

Referendum Communications Update

School Board Meeting • October 15, 2026

Since the July 29 kickoff, the district and Rapp Strategies have built and launched a full set of informational materials for the two-question operating levy referendum on Tuesday, November 3, 2026.

Materials

Completed

- Campaign brand: The Wolfpack Plan, Protecting Our Progress
- Core messaging: referendum summary, elevator pitch and talking points
- Full website launch: proposal, tax calculator, voting info, FAQ and Connect form
- Two-page fact sheet
- Informational mailer postcard, with extras used as in-person handouts
- Referendum presentation
- Staff Engagement Guide
- Staff email signature graphic
- Ballot instructions for website and social media
- Digital sign and scoreboard messages
- Bingo/meat raffle remarks for American Legion events
- Social media content

Upcoming

- Half-page fact sheet handout

Communications

Completed

- Welcome Back Letter introducing the referendum to staff
- Informational mailer sent to district households
- Legal mailer to district households
- Reminder to vote sent to staff
- Interview and article in MinnPost

Upcoming

- Early voting email and text to parents and families
- Final get-out-the-vote reminders before Nov. 3
- Letters to the editor from board members

Presentations and Community Outreach

Completed

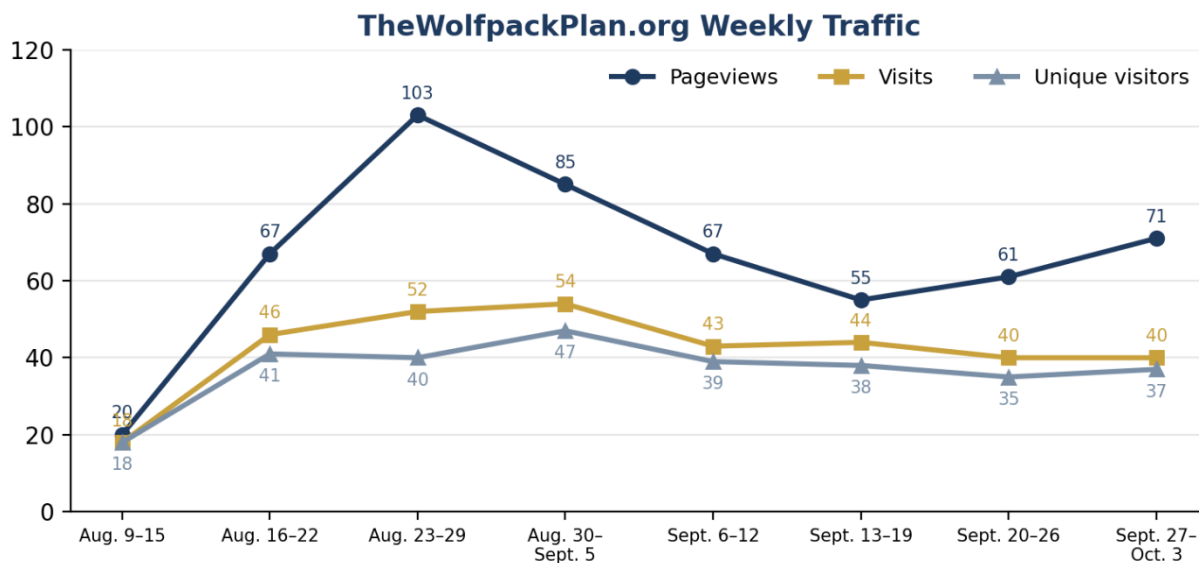
- Rotary Club presentations (August)
- Staff workshop week presentation and talking points (Aug. 24)
- Ethnic Festival flyers and display boards (Sept. 12)
- Staff presentation (Oct. 7)

Upcoming

- Staff in-service (Oct. 19)
- American Legion bingo and meat raffle remarks (week of Oct. 16)

Website Analytics

Direct visits make up the most traffic, suggesting people are typing in the URL from printed materials. Traffic from social media also indicates regular posts are driving people to the website.



Week	Visits	Unique visitors	Pageviews	Bounce rate
Aug. 9-15	18	18	20	89%
Aug. 16-22	46	41	67	85%
Aug. 23-29	52	40	103	67%
Aug. 30-Sept. 5	54	47	85	76%
Sept. 6-12	43	39	67	72%
Sept. 13-19	44	38	55	74%
Sept. 20-16	40	35	61	67%
Sept.27-Oct. 3	40	37	71	69%

Questions submitted via the Connect form on the website: One.

Social Media Engagement

DATE	TOPIC	VIEWS	INTERACTIONS	LINK CLICKS
Aug. 26	Website Launch	1.6K	6	12
Sept. 3	First Days of School	1.8K	11	10
Sept. 9	Benefits	1.2K	11	14
Sept. 10	Challenges	1.8K	11	6

DATE	TOPIC	VIEWS	INTERACTIONS	LINK CLICKS
Sept. 15	Resources	644	3	0
Sept. 18	Early Voting	743	0	1
Sept. 21	Cost	2.1K	15	2
Sept. 23	Voting Info	1K	2	1
Sept. 25	FAQs	1.5K	7	0
Sept. 28	Resources	804	4	1
Sept. 30	Connect	877	5	0
Oct. 2	Benefits	1.1K	7	0
Oct. 5	Challenges	1.0K	6	1
Oct. 7	Cost	518	3	1