

The logo for Dehler PR is presented within a white rectangular box with rounded corners. The text "DEHLER PR" is rendered in a bold, sans-serif typeface. "DEHLER" is colored red and is positioned on a light olive green background. "PR" is colored light olive green and is positioned on a red background. The two background colors meet at a vertical line between the two words.

**DEHLER PR**

Educate. Communicate. Motivate.

## CORE FOCUS

### **Purpose/Cause/Passion:**

We improve communities through exceptional public relations, marketing, and strategic counsel.

## **OUR NICHE**

Public sector; schools

## **CORE VALUES**

- Principled
- Committed
- Collaborative
- Client-focused

# Meet Our Team



**Jeff Dehler, APR** - Chief Relationship Builder. More than two decades in PR.



**Sara Thompson** - Senior Strategist. Led numerous successful funding campaigns raising more than \$500 million.



**Jayne Helgevold** - Project Manager. Experienced in communications and crisis management.



**Ron Wilke** - Senior Strategic Counselor. 40-year veteran of public schools.



**Krisanthi Sikkila** - Account Manager. Experienced in school PR and media relations.

# Our Approach | RPIE

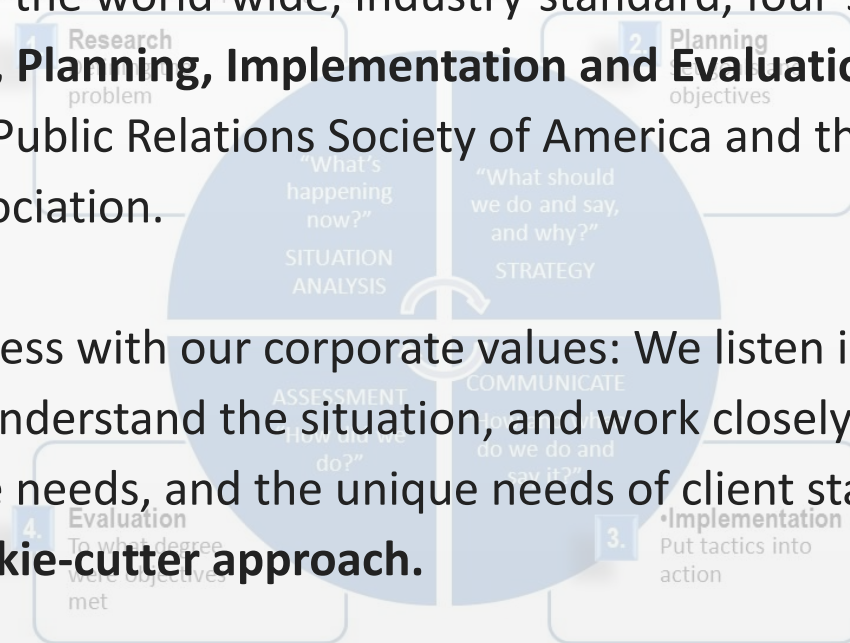


## RPIE: The Four-Step Communications Process

Effective communication sets and meets objectives to ensure our messages are effectively reaching the

DehlerPR adheres to the world-wide, industry-standard, four-step communications process of **Research, Planning, Implementation and Evaluation**, a process championed by the Public Relations Society of America and the National School Public Relations Association.

We overlay this process with our corporate values: We listen intently to client needs, dig deep to understand the situation, and work closely with clients to address their unique needs, and the unique needs of client stakeholders. **Always unique; never a cookie-cutter approach.**



## **SERVICES**

- Strategic counsel
- Communications planning
- Branding/Messaging
- Marketing (including referendum)
- Crisis communications
- Traditional and social media relations

# Referendum Record



**2007 -  
2025**

- 50 Referendum Campaigns
- 36 Wins
- 14 Losses
- 5 Wins/Losses



# Referendum Scope of Services

Typical Strategies and Tactics

# Referendum Websites



[Home](#) [Need](#) [Plan](#) [Process](#) [Cost](#) [Voting](#) [FAQs](#) [News/Events](#) [2023 Referendum Archive](#)



[Connect](#)



[Yellow Medicine East](#)  
[Cedar Mountain](#)  
[HLWW](#)  
[Thief River Falls](#)



# Referendum Video



[Yellow Medicine East](#)  
[Chisholm](#)  
[Hawley](#)  
[Watertown-Mayer](#)  
[Other samples](#)

# E-Newsletters

## Actions:

- Solicit stories
- Draft stories (some stories to be posted to the website)
- Solicit photos
- Upload to E-newsletter platform

## Frequency:

Every other week for two months before Election Day



Howard Lake-Waverly-Winsted  
Public Schools 2023 Referendum  
Vote November 7



## WE ARE ALL LAKERS: We Are ALL in this Together

Election Day is two weeks away, and you have the opportunity to make important decisions on the future of our schools. To focus the district's efforts, we are guided by the We Are All Lakers initiative, which is based on three guiding principles:

**We're all about building a school district that can compete with any other**

**We're all about learning by providing a strong future for our students**

**We're all in this together to improve our communities through education**

Today, let's take a closer look at what it means to be in this together. Being together



