

Elevator Speech: Talking About Extension Finances

Take a few minutes to write some notes about how you would tell people about Extension funding in your county. This worksheet will help you think through the main points and provide an outline for your elevator speech.

1. My county falls in the _____ population tier.

Pop. Tiers	Under 30,000	30,000 - 49,999	50,000 - 89,999	90,000 - 200,000	200,000 +
# of counties	78	11	2	7	2

2. My county's levy cap is \$0._____ per \$1,000 valuation. The dollar increment is \$_____. The dollar cap is \$_____.

Pop. Tiers	Under 30,000	30,000 - 49,999	50,000 - 89,999	90,000 - 199,999	200,000 +
Levy rate cap	\$.3000	\$.2025	\$.1350	\$.1350	\$.0500
\$ cap increment	\$6,000	\$7,000	\$9,000	\$15,000	\$25,000
FY26	\$285,000	\$335,000	\$427,500	\$675,000	\$1,050,000

3. My county is / is not at the maximum amount it can levy.

4. My county diversifies revenue by bringing in \$_____ in non-tax funds from _____ . This is _____% of total revenue.

5. Our budget expenses can be broken down into **administrative** and **programmatic** expenses:

Our program expense ratio is _____% (Program expense + program staff / total expenses)
We cooperate with ISU extension specialists to provide quality programming that is needed for our county.

Our facility makes up _____% of expenditures.
We own / rent our building; our facility maintains local access for lowans

Our overhead costs are _____%.
My county works to centralize administrative expenses and increase efficiencies.

6. How do funding limitations impact local programming or ability to hire/keep staff?

7. What is one funding priority for Extension in my county? (providing staff benefits, donation gardens, supporting 4-H programming, etc.)

8. How can the person I'm talking with impact Extension?