Community Campaigns: Building Support for Your Big Initiatives

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Overview

- Community campaigns explained
- How would school districts benefit from community campaigns?
- Developing target audiences, community partners and messaging
- Project planning and examples
Community Campaign

- An organized effort to develop community support for a concept, idea, policy initiative or financial initiative. Examples include:
  - Bond initiatives
  - Support for educational initiatives: programs, facilities, innovations
  - Property tax increases
  - Referendum elections: local taxes, living wage, sports facilities
  - Community support for infrastructure initiatives or development projects

- A community campaign is NOT a candidate-based campaign
Why would your school district need a Community Campaign?

- Develop grassroots support for school initiatives:
  - Bond elections
  - Education Technology Notes (ETNs)
  - Facility improvement/expansion

- Develop support for community initiatives:
  - Local economic development
  - Municipal/county programs supporting school initiatives

- Enhance community understanding/perception of district performance
  - School grade improvement
  - New/successful programs or educational offerings
  - Supplement or contradict media reports
  - Fill void of local coverage of district successes
Target Audiences – Who do we want to reach?

- Parents, students and teachers – develop understanding of and confidence regarding district benefits and programs
- Residents within district boundaries – develop support for bonds and other community-based initiatives
- Community leaders – raise awareness of district successes and programs
  - State officials – Governor, Legislators, NMPED Secretary
  - County commissioners
  - City councilors
  - Congressional delegation
- Chambers of Commerce
- Unique constituencies
How do we reach our target audiences?

- Print media
  - Mail program – targeted mail pieces (post cards, letters, info sheets)
  - Print ads in local media – newspaper ads

- Video
  - Online video of district successes – possibly generated through district programs
  - Video advertisements – professionally produced
  - Local TV/cable ad buys
  - Movie theaters

- Online - online resources can be targeted to a region, city, neighborhood or individual
  - Banner ads
  - Video ads
  - Social media ads
  - Sponsored content ads

- Radio – local radio and streaming music services

- Earned media – generating new stories, letters to the editor, authored news pieces, radio interviews
Who are your community partners?

Community partners are needed to advance, support and sometimes help fund your initiatives

- Local governments – city and county
- Local chambers of commerce
- Local non-profits
- Unique constituencies
- Other
What is our message to the community?

- Understand the true opinions of your district in the community
  - Understand opinions of segments of the community
- General rating of the district: How do you feel about the district?
  - What is district doing well?
  - What needs to be improved?
- Is there support for technology or facility improvements?
- Where does your community get its news and information?
- Result: Identify most persuasive message and best communication resources
Examples – Banner Ads
Examples – Banner Ads
Examples – Mobile Banner Ads

Current Weather
Oklahoma City, OK
52°
Feels Like 52°
Clear
High / Low 62° / 42°
Wind NE/22mph

By MIKE CRANSTON Associated Press
11 hours ago

The people demanded criminal justice reform. Hold the legislature accountable NOW.
Examples – Story Capture Radio Ad

In this radio spot we utilized new methods to capture real Airbnb hosts telling their stories why home sharing was important to them. These unscripted stories can cut through the clutter of typical radio ads and deliver a powerful message.
Video Example: Public Initiative
Project Timeline Example

- **Month 1**
  - Information gathering
  - Development of public opinion research tools
  - Deployment of research tools
  - Develop & deploy initial messaging plan & earned strategy around accomplishments

- **Month 2**
  - Continued earned media activities
  - Analyze research
  - Develop program plans
  - Produce and design program elements

- **Months 3, 4, 5**
  - Launch public campaign
  - Continue public campaign program
  - Analyze and assess program elements
  - Adjust program elements as necessary
  - Continue earned media program
Review/Questions

- Community campaigns
- Benefits for school districts
- Target audiences, community partners and messaging
- Project planning

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