

**ASF AMBASSADORS CHECK IN CALL**  
**AUGUST 22, 2024 5:30 PM**

# MEETING TOPICS

- 1.ASF Prayer**
- 2.Contribution Update**
- 3.School Choice Resources**
- 4.Marketing**
- 5.Communications Planning**
- 6.Reminders**

# CONTRIBUTION UPDATES

| Year                 | Amount Raised       |
|----------------------|---------------------|
| 2022                 | \$4,515,000         |
| 2023                 | \$5,310,000         |
| 2024 (as of 8/1/24*) | \$1,560,000         |
| <b>TOTAL</b>         | <b>\$11,385,000</b> |

\*\$347,000 Raised in 2023 (1/1-8/1)





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# SCHOOL CHOICE RESOURCES

Understanding the impact of  
*School Choice* 



Ohio School Choice scholarship programs provide tuition support to parents who choose to enroll their children in a participating private school.

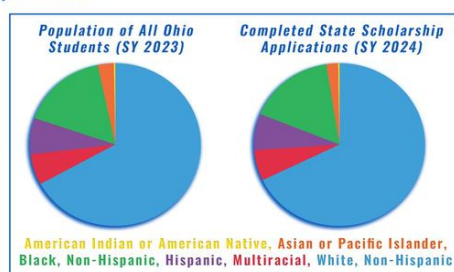
#### How many new EdChoice Expansion Scholarships are there this year?

As of June 30<sup>th</sup>, 160,013 Ohioans have applied for School Choice scholarships. Of these, 72,396 are new EdChoice Expansion applications.

#### Who's benefiting most from EdChoice scholarships in Ohio?

Now that school choice scholarships are available to all households in Ohio, applications of all 5 scholarship programs almost exactly match the racial and ethnic breakdown of all students reported by Ohio Department of Education and Workforce (ODEW).

There is no question that Ohio's School Choice programs have provided educational lifelines to the most disadvantaged pupils, including Black and other children of color, who constitute a higher percentage of children living in poverty in Ohio.



Source: Ohio DEW

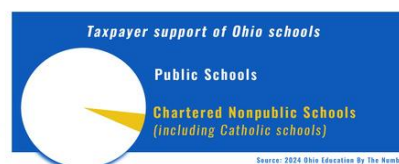
#### How can the State of Ohio afford EdChoice scholarships?

Ohio Educational Choice Scholarships are awarded on a sliding scale that never exceeds the state maximum, currently \$6,166 and \$8,404 for grades K-8 and 9-12, respectively. This is far less than the \$15,428 public schools spent on average per pupil last year.<sup>1</sup> Each student who opts for a choice scholarship, rather than enrolling in a public school, represents a savings to taxpayers.

According to the nonpartisan Legislative Service Commission, the state anticipated growth of the EdChoice Expansion scholarship and earmarked \$400 million to fund it this year.<sup>2</sup> This earmark is an estimate, and, with all scholarships funded from the same education budget line item, the state will not run out of scholarship funding.

#### What amount of tax dollars fund Chartered Nonpublic Schools?

Chartered Nonpublic schools, including Catholic schools, educate 9.3% of Ohio's K-12 students, while receiving less than 5% of education funding from taxpayers. For comparison, and as noted by the Fordham Institute, "Ohio Public schools receive more than \$27 billion per year from local, state, and federal tax revenues, and some non-taxpayer support."<sup>3</sup>



Source: 2024 Ohio Education By The Numbers

<sup>1</sup>ODEW FY 2023 Budget Public Report  
<sup>2</sup>ODEW FY 2024 Budget Greenbook  
<sup>3</sup>2024 Ohio Education By The Numbers

**August 2024** <https://www.news5cleveland.com/news/state/opposite-sides-of-ohio-private-school-voucher-lawsuit-trade-arguments-about-public-school-impact>

**June 2024** <https://www.statenews.org/section/the-ohio-newsroom/2024-06-19/amid-legal-battle-the-future-of-ohios-school-vouchers-is-uncertain>

**July 2023** <https://janresseger.wordpress.com/2023/07/06/38812/>

**January 2024** <https://ohiocapitaljournal.com/2024/01/03/ohio-public-education-supporters-look-to-2024-lawsuit-to-hold-private-voucher-system-accountable/>

**January 2022** <https://ohiocapitaljournal.com/2022/01/05/school-district-coalition-files-lawsuit-challenging-ohios-private-school-voucher-program/>

# MARKETING

## Tax Free Weekend (August 2-4)

- Sent to 71,553 recipients
- Opens
  - 23,261 Individuals (32.51%)
  - 29,533 Total (some users opened the email multiple times)
- Clicks
  - 661 Individuals (Clicked on something)
  - 2,119 Total (Multiple clicks)
  - 379 - *Learn More about ASF*
  - 136 - *Donate*
  - 548 - *Ohio Department of Taxation*

# MARKETING



## LYBUNT Email Survey

- LYBUNT - Last Year But Unfortunately Not This Year
- Claimed a 2022 credit but not a 2023 credit
- 1,353 Total LYBUNTS
- Sent to 765 recipients with emails on file





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# MARKETING

## 2024 Materials

- NEW
  - Pull Up Banner
  - TriFold Brochure
  - Business Cards
- In Progress
  - Post Card
  - Flyers
  - Folders
  - Social Media Posts
  - Explainer Video



# MARKETING

## Shape Cleveland Video Days

- September 12th & 18th
- Impact from last year
  - Average of 62.64% increase in contributions
  - Average of \$31,585 in increased dollars





# MARKETING

## Digital Campaign

- Running all of December
- Digital Display
  - ie. Banner ads on websites
- OTT (Over The Top)
  - Video ads on streaming platforms
- Facebook & Instagram
  - Newsfeed and Stories
- TV
- Radio

## Catholic Social Media

- Social Media Scheduling/ Posting Platform
- Content from across Diocesan Departments
- ASF and other CCF content will be uploaded here!

# COMMUNICATIONS PLANNING



**How and when are you  
starting your ASF  
communications?**

# REMINDERS

- ASF August Newsletter out next week
- NEW ASF Ambassadors are Welcome!
- **Next meeting - September 26th @ 5:30pm**





**YOUR TAXES. THEIR TUITION. OUR FUTURE.**

  
**ANGEL**  
SCHOLARSHIP FUND  
ST. ANSELM SCHOOL