

Running A Winning Campaign on a Shoestring



Warrenton-Hammond
School District

Debbie Morrow---Board Chair, PAC Organizer and Chair

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District and Political Action Committee

Goal...To Pass a Bond!

District Needs Answers Prior to Bond

- Why is district going for a bond and what are the short term and long term needs of district?
 - Facilities needs assessment, Long Range Facilities Plan
 - Tap Grants through ODE up to \$45,000 for these plans
- How much is district asking for?
 - Call the experts to run the numbers. You need to find the “sweet spot” on the amount and assess your needs and wants based on that amount.
- Will a bond pass?
 - Survey your voters. Hire a firm to do a real survey. A small district cost but well worth it.

Going out for Bond!



Now it is time to start a PAC!

Creation of PAC members including school board members and community leaders and parents.

Register with Secretary of State, appoint treasurer.

Fundraise!

Work with district on sticking to the message, bond ballot title and narrative.

Attain endorsements from strategic groups (OEA, OSEA, local government and school board members).

District and PAC Relationship

- Time mailers and communication wisely.
- District cannot advocate for “Yes” vote...The PAC can!



District and PAC Relationship

- Stay on message! Both must be on same page.
- Constant communication with Administration, board members, and PAC leadership.



Warrenton-Hammond School District 2018 Bond Proposal

Fast Facts

The Warrenton-Hammond School District has placed a Bond measure on the November 2018 Ballot

Why is the school district considering asking voters to approve a Bond?

✓ Safety and Security Are Urgent Priorities

Warrenton-Hammond Schools have exposed entry points and lack modern security and door lock systems. In addition, a community advisory committee identified a need for a multi-year effort to build new school buildings outside the tsunami inundation zone.

✓ Need to Address Overcrowding

Our district area is growing rapidly and our grade school is already overcrowded. In fact, Warrenton-Hammond School District has the 6th largest K-8 school in Oregon despite being only the 91st largest district in the state.

✓ Critical Investments In Needed Repairs

As part of a long-term vision for our schools, our district has done well with our regular building maintenance even with our crowded classrooms. However, Warrenton-Hammond schools need critical repairs in roofs, safety improvement in sidewalks, and energy efficiency upgrades to keep more money in the classroom.

✓ Career and Technical Education for Future Jobs

Warrenton is known across the state for our programs in career and technical education. But we need to make investments in science, technology, and high-tech training to provide opportunities for our students to thrive in college or careers.



District and PAC Relationship

- Get media involved early in the process.



Picture from Daily Astorian

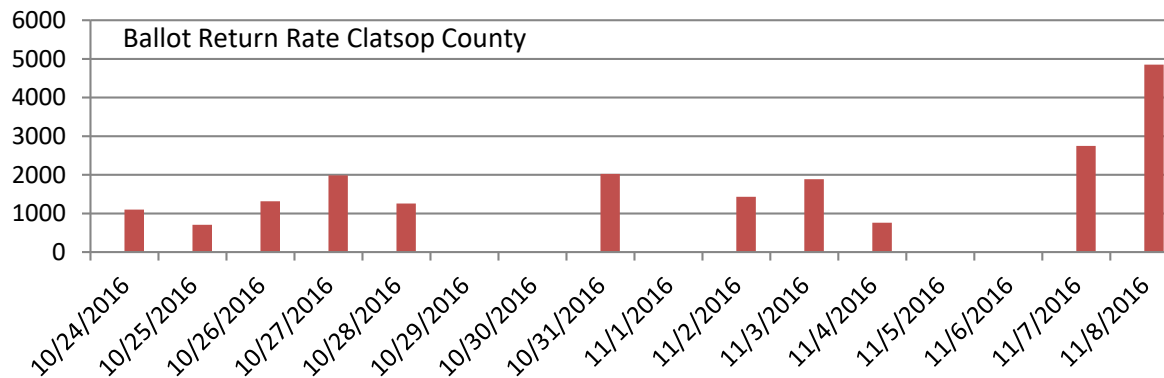
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- What works best to get message out with little not no cost?
 - Large signs strategically placed. Limited lawn signs. Minimal Costs.
 - Mailers to coincide with district communications. Minimal Costs.
 - Open house informational meetings. No Cost.
 - Strategic “letters to the editor.” No Cost.



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- Go to community meetings. No Cost.
 - City council meetings, senior citizen meetings, PTA meeting.
- Leverage your calendar to get information out. No Cost.
 - Parent teacher conferences, sporting games, school events.
 - Strategize with election date when to put mailers and communications out.



58% of Ballots returned in final week and 38% final 2 days.

Things to Remember

- Don't panic when you receive a negative comment.
- You will not get 100% of the vote! Be positive and listen to those who vote no, they still live in your district.
- **STAY ON TRACK AND ON MESSAGE.**

If we knew then what we know now.

- Start process an election cycle earlier.
- Earlier understanding tax rates, debt limitations, and true costs of a project.
- Know what is important at meetings and stay on track.
- Stay on top of press, don't be pulled into unnecessary drama.

THANK YOU!

- Questions?

