



www.youdecideky.org



Introducing YDK!

About You Decide, Kentucky!

Established in 2020, You Decide, Kentucky! is a statewide initiative focused on engaging, educating, and galvanizing people and organizations across the Commonwealth to achieve a **shared goal**:

Empowering local governments and citizens to have a voice in new revenue streams will improve the quality of life in their communities.



Mission & Impact

- Strong, multi-partisan coalition of citizens
- Statewide participation
- 501(c)3 organization
 - Grassroots & grasstops education
- Multi-year campaign
- Funding and recruitment to educate Kentuckians



Purpose of a grassroots organization

- Focused and consolidated fundraising efforts
- Daily coordination of partners, resources, needs
- Prioritization of the unique needs of each region, creating a strong, multi-partisan coalition of citizens
- Positive impact on communities through educating around our mission of local empowerment



Nationwide examples



Minnesota

Education

Students Matter

Defending students' rights through impact litigation

California

Various amendments



A WIN FOR COLORADO'S WATER

Colorado

Sports betting



Nebraska

Various taxation amendments



Oklahoma

Alcohol sales



Let Kids Learn

&

For MI Kids
For Our Schools

Michigan

Education credits (yes/no)

Pathway to success



- Momentum from prior efforts
- Assessing referendum strategy through polling
- Fundraising goals
- Network, strategy, staff in-place for educational campaign to launch
- Every voter in Kentucky will be eager to vote 'yes' on this issue

The team behind *You Decide, Kentucky!*

We are proud to boast a diverse Board of Directors from every corner of the state. At 27 directors and growing, we aim to represent all of Kentucky.

Co-Chair Carter M. Hendricks, South Western Kentucky Economic Development Council - Hopkinsville

Co-Chair Mayor Suzie Razmus - City of Corbin

Neville Blakemore, Ashley|Rountree - Louisville

Candance Brake, Owensboro Chamber of Commerce - Owensboro

J.D. Chaney, Kentucky League of Cities - Richmond

Lee Conrad, Higgins Insurance - Hopkinsville

Jeana Dunlap, Urbanist & Strategic Advisor - Louisville

Joe Fowler, United Way of Central Kentucky - Elizabethtown

Jennifer Hancock, Volunteers of America Mid-States - Louisville

Dexter Horne, Council of State Governments - Lexington

Patrick Huges, DBL Law - Crestview Hills

Todd Lowe, Parthenon LLC - Simpsonville

Mayor Scott Madon - City of Pineville

Tess McNair, The C E & S Foundation - Louisville

Kevin Middleton, United Way of Kentucky - Louisville

Chris Nolan, MML&K Government Solutions - Louisville

Kristi Putnam, AppHarvest - Morehead

Marcus Ray, NAACP of Kentucky - Elizabethtown

Jenny Recktenwald, Transit Authority of River City - Louisville

Jeff Shooner, Archdiocese of Louisville - Louisville

Brad Smith, MCM CPAs & Advisors - Louisville

Shelby Somervell, Greater Louisville, Inc. - Louisville

Mayor Les Stapleton - City of Prestonsburg

Eric Stout, U.S. Department of Agriculture - Louisville

Wes Sydnor, Metropolitan Sewer District - Louisville

Judge Huston Wells - Franklin County

Mary Ellen Wiederwohl, Accelerator for America - Louisville



Contact Us

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