

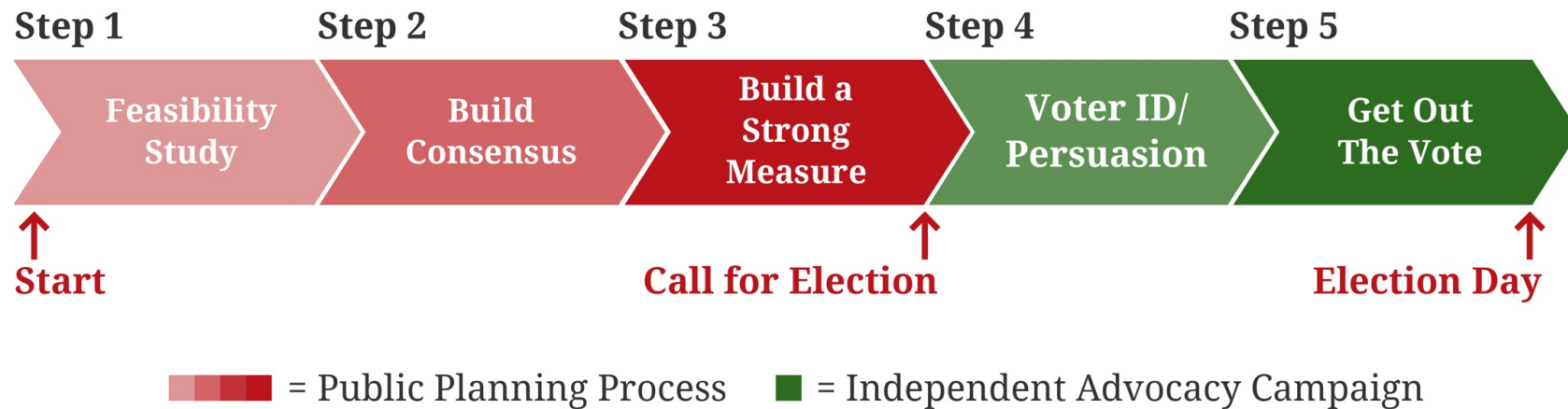
Preparing for a Successful School Bond

Charles Heath
Partner



PROPS & MEASURES
STRATEGY & COMMUNICATIONS

The Bond Planning Process



Assessing Feasibility



- Poll
- Election timing
- Tax rate
- Projects

- Political landscape
- Competing issues
- Potential controversy

Building Consensus and Awareness



→ Inform and engage internal school community

→ Parents

→ Teachers/Staff

→ Students

→ PTAs/Boosters/Ed Foundation

→ Inform and engage external community

→ Elected leaders

→ Business leaders

→ Faith community

→ Voters at-large

Building Your Measure



- Resolution calling election
- Ballot question
- Project list
- Tax rate statement
- Board vote

Advocacy Campaign



- Private fundraising
- Endorsements
- Lawn signs
- Direct mail
- Paid Advertising
- Voter Contact
- Social Media

Advocacy Campaign



- Ensure strong parent participation
- Remind supporters to vote
- Make sure supporters find your measure
- Track votes to a win

For more information:

Charles Heath

Partner

415-810-8053 (mobile)

cheath@PropsandMeasures.com

www.PropsandMeasures.com



PROPS & MEASURES
STRATEGY & COMMUNICATIONS