

# Community Campaigns: Building Support for Your Big Initiatives

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Geno Zamora – Ortiz & Zamora, Attorneys at Law, LLC

Alan Packman – Rio Strategies, LLC



# 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

The collage displays several Airbnb banner ads, each with a unique design and color scheme. The ads are arranged in a grid-like fashion, with some being larger and more prominent than others. Each ad typically features a photograph of a host or a family, a headline, a brief description, and a call-to-action button. The Airbnb logo is consistently placed in the top left corner of each ad. The background of the entire collage is a dark blue gradient.

**Top Left Ad:** Features a man and a woman sitting outdoors. The headline reads: "Home sharing is very important for the middle class here in San Francisco." Below it, it says "Esther, Airbnb Host, San Francisco" and "Watch Esther's Story".

**Top Middle Ad:** Features a woman standing in front of a building. The headline reads: "77%的三藩市房東覺得在 Airbnb 出租能減輕他們的房租或房貸壓力。" Below it, it says "深入了解" and "PAID FOR BY AIRBNB".

**Top Right Ad:** Features a woman and a child sitting together. The headline reads: "Meet Dreama: Airbnb helped her keep her home when she lost her job." Below it, it says "Watch Dreama's Story".

**Middle Left Ad:** Features a woman sitting on a couch. The headline reads: "Meet Reneia: Airbnb helps her supplement her income." Below it, it says "Watch Reneia's Story" and "PAID FOR BY AIRBNB".

**Middle Right Ad:** Features a woman smiling. The headline reads: "Meet Cheri: Airbnb helps bring tourism dollars into her community." Below it, it says "Watch Cheri's Story" and "PAID FOR BY AIRBNB".

**Bottom Right Ad:** Features a man and a woman sitting together. The headline reads: "When medical bills started to pile up, Kevin and Esther turned to Airbnb for help." Below it, it says "Watch Kevin's Story" and "PAID FOR BY AIRBNB".



# Examples – Banner Ads

The screenshot shows the MSN homepage with a search bar at the top right and a navigation bar with links to Outlook.com, Store, Skype, Rewards, Office, eBay, OneDrive, Maps, and Facebook. A large banner ad at the top center promotes job creation in Santa Fe with the text "Creating jobs for Santa Fe. Adding millions to our local economy." and a "Learn More" button. Below this, a row of news stories is displayed, including "Putin: I'm ready to meet Trump", "AA pilot dies while on flight", and "Record snowfall buries Anchorage". To the right of these stories is a sponsored ad for Fios, titled "Limited time offer. 150/150 Mbps Internet, TV and Phone \$79.99/mo". Below the news stories, a row of trending topics is shown, including "Travel ban blocked", "Trump jabs Freedom Caucus", and "Warriors' big win vs. Spurs".

msn

Bing web search

Sign in

Outlook.com Store Skype Rewards Office eBay OneDrive Maps Facebook

Creating jobs for Santa Fe. Adding millions to our local economy. [Learn More](#)

LOS ANGELES / 62°F

Make MSN my homepage

NEWS ENTERTAINMENT SPORTS MONEY LIFESTYLE HEALTH & FITNESS FOOD & DRINK TRAVEL AUTOS VIDEO

**LATEST NEWS**

**Putin: I'm ready to meet Trump**  
CNBC

**AA pilot dies while on flight**  
USA TODAY

**Record snowfall buries Anchorage**  
Associated Press

**Is turmeric safe? Concerns grow following death**  
Medical Daily

**Limited time offer.**  
**150/150 Mbps Internet, TV and Phone**  
**\$79.99/mo**  
for yr. 1, \$94.99/mo. yr. 2, w/ 2 yr. agmt., plus taxes, RSN, FDI, other fees & \$12/mo. STB equip. charges.  
**Plus, HBO included for 1 year (reg. \$15/mo.) and free multi-room DVR service for 2-ys**  
**fios** [Get Fios >](#)

**TRENDING NOW >**

Travel ban blocked | Trump jabs Freedom Caucus  
Warriors' big win vs. Spurs | Westbrook goes off  
NC anti-LGBTQ law | Pilot dies during landing  
Trump University refunds | Internet privacy battle

