



A WRITER FOR ALL REASONS

DIVERSE TALENTS ♦ CONSISTENT RESULTS

COPYWRITING FOR: DIRECT RESPONSE WEB CONTENT
CASE STUDIES WHITE PAPERS TRAVEL EDUCATION

Я могу также представить документы на Русском языке.



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School-Bond Campaign Copywriter

Mr. Crump,

Imagine...Your school board has just proposed a school-bond issue election that will add or renovate buildings in the District and make other infrastructure improvements to update and modernize the learning environment for the District's children. Their decision means that you – and the school board – will have to ask the community to approve many millions of dollars for the building and infrastructure upgrades that you know are vital to the education of the District's children.

What do you do first?

To **increase your chances of winning the next school-bond election**, District administrators – and the school board – must first overcome voter resistance to tax increases and work to build long-term relationships with their local communities, based on open communication and mutual trust. **They must make their case that the money is badly needed and will be used effectively.**

To convince the public of that, **administrators must write school-bond campaign letters and press releases, attend meetings of community organizations, develop strong website content**, and use whatever communication tools make sense in their districts to help win the public's support.

When your school board decides to initiate a school-bond election, **you will need school-bond campaign material that explains**, in language that voters understand, exactly **what is in the proposed school-bond – and more importantly – Why the school-bond issue is needed?**

The school-bond campaign communication materials that will be vital for success – include:

- a school-bond campaign “kick-off” letter and press release – introducing the school-bond measure to the voters;
- a school-bond “fact-sheet” or brochure and FAQ sheet – that can be mailed, emailed and posted on the District website, Facebook page, and Instagram;

(over, please)

- school-bond campaign **press releases** – that keep voters “in-the-loop” on all the latest developments;
- a **ten-minute presentation** – for District administrators to inform community groups, clubs, and organizations.
- a “**final-week push**” letter – to remind voters how vitally important their vote is to the success of the school-bond issue.

The average person has little understanding of how schools are funded or what bonds are.

They are owed a simple explanation.

If the school board and District leadership fail to connect and get their story across in a credible manner, they will lose – and they often do.

Once upon a time, the local newspaper was the dominant source of community news, and the paper’s endorsement often meant the difference between winning and losing bond elections. That is no longer true.

Today, **email, blogs, social media, and local news websites can be a powerful force** in driving local opinion. The **same social media** that has caused revolutions in many countries **is the medium around which today’s school-bond election voters are exchanging information**. Sadly, it can sometimes be **misinformation**.

The **percentage of school-bond elections that pass is declining**, and the **margin of victory in those that do pass is shrinking**. A school district can **no longer develop a plan on its own** behind closed doors, send out a few press releases and a mailer, and expect an election to pass.

I help school districts who may not have the time, staff, resources, or experience to meet the **marketing, communication, and information challenges** that are all parts of **successful school-bond campaigns today**.

I have been a **teacher, principal, and superintendent for more than 20 years**, and a **creative and versatile copywriter for more than 30 years**. My goal has always been to **create persuasive, informative, and compelling written material** – that gets results.

Let me help you win your school-bond election – to build the schools your children need.

Sincerely,

Donald E. ‘Doc’ Mathis, Ed.D.

A Writer for All Reasons

P.S. Contact **A Writer for All Reasons** today to discuss your school-bond campaign needs, and to receive a free, no-obligation cost-estimate and schedule for your school-bond campaign.