



JACKSONVILLE
**PUBLIC
EDUCATION
FUND**

Powering Potential

VOTE "YES" ON NOV. 3

1-MILL REFERENDUM AMBASSADOR TOOLKIT

Simple messages. Clear actions. Strong public schools.

YOUR THREE CALLS TO ACTION

1

Vote YES

Ask people to vote YES to renew the existing 1-mill property tax for teacher compensation, arts and athletics.

2

Make a voting plan

Vote by mail, vote early, or vote in person on Tuesday, Nov. 3.

3

Start at the back

The referendum is the final item on the ballot. Start from the back so it is not overlooked.

USE THIS TOOLKIT TO TALK WITH FRIENDS, FAMILY, NEIGHBORS, AND COLLEAGUES.



THE RENEWAL, AT A GLANCE

Use these points to explain what voters are deciding and why the vote matters.

This is a renewal, not a new tax.

Duval County voters first approved the 1-mill property tax in 2022. The Nov. 3 referendum asks voters whether to continue that local funding.

WHAT THE FUNDING SUPPORTS

TEACHERS & STAFF

Helps Duval County Public Schools recruit and retain qualified educators and support staff through compensation supplements.

ARTS

Supports student access to arts programs and opportunities that build creativity, confidence and connection to school.

ATHLETICS

Supports athletic programs that promote teamwork, discipline, wellness and school pride.

WHY AMBASSADORS MATTER

- Many voters will not reach the referendum until the very end of a long ballot.
- A personal reminder can help voters understand that this measure renews existing funding.
- When schools can keep strong educators and offer arts and athletics, students gain more ways to learn, belong and thrive.
- Your role is to make the choice and voting steps clear, then ask directly for a YES vote.

THE ONE-SENTENCE ASK

Please vote YES to renew the 1-mill for teachers, arts and athletics - and start at the back of your ballot so you do not miss it.



SAY IT SIMPLY

Be direct, accurate, and respectful. You do not need to know every detail to be an effective ambassador.

30-SECOND MESSAGE

On Nov. 3, Duval County voters will decide whether to renew the existing 1-mill property tax that supports teacher and staff compensation, arts and athletics. I am voting YES because strong schools benefit students and our whole community. You can vote by mail, vote early or vote on Election Day. The referendum is the final item, so start at the back of your ballot.

A SIMPLE CONVERSATION FORMULA | A S.I.R.

- 1 **ASK** - Do you have a plan to vote in the Nov. 3 election?
- 2 **SHARE** - The 1-mill is a renewal supporting teachers, arts and athletics.
- 3 **INVITE** - Will you join me in voting YES?
- 4 **REMIND** - Vote by mail, vote early Oct. 24-31 or vote Nov. 3 - and start at the back of the ballot.

RESPONDING TO COMMON QUESTIONS

Is this a new tax?

No. Voters are being asked whether to continue the 1-mill first approved in 2022.

What does it fund?

The referendum supports teacher and staff compensation, arts and athletic programs in Duval County public schools.

Where is it on the ballot?

It is the final item. Encourage voters to begin at the back of the ballot.

What if I do not know an answer?

Say so. Direct the person to JPEF or the Duval County Supervisor of Elections for verified information.

OFFICIAL BALLOT LANGUAGE

Shall the Duval County School District continue the current one (1) mill ad valorem millage for essential operating expenses, shared proportionately with charter schools, including compensating teachers, security, and support staff; preserving academic programs, and protecting arts, athletics, and student activities beginning July 1, 2027, and ending four (4) fiscal years later on June 31, 2031, with annual reporting to ensure proper fiscal stewardship of these funds to the citizens of Duval County?

_____ YES, for continuation
_____ NO, against continuation



READY-TO-USE MESSAGES

Copy, personalize, and share these messages in email, text, and social media.

TEXT MESSAGE

I am voting YES on Nov. 3 to renew the 1-mill for teachers, arts and athletics. Will you join me? Vote by mail, vote early or vote in person - and start at the back of the ballot so you do not miss the final item.

SOCIAL POST

Strong public schools strengthen our whole community. On Nov. 3, vote YES to renew Duval County's 1-mill property tax supporting teacher and staff compensation, arts and athletics. Make your voting plan: vote by mail, vote early or vote on Election Day. The referendum is the final item, so start at the back of your ballot. #VoteYes #DuvalSchools

MAKE A VOTING PLAN

VOTE BY MAIL

Request by 5 p.m. Oct. 22. Your completed ballot must reach the elections office by 7 p.m. Nov. 3. Do not drop it at an Election Day precinct.

VOTE EARLY

Oct. 20-Nov. 1 at any open Duval County early voting site. Dates and daily hours vary.

VOTE NOV. 3

Polls are open 7 a.m.-7 p.m. Vote at your assigned polling place and bring required identification.

DO NOT MISS THE LAST ITEM

START AT THE BACK. VOTE YES.

Official voting information: duvalelections.gov/255/2026-Election-Information

| 904-255-VOTE (8683) Campaign information and updates: jaxpef.org