

Referendum Communications That Engage Your Residents

Rapp Strategies provides superior strategic planning and communications services for local referenda



RAPP STRATEGIES

Rapp Strategies is a full-service strategy and communications firm that has extensive experience developing high-quality public outreach and community engagement plans for local governments during referenda elections.

About Rapp Strategies

We have developed strategy and communications materials to support local governments on more than \$3 billion in major public construction projects. Many governments turn to us to help meet their residents' expectations for timely information about public investments that require voter approval.

In fact, Rapp Strategies has provided local governments with communications support for 87 referendum elections over the past two decades. We are pleased that **our clients succeeded 63 times**, including local sales tax in Maple Grove, Edina, Litchfield and Itasca County in November 2022.

Our Team



Todd Rapp
CEO



Todd Stone
Chief of Staff



Anna Shay
Senior Account Executive

Why do good community plans fail at the ballot box?

During a referendum, a local government's role is to serve as the residents' **trusted source** for factual information through **public outreach** and **community engagement** efforts. A sub-par communication plan is one of the primary reasons that local governments fail to receive voter approval for good projects.

When we work with local governments on strategy and tactics for referendum communications, we focus on nine key areas:

1. Vision for the future
2. The Need
3. The Process
4. The Plan
5. The Benefits
6. Cost and tax impact
7. Consequences of inaction
8. How to find more information
9. When and where to vote

Because we work directly with the responsible local government, we focus on developing the best engagement plan for you and your residents, consistent with the limitations of Minnesota Statutes 297A.99.

Put Rapp Strategies' experience to work for your referendum.

RappStrategies.com

High-Value Support and Services

Rapp Strategies can get you and your staff started with the right strategy and the right materials to help you launch a public information program, including messaging and research to support your efforts.

Further, we provide ongoing communications support throughout the election season that complement your staff's resources and skills – from managing all communications to providing specialized services that supplement your staff's strengths.

Service + Materials

We deliver a wide range of communication services to support your public information initiatives, which include the following:

- Strategic counsel throughout the election process
- Branding/logo design
- Core messaging and talking points
- Monthly work plan
- Training session with city leadership and staff
- Survey design and analysis
- Project website
- Social media content and planning
- Press releases or columns for local media
- Fact sheets, slide deck presentation and other communications materials

Our Commitment

At Rapp Strategies, we provide exceptional strategic counsel and work products that are tailored to meet your needs and budget. We put strategy first, then develop the work plans and tactics that help you achieve your objectives.

CONTACT

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