



*The Digital Difference
in Passing*

BONDS

Why it's More than Just a Bond Vote.

Promoting & Planning Builds Trust,
Awareness and Action



Don't Forget
to **VOTE**
Trenton Public Schools
May 2024

trentonschools.com



The Pre-Plan:

Setting the Stage for Success

- Timelines matter - start early to build momentum
- Taking the community's "temperature" before launching
- Video or Talking in Person
- Strategy first, content second



Updated
FACILITIES AHEAD!

Building Tomorrow,
T Together!

**HAMTRAMCK
PUBLIC SCHOOLS**

TUESDAY, NOVEMBER 5
VOTE

**KEEP
OUR SCHOOLS**

Strong!



**NON HOMESTEAD
MILLAGE PROPOSAL**

FUND KEY PROGRAMS WITHOUT RAISING HOMEOWNER TAXES
LEARN MORE HAMTRAMCKSCHOOLS.ORG

What Works

Proven Tactics for Voter Support

Drip Campaigns that keep your message top of mind

Multiple channels to meet people where they are

Consistent, simple, clear messaging

What Doesn't Work

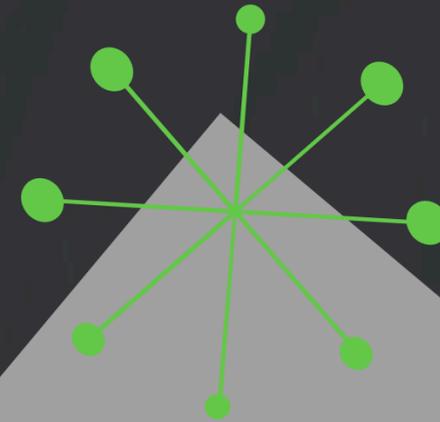
Common Pitfalls

Jargon-heavy or overly complex language

Long, overwhelming content

Mixed messages or inconsistencies

Getting personal or too reactive online



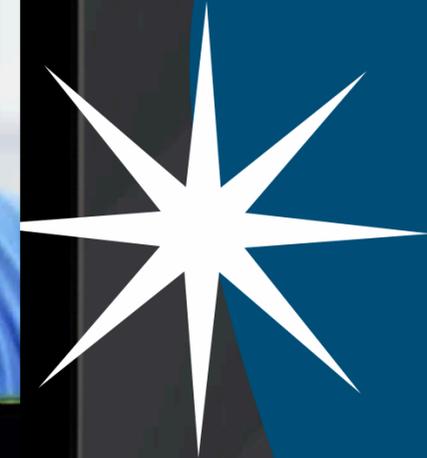
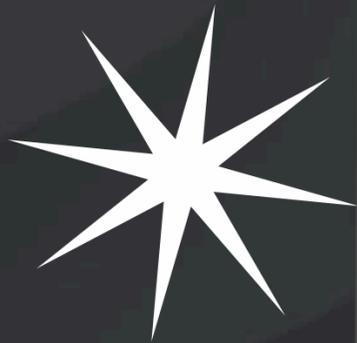
From Awareness to Action

