

Proud2BD23 Campaign Development

Objective: Increase school spirit and pride, improve awareness and visibility of positive events in District, create goodwill with the community

Targets: Employees, Students, Parents, and Community

<b>Goal</b>	<b>Strategy</b>
Employee Theme: Use common slogan as theme for communication and internal messaging.	<ul style="list-style-type: none"> <li>• Change from 4-1-1 to #Proud2BD23</li> </ul>
Employee Branding: Provide logo/hashtag for messaging and social media marketing.	<ul style="list-style-type: none"> <li>• Develop and share logo</li> <li>• Communicate #Proud2BD23 to users</li> </ul>
Employee Recognition: Identify opportunities for special recognition.	<ul style="list-style-type: none"> <li>• Thank You notes</li> <li>• Gift cards</li> <li>• Gift – Water bottle, coffee mug</li> <li>• T-shirt for new employees</li> </ul>
<b>Goal</b>	<b>Strategy</b>
Student Branding: Provide logo/hashtag for messaging and social media marketing.	<ul style="list-style-type: none"> <li>• Develop and share logo</li> <li>• Communicate #Proud2BD23 to users</li> </ul>
Student Recognition: Identify opportunities for special recognition.	<ul style="list-style-type: none"> <li>• Pledge leaders and Certificates</li> <li>• Pencil</li> <li>• Decal</li> </ul>
<b>Goal</b>	<b>Strategy</b>
Parent Connections: Identify members of the D23 Community to reinforce connections	<ul style="list-style-type: none"> <li>• Yard Signs</li> <li>• Magnets</li> <li>• Decals</li> </ul>
Parent Celebrations: Increase communications between home and school that reinforce positive experiences.	<ul style="list-style-type: none"> <li>• Proud Parent of...</li> <li>• Social Media likes and retweets</li> </ul>
<b>Goal</b>	<b>Strategy</b>
Community Visibility: Create brand recognition connecting D23 to positive experiences	<ul style="list-style-type: none"> <li>• Signage and Displays</li> <li>• Banner/Photo drop</li> <li>• Umbrellas (12) for bus/car</li> </ul>
Community Awareness: Encourage sharing of positive news and accolades	<ul style="list-style-type: none"> <li>• Increase direct invitations to partners and community representatives</li> <li>• Alumni and HS Connections</li> </ul>

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|  | <ul style="list-style-type: none"><li>• Social Media likes and retweets</li></ul> |
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