

**Buckeye State Rural**  
P.O. Box 127  
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[info@BuckeyeStateRural.com](mailto:info@BuckeyeStateRural.com)

## Financials

2019-2020

### Contributions

Carryover from 2018	\$2,148
Cash/check	\$22,533
ActBlue	\$24,043
In-kind	\$903

### Expenses

Billboards 2020	\$45,009
Other expenses & fees*	\$2,710
ActBlue fees	\$880

Balance into 2021 \$1,028

\*Legal fees, website costs, printing, postage, etc.

 [BuckeyeStateRural](https://www.facebook.com/BuckeyeStateRural)

 [@BuckeyeRural](https://twitter.com/@BuckeyeRural)



*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.



# 2020 Report



**Buckeye State Rural**

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

## 2020: A crucial year for democracy

Thankfully, citizens voted in record numbers for the best choice for president. Unfortunately, Ohio didn't vote with the national majority, and our state-level results were disappointing as well. Why continue? Because real change takes time. We believe Buckeye State Rural contributes to this progress.

In every Ohio county, in every election, significant numbers of people vote for a progressive president, county commissioner, or state representative. 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 "out" Democrats will grow even in rural counties. We hope our efforts support Ohio's progress toward equity, justice, and hope.

## Why billboards?

Billboards reach rural commuters effectively every day at a lower cost than any other medium, including radio.

Columbus-area commuters spend about 47 minutes on their weekday commute,<sup>1</sup> and marketing research shows that about one-half of drivers remember the billboards they see. Drivers ages 25–34 are even more likely to notice billboards.

People in smaller regions with fewer billboards are also more likely to remember their messages, research shows.<sup>2</sup> Billboards with short, clear messages are remembered, and about one-third of viewers recall messages with political subjects.<sup>3</sup>

As broadband comes to more rural areas, we will keep adjusting our digital strategy in relation to our billboard placement.

<sup>1</sup><https://www.educateddriver.org/commute-times-2019-map/>

<sup>2</sup>The Arbitron National In-Car Study, 2009

<sup>3</sup>Nielsen Poster Advertising Study—Nielsen on Location Report 2017

## 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.

## 2020 BY THE NUMBERS

TOTAL VIEWS  
**21.7 million**

BILLBOARDS  
**38**

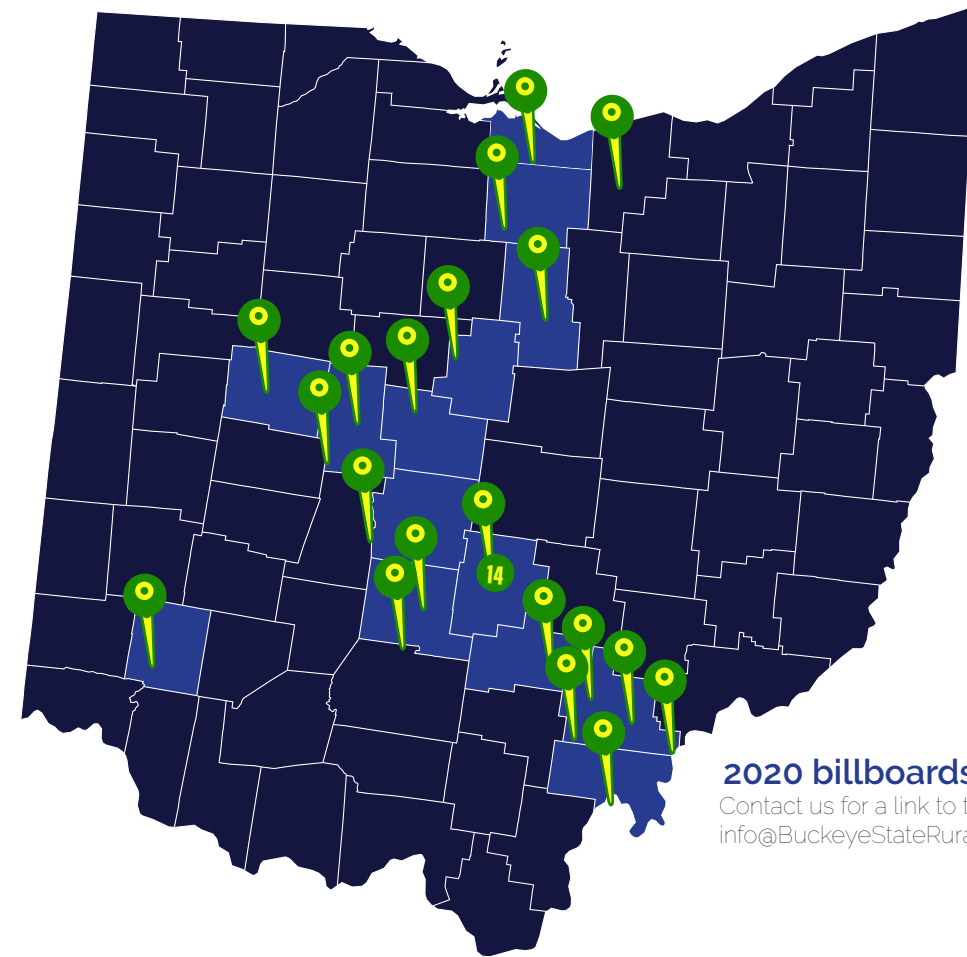
CONGRESSIONAL DISTRICTS  
**8**

COUNTIES  
**15**

WEBSITE VISITS  
**2020 3,161**

**2018 1,656**

**2019 1,769**



2020 billboards

Contact us for a link to the interactive map:  
[info@BuckeyeStateRural.com](mailto:info@BuckeyeStateRural.com)

## 2020 GREW OUR RELATIONSHIPS

### Grassroots organizations supported our mission

In 2020, we partnered with six other grassroots organizations across the state to broaden our reach into Ohio's rural areas. Each group raised funds to contribute for one or more billboards in its area and assisted us in identifying billboards in well-traveled locations.

## Grassroots contributions sustain our work

We rely on individual donors who believe in our work. Nearly three-quarters of all 2018 contributions were \$75 or less. Small contributions make a big impact when we use them for billboards to reach millions and for digital outreach to reach additional audiences.