Here's how we do it

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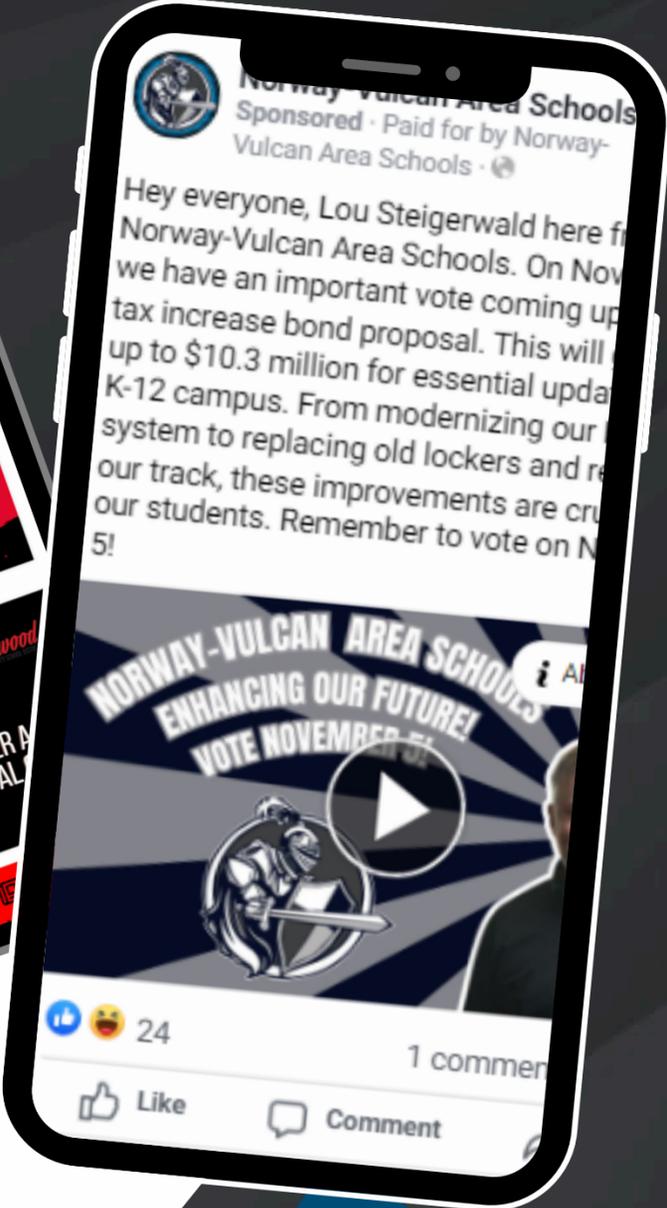