The screenshot shows the Washington Post homepage with a navigation bar at the top containing links to "SSWORDS", "WASHINGTON", and "MORE". Below this, a list of "TOP STORIES" is displayed, including "When veterans become cops, some bring war to th...", "McDonald's is going to switch the beef in its sandw...", "Here's what George W. Bush really thought at Trum...", "You know those baby boxes? 'It's nonsense,' expe...", "Kim Jong Un blasts McCain for 'crazy fat kid' quip", "Off-duty deputy celebrating birthday killed by police", "What would happen if we didn't have a leap year?", "Bezos is now the second-richest person in the world", and "4 assumptions that could destroy your retirement". At the bottom, a banner ad promotes a new kind of public education for Santa Fe with the text "A new kind of public education for Santa Fe. Producing great results for our kids." and a "Learn More" button.

SSWORDS WASHINGTON MORE

**TOP STORIES**

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McDonald's is going to switch the beef in its sandw...

Here's what George W. Bush really thought at Trum...

You know those baby boxes? 'It's nonsense,' expe...

Kim Jong Un blasts McCain for 'crazy fat kid' quip

Off-duty deputy celebrating birthday killed by police

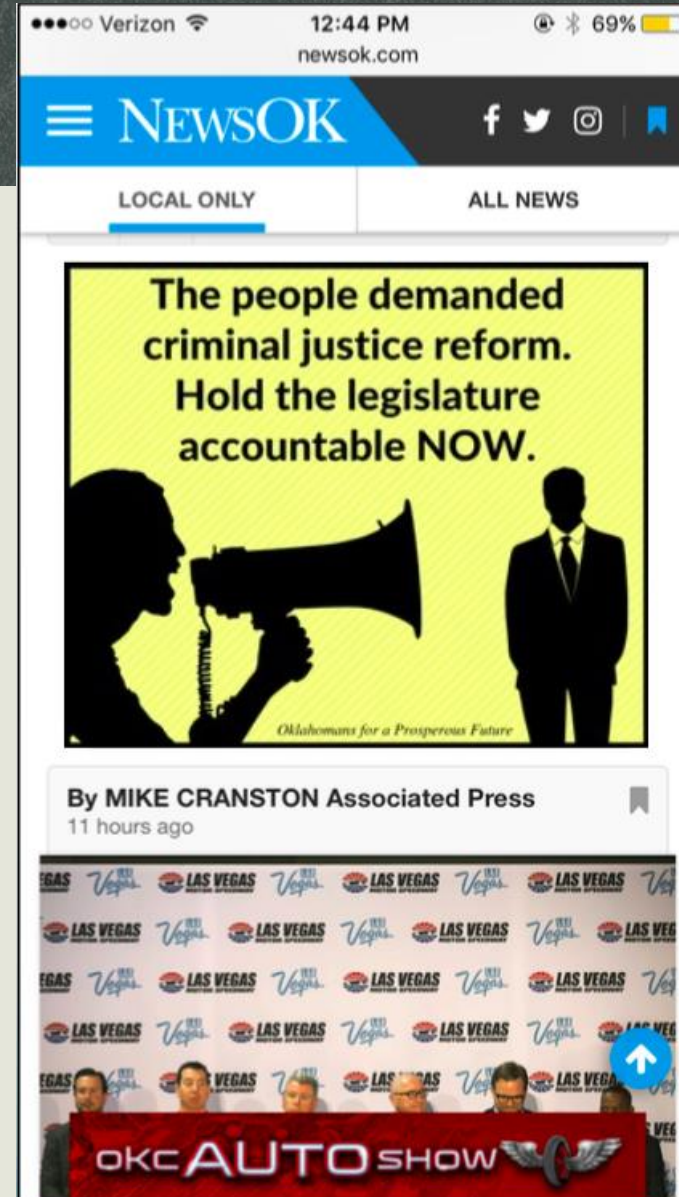
What would happen if we didn't have a leap year?

