

# Financials

2023-2024

Contributions	
Carryover from 2023	\$1,751
Cash/check	\$9,491
ActBlue	\$23,336
In-kind	\$389
Expenses	
Billboards 2024	\$31,650
Other expenses & fees*	\$216
ActBlue fees	\$992

Balance into 2025 \$1,720

\* Legal fees, website costs, printing, postage, bank fees, and others. No BSR volunteers are paid.

## Grassroots contributions sustain our work

We rely on individual donors who believe in our work. So-called *small* contributions make a *big* impact when we use them for billboards to reach millions.



## Get social with BSR



## BuckeyeStateRural

Our mission is to change the conversation in rural Ohio to promote progressive policies and candidates.

Contributions to Buckeye State Rural are not tax deductible.

*Paid for by Buckeye State Rural.*

## Why billboards?

Billboards reach rural commuters effectively every day at a lower cost than any other medium, including radio. New research keeps us confident that Buckeye State Rural is on the right media path.

Some 93% of active voters travel by car at least weekly and 83% commute each day to work.<sup>1</sup> Ohio commuters, on average, spend 23 minutes commuting. Those numbers show that Ohio commuters have ample opportunities to see and absorb our billboard messages.

Billboards don't offer an "opt-out" feature. And many active voters avoid other forms of advertising: at least 75% do not read a newspaper, avoid TV and radio commercials, and use DVR devices and streaming services without commercials.

What's truly interesting: People report trusting billboard messages more than TV or newspapers.<sup>2</sup>

There are high engagement rates with billboards. Studies show approximately 71% of American drivers at least glance at billboards, and 50% describe the billboard messages as highly engaging.<sup>3</sup>

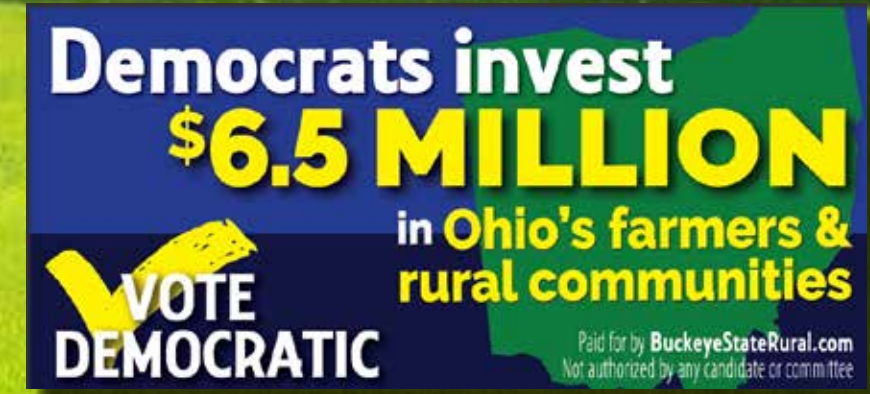
Rural billboards typically allow drivers to engage with and process the messages because they confront fewer billboards on their commutes. Research shows people in smaller regions with fewer billboards are also more likely to remember their messages.<sup>4</sup> Billboards with short, clear messages are remembered, and about one-third of viewers recall messages with political subjects.<sup>5</sup>

<sup>1</sup> Scarborough 2024.  
<sup>2</sup> Statista Market Research.  
<sup>3</sup> Glenmont Consulting 2024.  
<sup>4</sup> The Arbitron National In-Car Study, 2009  
<sup>5</sup> Nielsen Poster Advertising Study—Nielsen on Location Report 2017

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# Buckeye State Rural



2024 REPORT 75 billboards and counting!



*Our mission is to change the conversation in rural Ohio to promote progressive policies and candidates.*

# 2024: Difficult outcomes for the country and Ohio

With heavy hearts we contemplate the results of the 2024 election. The new presidential administration is implementing policies that have grave consequences for Ohio communities, families, and workers. More than ever, we believe it is critical for activists and citizens to support each other and promote the vision we have of an equitable and just democracy where all people thrive.

## Why continue?

At Buckeye State Rural, we have spent time considering how we move forward. With the stark reality of what is at stake, each of us has recommitted to progressive activism and believe that you will, too.

We can't **not** do it!

**Real change takes time. We believe Buckeye State Rural contributes to Ohio's progress toward equity and justice. We must take the long-game view of our work.**

In every Ohio county, every election, significant numbers of people vote for a progressive president, senator, representative, or important statewide issue. When candidates lose, voters can feel discouraged. Seeing a Buckeye State Rural billboard promoting their values makes voters feel less alone and more encouraged.

Over time, people will become more active and energized around progressive politics and the number of Democrats will grow, even in rural counties. We hope our efforts support and encourage people who share our values and vision.

# 2024 BY THE NUMBERS

**TOTAL VIEWS**  
**11.7 million**

**BILLBOARDS**  
**24**

**COUNTIES**  
**14**

**CONGRESSIONAL DISTRICTS**  
**9**

## National outreach

In 2024, Buckeye State Rural widened our scope. We hit all four corners of the state with this year's billboards. We made new connections across the state with new activists and groups. And we were featured in Robert Hubbell's national newsletter.