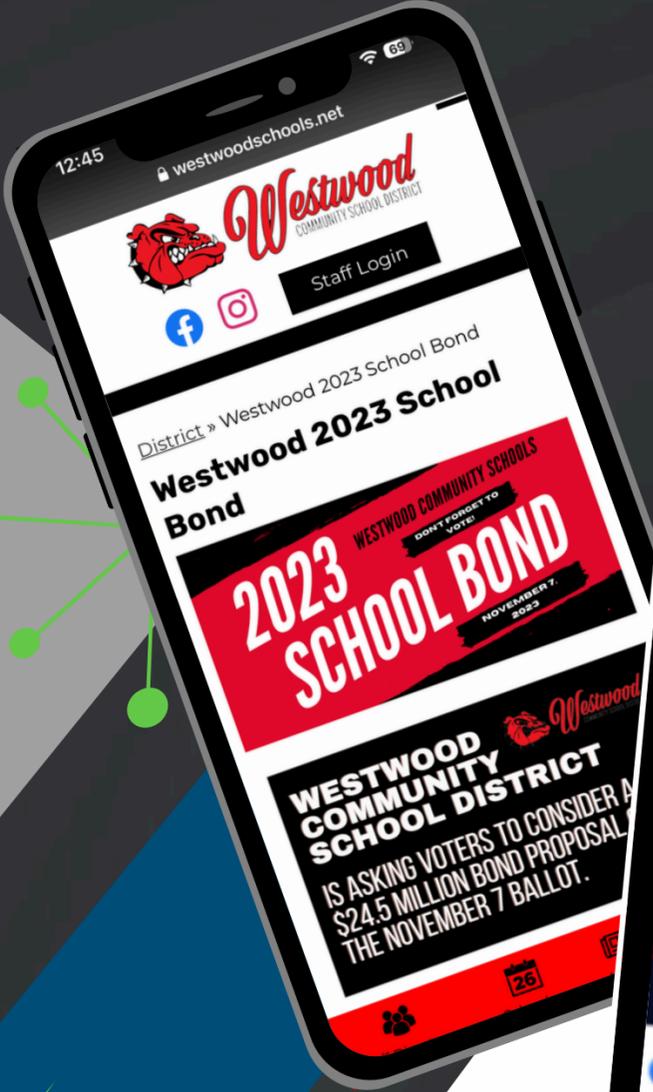
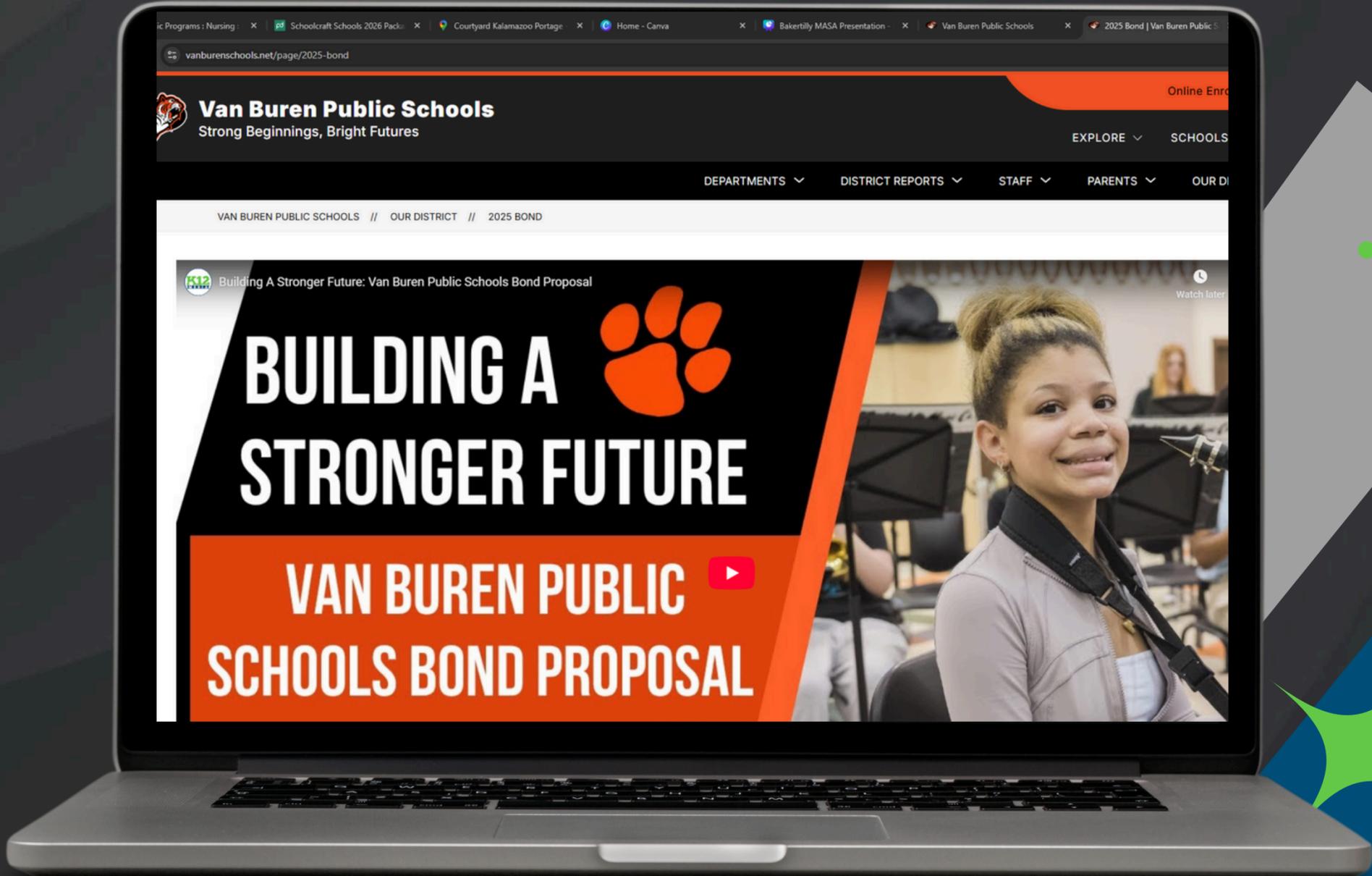


