

Lewisville ISD
Advocacy Group, District Successes & Referendum Education
Initial Estimated Budget
July 23, 2016

Phase I – Pro-Lewisville ISD Effort
July – September 2016 (Launch in September)

• Development of support logo	\$1,750
• Development of pro-Lewisville ISD website	\$5,000
• Launch Facebook page with Facebook Ads	\$2,500
• Collateral materials 1,000 window decals, 1,000 yard signs/h frames, 70 4x4 signs (for each school), 3,000 table tents, shirts, large banners for stadiums, newspaper ads, program ads, etc.	\$11,000
• Large pop up banners for schools 70 total banners – one for each school	\$14,000
• Small, informative pamphlet about support/advocacy group 10,000 quantity	\$3,200
• Series of visuals for pro-Lewisville ISD effort To be used for emails and other digital outreach	\$1,250
Estimated Total	\$38,700

Phase II – Promotion Of District Successes
Targeted households – 35,000 HHs
September 2016 - January 2017

• “Quick Fact” #1 35,000 target per mailing	\$18,885
• “Quick Fact” #2 35,000 target per mailing	\$18,885
• “Quick Fact” #3 35,000 target per mailing Costs for these three mailings based on printing at same time	\$18,885
• Facebook and digital media ads	\$5,000
• Testimonial videos (5 videos, 1 – 1 ½ minutes each)	\$7,500
• Coordinate with ongoing district communications Facebook, Twitter, newsletters, emails	Part of retainer
• Ongoing earned media Financial integrity, transparency, teacher successes, student successes, etc.	Part of retainer

Phase II – Promotion Of District Successes Continued

• Op eds	Part of retainer
• Ongoing “telling of our story”	Part of retainer
• Schedule speakers tour Chamber, Rotary, PTA, etc.	Part of retainer
Estimated Total	\$69,155

Phase III - Referendum Public Education Campaign

Targeted households – 35,000 HHs

February – May 2017

• Bond referendum logo	\$1,750
• Voter turnout analysis	\$2,500
• Facebook ad campaign	\$5,000
• Approx. 4-5 minute informative video for referendum	\$13,250
• Public Education website for referendum (4-5 links)	\$6,500
• Small, informative pamphlet about referendum English and Spanish versions	\$3,500
• First public information mailer detailing referendum Planning effort, FAQs, costs, projects, tax impact, etc. Large, one fold – 35,00 target	\$23,000
• Facts about referendum – Early vote mailer oversized card 35,000 target per mailing	\$19,600
• Facts about referendum – GOTV mailer oversized card 35,000 target per mailing	\$19,600
• Pop up banners to be placed at all LISD campuses Banners will provide details on the referendum and promote voting dates and times. Two at each school – 70 schools x 2 banners =140 banners <i>We could reduce this down to 1 per school for cost savings</i>	\$29,650
• Misc. expenses Local print media/digital media, photography, small handout designs, visual elements for Facebook posts, banners, signage, etc.	\$5,000
Estimated Total	\$129,350
Estimated Grand Total	\$237,205

All costs are estimated. Final costs will be provided upon approval or artwork, design, quantity and bulk mail postage rates.