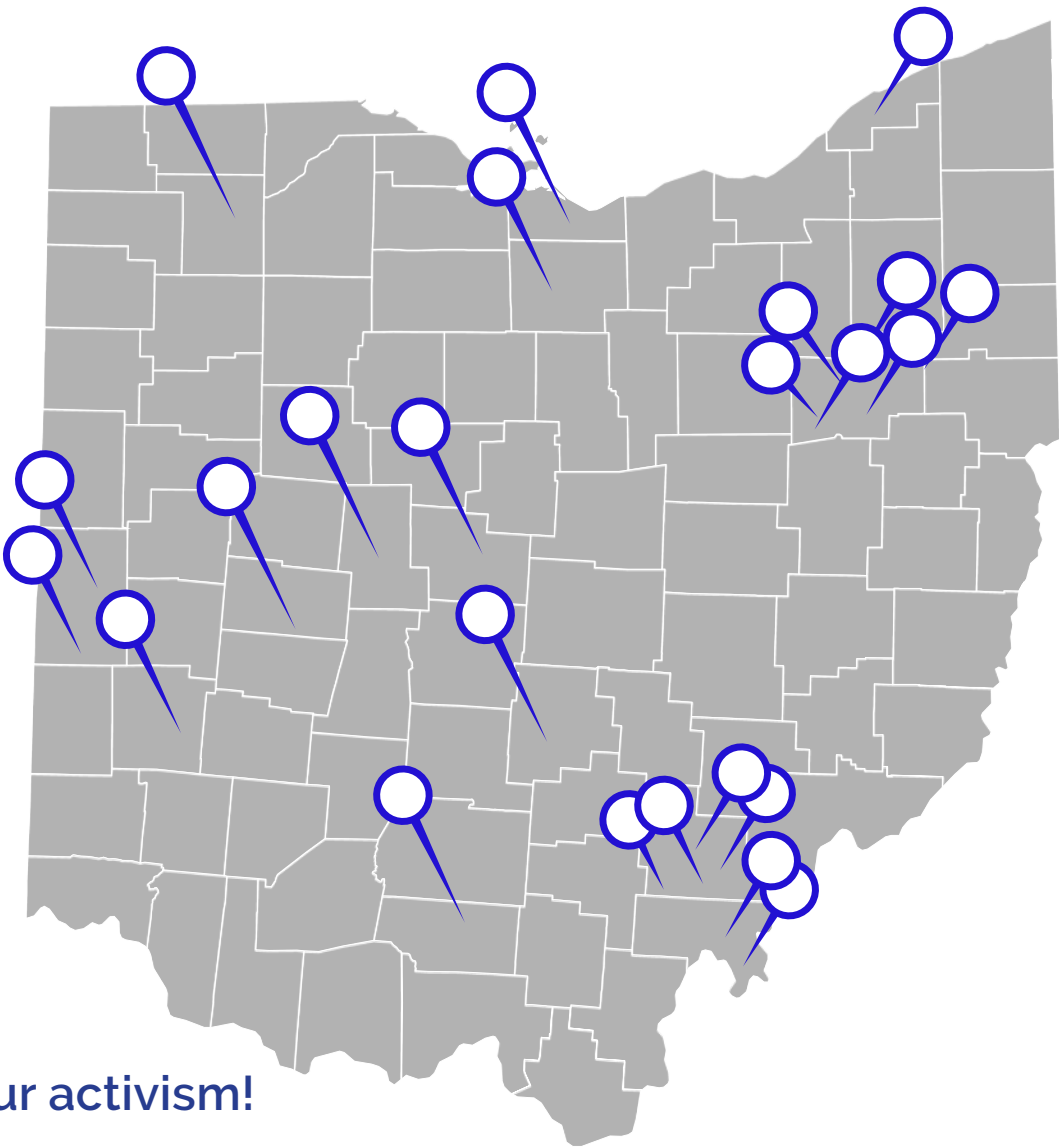
And we're always grateful to our sustaining supporters and their contributions to our work.

## We couldn't do this without you and your activism!

Our 2024 billboards emphasized the benefits rural Ohioans received and continue to receive from the American Rescue Plan and the Infrastructure Investment and Jobs Act.

Our message was simple: **Democrats deliver.** Each billboard specifically

identified funding that came directly to Ohio for public benefits such as investing in rural farming and communities, lowering prescription drug costs, saving Social Security, investing in rail safety, and more. We documented our sources on our website, BuckeyeStateRural.com.



## Who are we?

Buckeye State Rural is a 527 federal political action committee founded and managed by an all-volunteer board, which makes decisions by discussion and consensus.

All board members contribute not only time and effort but also in-kind contributions to support administrative costs and to purchase office supplies, postage and legal fees.