Difference



Digital First: Websites, Social & Ads

Designed to connect, built to inform



Print & PR: The Tangible Touchpoints

Reaching voters where screens can't



RC REED CITY SCHOOLS
LEADING THE PACK

BOND 2025

Discover more

Key Highlights

- Enhancing Safety & Security
- Modernizing Learning Spaces
- Supporting Athletics and Performing Arts

- What are some of the proposed improvements for each school?
- G.T. Norman Elementary**
- Design academic spaces to support diverse learning needs with accessible seating, quiet areas, and proper lighting.
 - Replacement of door hardware on 100 doors for improved security.
 - Gymnasium remodel to enhance teaching and learning opportunities.
 - HVAC upgrades for a more comfortable learning environment.
 - Roofing and window replacements to maintain building integrity.
- Reed City High School and Middle School**
- Secure entry at the middle school for improved visitor management and student safety.
 - A new cafeteria, enabling the current cafeteria to be remodeled into a band space with proper storage.
 - A new gymnasium with two levels, including a walking track for community use.
 - Dedicated wrestling and weight rooms.
 - Renovations to boys' and girls' locker rooms.
 - New restroom facilities.

Visit Our Website
reedcityschools.org/page/rcaps-bond-2025



ON AUGUST 5TH, VOTERS WILL CONSIDER A \$20 MILLION BOND PROPOSAL. BY INVESTING IN ESSENTIAL INFRASTRUCTURE THIS BOND ENSURES THAT RESOURCES STAY FOCUSED ON EDUCATIONAL PROGRAMS, NOT EMERGENCY REPAIRS.

THIS BOND WILL REQUIRE NO TAX INCREASE

SAULT AREA PUBLIC SCHOOLS

- Proposed Improvements**
- Critical Needs at Our Outdated High School:
- Repurpose the Unusable Pool, transforming it into a full-size gym for sports, events, and indoor recess.
 - Remodel Outdated Locker Rooms
 - Create equal spaces for middle and high school students to address long-standing inequities.
 - Modern Learning Spaces
 - Convert the oversized, underused library into multiple new classrooms and lab spaces
 - Improve lighting and remove the bulky central staircase
 - Open up closed-off interior rooms
 - Additional Upgrades
 - Install permanent classroom walls to reduce noise
 - Add modern interactive displays
 - Fully renovate outdated bathrooms



An Investment in: Shared spaces, student learning, health, community use, all without increasing taxes!

On August 5th, voters will consider a bond proposal to build safer, stronger, and smarter schools at Union City Community Schools.

ON THE AVERAGE OWNER ABOUT

MONTH

OUR SCHOOL!

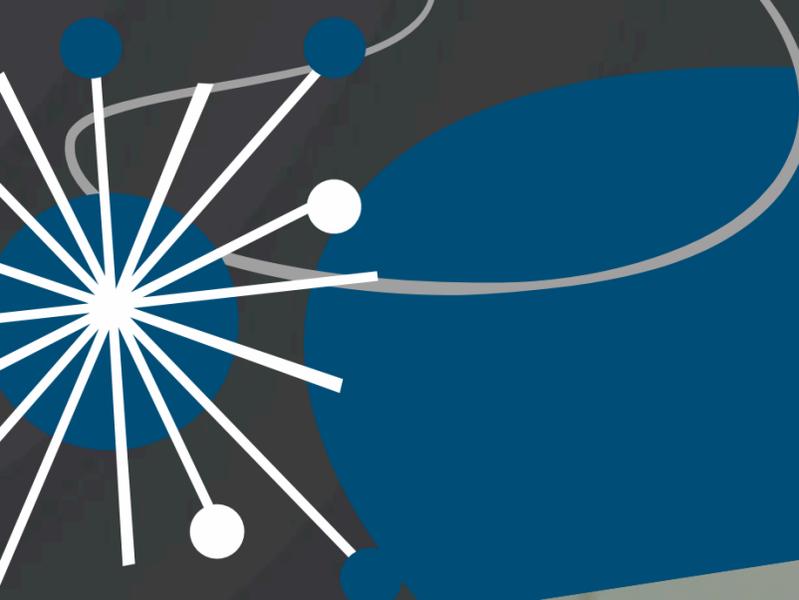
ORG/2025-BOND

Discover more

Closing the Loop: Thank You & Updates

Post-election content builds trust for the future





Hall Pass to the Big Picture

Key Takeaways

- Early planning sets the tone
- Consistency is credibility
- Digital + print = wider reach
- Engagement continues after the vote





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