CORGAN

BOND CAMPAIGN COMMUNICATIONS SUPPORT		
TASK	**OVERVIEW**	**DETAILS + DELIVERABLES**
Campaign Meetings	Ensure successful implementation of communications plan, discuss and review deliverables, assist with ongoing strategy	• Standing weekly meetings from the call of the election to Election Day
Bond Communications Plan	Develop strategy and overall communications plan to guide informational campaign	• Calendar and timeline that shows tactics, deliverables, and deadlines week-to-week
Campaign Branding	Develop campaign branding with unified colors and graphical elements for election materials. Develop key messages and talking points to consistently use throughout campaign.	• Bond Logo • Campaign Colors • Icons/Images • Key Messages and Talking Points
Bond Call Communications	Prepare initial campaign communications to launch following Board action	• Press Release • Letters/Emails • Social Media Posts
Bond Website Development and Maintenance	Develop content for bond webpages or build an external bond website to provide a designated place for project information and tax rate explanations. Serves as tool for community members to locate resources and submit questions.	• Provide content and graphics for district website; OR • Build external bond website (unique URL) and update regularly. • Corgan will provide hosting and domain; will remain active for one year from date of activation.

CORGAN

Flyer/Handout	Develop concise Bond overview handout for distribution	• One-page factual handout • Translated version, if needed
Bond Presentation	Create PowerPoint for district spokesperson(s) to use at staff meetings, community meetings and other bond presentations throughout the campaign.	• Branded PowerPoint slides with any necessary additions throughout the campaign
Social Media Strategy	Develop key messaging, graphics, and social media content calendar to implement throughout the months leading up to Election Day	• Social Media Timeline • Graphics • Content
Display Graphics	Design election display visuals for placement at campuses and around district as visual advertisements for Bond	• Project Boards • Election Signage • Digital Display Graphics
Mailers	Strategize and develop direct mail pieces based on target audiences and messages	• Mailer(s) • Mailing List(s)
Election Reporting	Provide voting analysis and insights to drive strategies and tactics	• Process + analyze daily voting rosters • Daily updates to Voter Dashboard during early voting period

Campaign Management	Engage as campaign manager, providing additional communications and graphic design support	- Updating schedule - Answer FAQs - Social media monitoring - Additional graphics needs