Bezos is now the second-richest person in the world

4 assumptions that could destroy your retirement

A new kind of public education for Santa Fe. Producing great results for our kids. [Learn More](#)

# Examples – Mobile Banner Ads





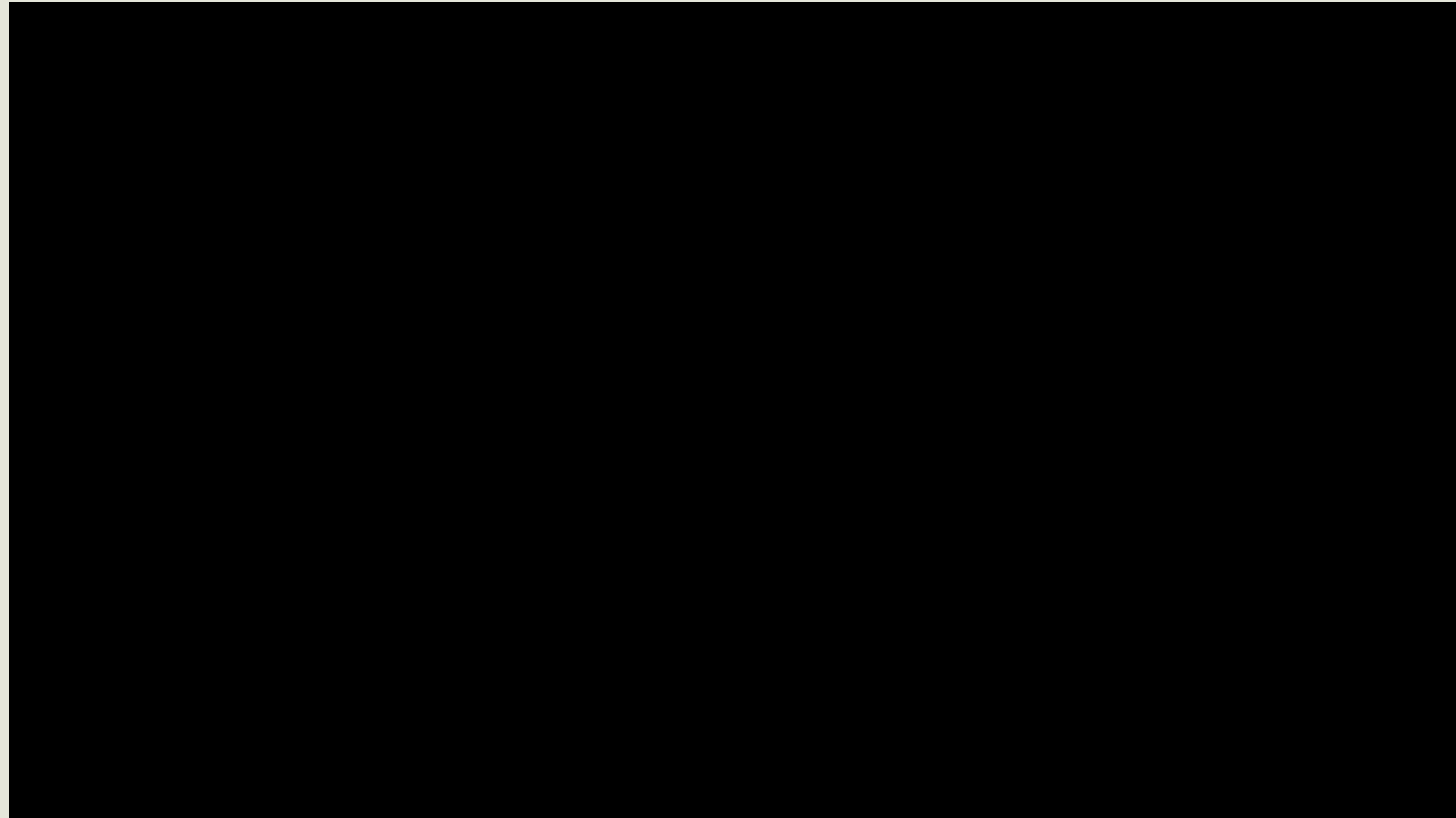
## Examples – Story Capture Radio Ad

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.

