

Considering an Operating Levy Referendum? Or Wondering If a Capital Projects Levy May Be a Better Choice?



RAPP STRATEGIES

Rapp Strategies, Inc. and South Central Service Cooperative have partnered to bring high-quality public information and community engagement plans for your use during operating levies.

Why Rapp Strategies?

Rapp Strategies is a full-service strategy and communications firm that has extensive experience working on local referenda in Minnesota.

As of November 2022, we have provided local governments with communications support for 87 referendum elections. We are pleased that our clients have had successful referenda 63 times, mostly in Greater Minnesota school districts.

Should a district ask multiple questions in their referendum, or limit themselves to just one question?

Referendum question strategy is an important part of a successful public communication program. Using multiple questions on the ballot can be risky, as local residents can favor one question but decide that subsequent questions go too far. However, multiple questions can also help break down levy requests that have more than one educational objective, giving residents confidence that the district is being transparent and truly interested in public input.

There is no single strategy that will always work – Rapp Strategies can help you assess your best path, based on your educational objectives, tax impact and past experience with referenda.

Our Team



Todd Rapp
CEO



Todd Stone
Chief of Staff



Anna Shay
Senior Account Executive

Put Rapp Strategies' experience
to work for your referendum.

RappStrategies.com

High-Value, Reasonably Priced Packages

Materials

Rapp Strategies will work with your team to develop core materials for a public information campaign, including materials for staff, parents, community members and local media:

- Meetings with the Superintendent and other school district leaders to plan and implement communications activities;
- Core messaging and naming/brand of the proposal
- An editorial calendar for traditional and digital media
- Design and population of a referendum microsite
- A fact sheet and evolving FAQs for public communications
- Newspaper columns and Letters to the Editor, based on the editorial calendar
- A 12-15 slide PowerPoint presentation for public meetings
- A guide for using social media
- Ongoing social media posts

Cost: \$9,500

Strategy + Materials

Working with you as you start your referendum planning, the Rapp Strategies team will provide strategic counsel to the school board and superintendent that will shape ballot question designs stakeholder involvement and assist with problem solving. In addition, we will provide all of the materials and media outlined in the Materials package.

Cost: \$3,500 a month from June through November 2022 (work can start earlier, if needed)

Thanks to our partnership, these strategic and communications services will be provided directly to districts by Rapp Strategies. Participating districts will be billed by the cooperative.

CONTACT

Todd Rapp, Rapp Strategies, Inc.
651-270-1071 or toddrapp@rappstrategies.com

Glenn Morris, South Central Service Cooperative
507-389-5106 or gmorris@mnsccsc.org