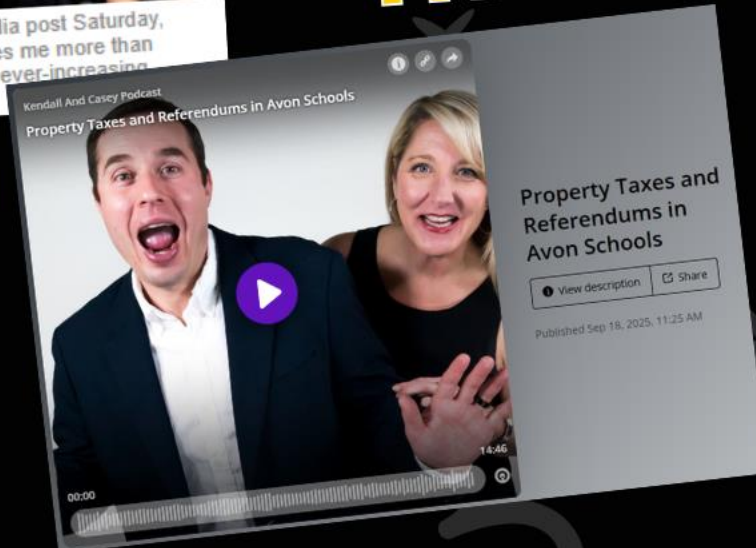
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5. Embrace **resistance.**

FRICITION
TRACTION



Lt. Gov. Micah Beckwith, in a social media post Saturday, Oct. 25, 2025, wrote "...nothing motivates me more than fighting to protect Hoosier families from ever-increasing property taxes."



Avon Schools Superintendent Scott Wyndham, center, poses in a photo published on the Yes 4 Avon Schools Facebook page on Sunday, Oct. 5, 2025.

EDUCATION

Avon Schools referendum approved despite Micah Beckwith's calls to reject it

Caroline Beck
Indianapolis Star

Nov. 4, 2025 | Updated Nov. 5, 2025, 12:47 p.m. ET

Avon voters approved an extension of the Avon school district's operating referendum for another eight years on Election Day, despite Indiana Lt. Gov. Micah Beckwith's call to reject the measure.

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Look Inside the Avon Playbook



avon-schools.org/referendum-playbook
PASSWORD: YES4AvonSchools



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