

Harrah Bond Committee

Marketing Guidelines for Bond Issues

- I. Form Bond Committee
 - a. Set meeting schedule (once a week, twice a month e.g.)
- II. Identify and prioritize projects
- III. Develop schematic design
- IV. Marketing Campaign
 - a. Face Book
 1. Contact influential people in District to make positive comments (hospital personnel, bankers, Chamber, business owners, etc.)
 2. List Voter registration details (deadline to register and place to register, registration form)
 3. Post tax graphic
 4. Post the Bond Board—State as “Bond Boards will be displayed in businesses and schools in the community. Click here to view details.”
 5. Post Boards
 6. Post press release (from School or committee member)
- V. Advertisement—Radio, Newspaper
 - a. Set dates to run ads—2 positive articles per week
 - b. Committee to provide funds—Renaissance will donate some funds to help cover cost
 - c. Set dates to start radio advertisements
 - d. Full page ad on Sat/Sun before vote
 - e. Produce Bond Boards, tax info, voter registration
 - f. Produce ½ size Bond Boards to display at churches, businesses, etc. (School to make a list of willing businesses that can post information on their windows and premises)
- VI. Trifold handout
 1. Determine time and how it will be distributed (hand outs, mail outs, newspaper inserts)
- VII. Misc.
 - a. Create master list of Yes votes (Who is responsible for recruiting)
 - b. Form calling committee
 - c. Voter registration
 - d. Absentee voting
- VIII. Community meetings
 - a. Power point of project schematics
 - b. Tax information