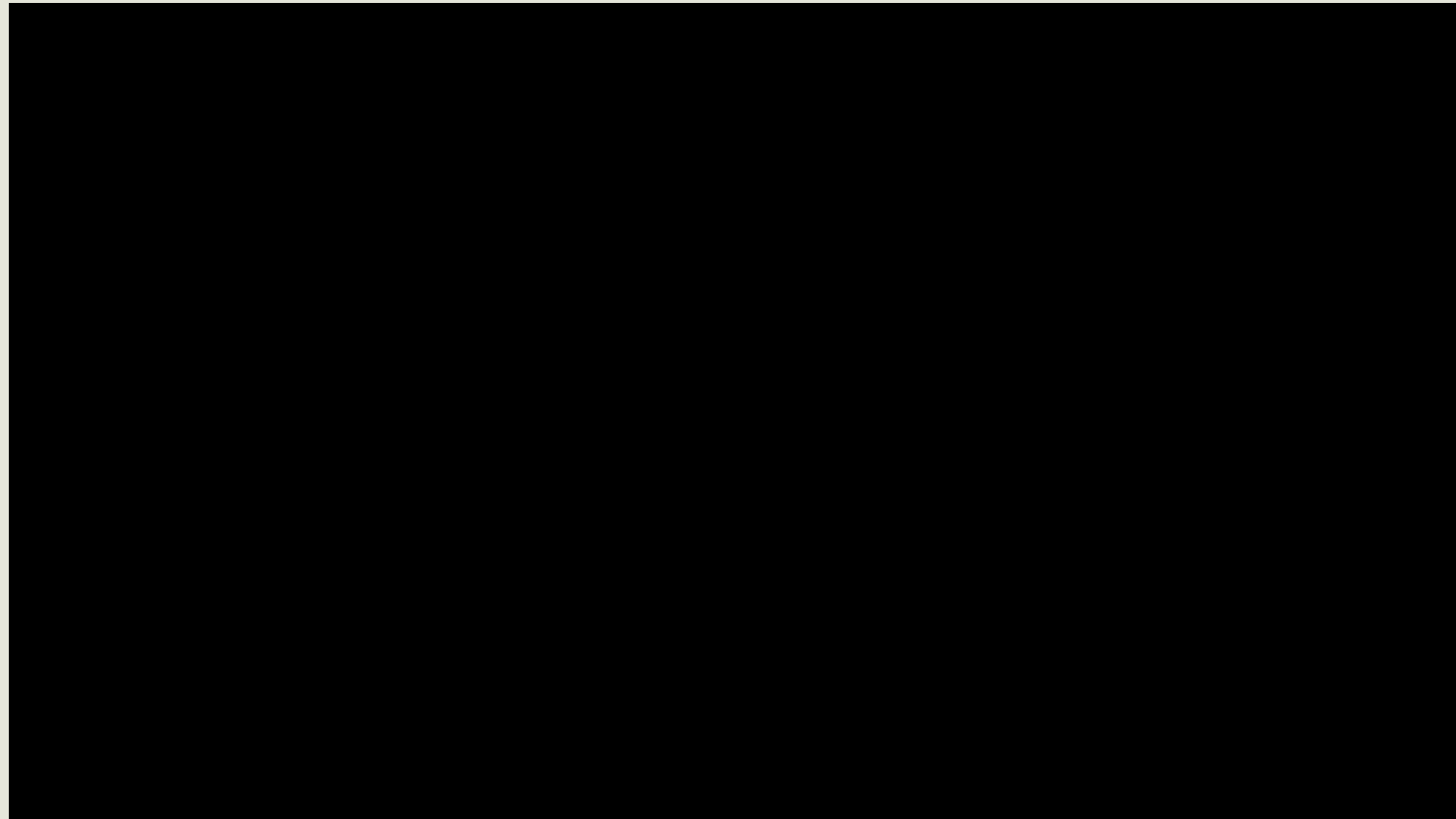




## Video Example: Public Initiative



## Video Example: Storytelling



# 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

Geno Zamora, Esq.  
Ortiz & Zamora, Attorneys at Law, LLC  
[geno@ortiz-zamora.com](mailto:geno@ortiz-zamora.com)  
(505) 986-2900

Alan Packman  
Rio Strategies, LLC  
[alan@riostrategies.com](mailto:alan@riostrategies.com)  
(505) 510-0019