

CONSIDERING AN OPERATING LEVY REFERENDUM?

FINDING + COMMUNICATING THE RIGHT PLAN

Rapp Strategies has helped more than 45 school districts in the Upper Midwest develop strategies for community engagement, public information and ballot question design. Successful referendum programs build trust that the district has picked the right plan for students, staff and stakeholders - this requires district administrators and board members to actively listen and adapt to the input your community is sharing with you.

DELIVERING THE INFORMATION YOUR RESIDENTS WANT

Rapp Strategies can work with your current staff to create communications materials or we can provide turn-key services to implement the plan. We have extensive background developing referendum websites, social media, newspaper columns, fact sheets and paid advertising. Our goal is to help your residents find information easily that answers their questions.

MAXIMIZING RESEARCH INVESTMENTS

Rapp Strategies has worked with many leading research firms, including Morris Leatherman, Baker Tilly, School Perceptions and K12 Insights. We design survey questions and provide expert data analysis to ensure your community research provides maximum insight to inform your decision-making and public information materials.

CREATING A VALUED PARTNERSHIP

Rapp Strategies develops project budgets for our work that meet each district's needs. This could include a total project cap, a monthly retainer fee or hourly rates for individual services. Whether you request ongoing strategic counsel or a communications plan that stands out during a busy election season, we will meet your budget needs.

Need help communicating about the proposed levy to your residents?

Metro ECSU and Rapp Strategies, Inc. have partnered to bring high-quality public information and community engagement strategy for your use during operating levies.

WHY RAPP STRATEGIES?

Rapp Strategies is a full-service strategy and communications firm that has extensive experience working with successful school districts, having been involved in **\$1.9 billion** in school building projects, **nine** operating levy renewals and **11 successful** operating levy increases in Minnesota **since 2008**.

With a record of success in public affairs strategy, communications and media relations, Rapp Strategies has built its reputation on successfully assisting a variety of clients in managing all types of public challenges.

Put Rapp Strategies' experience to work for your referendum. Learn more at RappStrategies.com.

OUR TEAM



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LEARN MORE

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