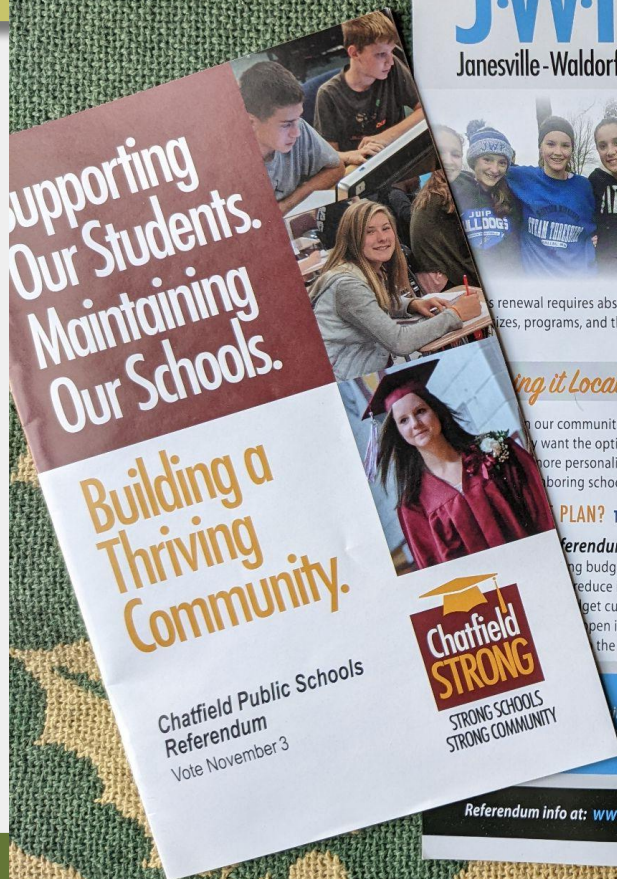
# Direct Mail

## Actions:

- Solicit stories
- Draft stories
- Solicit photos
- Coordinate printing and mailing

## Strategy:

- Fact Sheet two months before Election Day
- Brochure one month before



## J.W.P. Zero-Tax Increase BIG BENEFITS

Janesville-Waldorf-Pemberton '18 Operating Levy

### FAST FACTS

2018 REFERENDUM GUIDE

**VOTE NOVEMBER 6**

This November 6, we are seeking to renew the 2011 operating levy. This levy keeps our class sizes low and allows us to pay for expanded program options like College in the Schools, career certification courses, technology integration, innovative programming, and personalized learning experiences for students. Loss of this funding would be devastating to the district, our staff, and students

Supporting  
Our Students.  
Maintaining  
Our Schools.

Building a  
Thriving  
Community.

Chatfield Public Schools  
Referendum  
Vote November 3

**Chatfield  
STRONG**  
STRONG SCHOOLS  
STRONG COMMUNITY

ing it Local! J-W-P

our communities have a h  
y want the option for their  
more personalized setting  
aboring schools like Man

PLAN? To renew the  
Referendum is NOT r  
ng budget. If the ref  
reduce its budget b  
get cuts would be  
open if cuts were  
the classroom.

## Flash Focus

- ❗ New Course options for high school students
- ❗ Taxpayers save \$3 million+ through bond refinancing
- ❗ Enrollment growth continues

Photo: Franklin Central. High school students engage in hands on robotic group work

Referendum info at: [www.jwp.k12.mn.us/Referendum18](http://www.jwp.k12.mn.us/Referendum18)

# Branding



## Actions:

- Focus group meeting with administration
- Conduct interviews with community opinion leaders
- Review existing research
- Develop theme, key messages

## Strategy:

- Brand all referendum materials to show professionalism, consistency



# Pre-Referendum Timetable



**January - May:** Internal and public facing communication

**January - February:** Pre-meeting, Survey, Staff Meetings

**January - March:** Community based committee/task force - 3-6 meetings

**April:** Community meetings, online and in-person

**May:** Public opinion survey

**June - July:** School board work sessions and decision

# Referendum Timetable



**April:** Kick-off meeting, existing research review and inventories, draft communications plan and timeline

**May:** Recruit volunteers

**June - July:** Announcement of ballot question(s)

**August:** Campaign rollout: Key messages, brand, website, fact sheet

**September:** Yes voter identification, notice of special election

**October:** Yes voter identification, Get out the vote activities, district mailing

**November:** Election



# Contact Us



## YOU HAVE ONLY SO MANY HOURS IN A DAY

You are busier than ever and may not be able to afford a full-time communications person. A communications consultant could be your solution, as we can:

- Develop key messages & tell your good news
- Identify & reach varying audiences
- Produce newsletters/e-newsletters
- Manage crisis communications
- Guide referendum strategies
- Customize our services to your needs.

The DehlerPR team is a combination of in-house staff and strategic partnerships with accomplished professionals who have experience in many industries. Our virtual agency brings us to your doorstep in-person, via video conference, phone or email.

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