

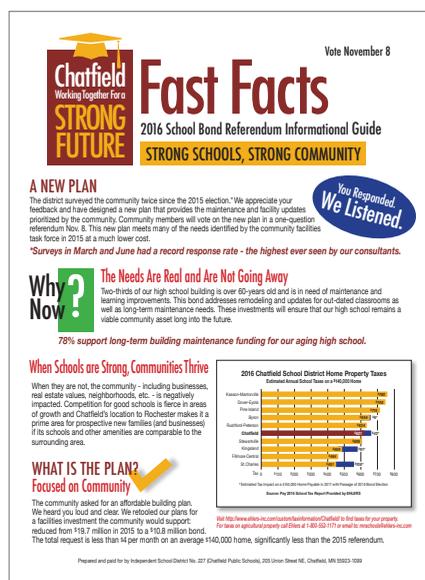
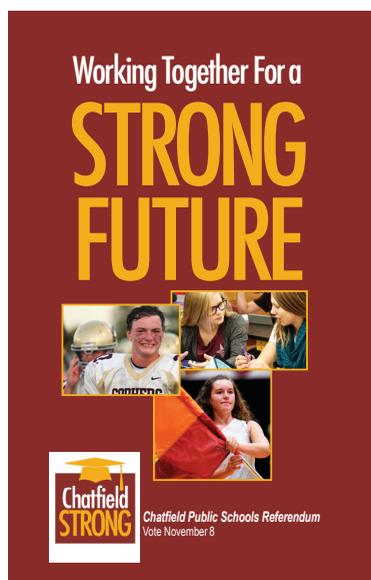
## Case Study **Chatfield Public Schools**

# Strong Community. Strong Schools.

*How MP+G and DehlerPR helped pass a building bond during an unpredictable presidential election*

### THE OPPORTUNITY

The new bond referendum was half the cost of the 2015 proposal, and would cost taxpayers **74% less**. District surveys showed support for specific investments in the high school, which the district incorporated into the new proposal. The school board approved a one-question ballot to be held during a general election on Nov. 8, 2016. The presidential campaign was unsettled and the impact on referenda was a significant concern.



Chatfield district mailer (left) and Fast Facts flyer (right) were part of the informational campaign designed to inform residents about the bond referendum and differentiate it from the previous election.

### THE GOAL

Provide information about the bond referendum, and differentiate it from the last bond referendum, to as many residents as possible, so that most residents report awareness and ability to make an informed decision by Election Day.

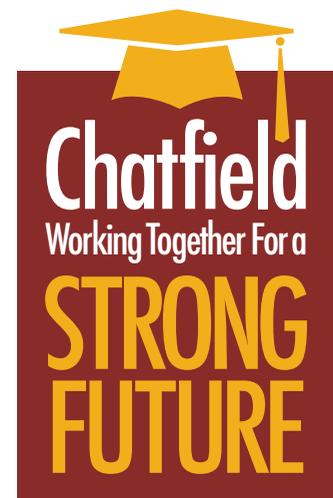
### *A Winning Bond Referendum for Chatfield Public Schools*

*"MP+G Marketing and DehlerPR provided communication and marketing strategy for our high school facility bond election that passed after having failed only one year ago. Mary Pat and Jeff were tireless in their efforts to aggressively develop effective strategies in a variety of mediums (print, video, website, email, social media) that were very well-received by the public and critical in the passage of our project. Especially in light of a very unusual campaign season (November of 2016) there is no doubt in my mind that MP+G & DehlerPR were crucial to the success of our election. I highly recommend them."*

— Edward J. Harris, Superintendent

### CLIENT

**Chatfield Public School District** is located just south of Rochester, Minnesota. The district includes diverse economic drivers, from a robust agricultural community to new housing developments for residents commuting to jobs in Rochester. Enrollment, finances and academic achievement are stable and strong. The community is not racially diverse.



### CLIENT SITUATION

In 2016, Chatfield Public School District posed a one-question bond referendum. In 2015, the community approved an operating levy, but turned down two bond questions. There was no active vote no campaign or any other elections on the ballot. The AG2School bill had not yet passed and farm commodity prices were stagnant. The farm community felt they were bearing the brunt of bond expenses, but the community was open to a different proposal.

### DELIVERABLES

- Campaign management
- Communications strategy
- Tactical implementation plan + timeline
- Key messages
- Campaign theme graphic + tagline
- Marketing materials: print + digital
- Email Marketing campaign
- Social media campaign
- Video
- Referendum Website design + content maintenance
- News releases + newspaper guest columns

## Case Study Chatfield Public Schools

### How MP+G & DehlerPR helped pass a building bond during an unpredictable presidential election



Chatfield Public Schools' 2016 Bond Referendum custom, standalone website featured all of the information necessary for voters to become informed about the upcoming election. The referendum video provided testimonials from staff and community members and worked as an effective outreach tool on social media and the district website - illustrating the school's needs, election information and FAQs.

#### THE PROBLEM

Voters approved an operating levy increase in 2015, but failed to pass the two bond questions. A good portion of the high school was nearing 60 years of age. Older sections of the building had deferred maintenance needs and space was inadequate to meet current learning environment standards.

#### WORKING TOGETHER FOR A STRONG FUTURE

A strong campaign strategy was built on the success of the 2015 operating levy passage and capitalized on insights gained from engaging residents in a sound community-wide survey. The survey provided the district with an opportunity to test key messages, to ask questions, and get feedback and input before framing the question they would to put on the ballot.

#### STRONG RESULTS

**\$10.8 million bond passed with 52% Yes votes**

#### ABOUT THE TEAM



MP+G Marketing Solutions, LLC  
"Bringing Your Brand to Life!"

*MP+G Marketing Solutions provides cost-effective marketing solutions for public school districts. Known for her creative voice and vision, **Mary Pat McNeil** helps school districts tell their unique story and engage their communities by delivering compelling brand strategy and marketing campaigns. MP+G's work has been on the receiving end of several industry awards at the state and national levels. MP+G is a certified, woman-owned business and a Constant Contact Solution Provider.*

**Email:** [mpgmarketingsolutions@gmail.com](mailto:mpgmarketingsolutions@gmail.com) **Call:** 612.483.2302

**Web:** [mpgmarketingsolutions.com](http://mpgmarketingsolutions.com)

**Facebook:** [facebook.com/MPGMarketingSolutions](https://facebook.com/MPGMarketingSolutions)



Educate. Communicate. Motivate.

*DehlerPR helps public school districts maintain and improve their reputation by telling their story and building relationships. As a virtual agency, our group brings clients more value by providing years of experience with high-quality expertise and low overhead. We communicate to educate audiences and motivate them to take action.*

**Email:** [jeffdehlerpr@gmail.com](mailto:jeffdehlerpr@gmail.com) **Call:** 763.443.1093

**Web:** [jeffdehlerpr.weebly.com](http://jeffdehlerpr.weebly.com)