Referendum Communications Scope of Services

	Section cost
Project Management	$ 7,000
Preparation, planning, coordination	
In-person meetings (1)	
Mileage and incidental costs	
Strategic Counsel	$ 7,000
Campaign management – weekly phone calls as needed (Consultant is responsible for agendas, notes, leads meetings)	
Strategic Referendum Communications plan	
Research (Prep and analysis)	$ 5,000
Backgrounding	
Mini-communications audit	
Interviews	
Voter file analysis	
Survey coordination	
Strategic Message Development	$ 4,000
Speaking points (establishes key messaging) and tagline	
Campaign branding – theme graphic	
Materials Development	$ 14,000
Referendum website content - 10 pages	
Employee Do's and Don'ts	
Staff and parent email content	
Constant Contact account and email template	
Fast Facts flyer – Draft content	
District Mailer #2 – Draft content	
Social media editorial calendar and content	
Charts and graphs, photography	
Video production coordination, scripts	
Media Relations	$ 2,000
Monitor media for referendum related news	
News releases	
Media relations (calls to editors, reporters, producers)	
TOTAL	$ 39,000

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Referendum Communications Scope of Services

NOTES:
- We prefer flexibility. As other needs come up during the election cycle, additional work outside the scope of service can be negotiated at the hourly rates outlined in the contract.
- Direct costs, such as printing, postage, assistance from a direct mail service, annual email subscription fees, video production expenses, etc. are not included in the scope of work. DehlerPR will provide cost estimates for any recommended direct costs in writing and agreed upon by the school corporation.
- Graphic design is included within the scope of service.

SCHOOL CORPORATION EXPECTATIONS:
- Provide an open flow of relevant information
- Meet with community stakeholders
- Distribute information to the community through traditional media, social media, and other district communications platforms
- Distribute information to school corporation employees
- Monitor community feedback in traditional and social media
- Provide access to staff responsible for website, social media channels, email marketing, photography, and other district communications channels

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