

An abstract geometric graphic occupies the left side of the slide. It consists of several overlapping shapes and patterns: a black circle, a series of concentric black circles, a gold-colored triangle with diagonal lines, a solid black triangle, a solid gold triangle, and various gray and white geometric shapes. A black dot is positioned at the top left, with a thin black line extending from it.

Cleburne Independent School District
**FACILITY ADVISORY
COMMITTEE**

Meeting 6 | January 8, 2024

MEETING SCHEDULE

Wed., Oct. 30 Orientation, Framework, Future Thinking, Public School Finance

CONCEPTUALIZE

Wed., Nov. 6, & Wed., Nov. 20 Facility Conditions, Demographics, Needs & Proposed Projects, Financial Capacity & Tax Impact Scenarios

EXPLORE

Tue., Dec. 3 Develop Bond Scenarios

DEVELOP

Wed., Dec. 18 Committee Deliberations

REFINE

Tue., Jan. 21 Final Recommendation to the Board of Trustees

RECOMMEND

All members are expected to attend and contribute to all scheduled meetings consistently. Additional dates may be added as needed.



MEETING AGENDA

Welcome

Review: Final Recommendation

Staying involved & next steps

Voter Data

PAC Power: Turning plans into votes

Mission & Focus

Committee Organization (Leadership & Name)

Sub-Committees

Interest Form

FAC FINAL DELIBERATION WORKSHEET



2024 FACILITY ADVISORY COMMITTEE DELIBERATION ROLLUP SHEET

POTENTIAL BOND PROJECTS SUMMARY	
New Construction Projects (Replacement Schools)	\$117,300,000
Renovation / Addition Projects (Schools)	\$18,400,000
Revitalization Projects	\$0
New Construction Projects (District-Wide)	\$10,000,000
Athletic Projects (District-Wide)	\$17,400,000
Technology	\$0
Safety & Security	\$0
Facility Improvements & Life-Cycle Replacements	\$0
RECOMMENDED TOTAL:	\$165,000,000

Amount over Max Bond Scenario: \$0
Max Bond Scenario: \$165,000,000

PROJECT NUMBER	CMD PRIORITY	PROJECT NAME	PROJECT DESCRIPTION / ADDITIONAL DETAILS	ESTIMATED PROJECT COST	PURPLE TABLE VOTES	ORANGE TABLE VOTES	BLUE TABLE VOTES	GOLD TABLE VOTES	PINK TABLE VOTES	TOTAL "YES" VOTES	TOTAL TABLES	PERCENTAGE	CONSENSUS REACHED?	RECOMMENDATION
NEW CONSTRUCTION PROJECTS (REPLACEMENT SCHOOLS)														
1		Coleman ES Replacement	New 700 Student Elementary School New Concrete and Parking	\$36,500,000	NO	NO	NO	NO	NO	0	0	0%		
2	X	Coker ES Replacement	New 700 Student Elementary School New Concrete and Parking	\$34,600,000	YES	YES	YES	YES	YES	5	5	100%		
3	X	Grand ES Replacement	New 700 Student Elementary School New Concrete, Parking, and Retaining Walls	\$34,600,000	YES	NO	YES	YES	YES	4	4	100%		
TOTALS				\$105,700,000										
RENOVATION / ADDITION PROJECTS (SCHOOLS)														
4		Coleman ES Renovation	Additional value Addition - New Gymnasium (Storm Shelter) - New 24 Classroom Addition - Library Addition - Site Improvements - Priority 1 & 2 Facility Improvements - Follower Corridor at Campus - Playground Renovations - Site Fencing	\$48,000,000	NO	YES	NO	NO	NO	1	1	0%		
5		Coker ES Renovation	Additional value Addition - New Gymnasium (Storm Shelter) - New 24 Classroom Addition - Library Addition - Site Improvements - Priority 1 & 2 Facility Improvements - Follower Corridor at Campus - Playground Renovations - Site Fencing	\$50,240,000	NO	NO	NO	NO	NO	0	0	0%		
6		Grand ES Renovation	Additional value Addition - New Gymnasium (Storm Shelter) - New 24 Classroom Addition - New 800-seat Serving Line - Cafeteria Expansion - Site Improvements - Priority 1 & 2 Facility Improvements - Playground Renovations - Site Fencing	\$27,500,000	NO	NO	NO	NO	NO	0	0	0%		
7	X	Mark ES Addition	New 20 Classroom Addition / Storm Shelter	\$10,400,000	YES	YES	YES	YES	YES	5	5	100%		
TOTALS				\$136,140,000										
REVITALIZATION PROJECTS														
8		Rejuvenate Grand ES to New Cleburne Early Childhood Center	New Day Care Interior Renovation New Pre-K School Interior Renovation	\$1,800,000		NO	NO	NO	NO	0	0	0%		
TOTALS				\$1,800,000										
NEW CONSTRUCTION PROJECTS (DISTRICT-WIDE)														
9	X	New Agricultural Center	New Poultry and Cattle Building New Arena Building Small Animal Building (Removate Building) Fencing and Animal Pens New Concrete and Parking Expansion to Existing Barn	\$10,000,000	YES	YES	YES	YES	YES	5	5	100%	YES	
TOTALS				\$10,000,000										
ATHLETIC PROJECTS (DISTRICT-WIDE)														
10		For Stock Renovation	New 1,500 Capacity Steel Stadium with Aluminum Seating ADA Upgrades to existing Bleachers Additional Steps at Bleachers New Sports Lighting New Concrete Plaza/Walks New Press Box New Field House (locker rooms and storage) New Side Concessions, Restrooms, Ticket Booth, Storage Visitor Side Concessions, Restrooms, Ticket Booth, Storage New Parking Lot for 1,575 Site Work Documental Fencing Sound System Synthetic Turf Existing Building Demolition Landscaping Design and Estimating Allowance *Cost for land NOT included (1,575 acres)	\$12,500,000	NO	NO	NO	NO	NO	0	0	0%		NO
11		Stadium @ CH (Option A)	New 1,500 Capacity Steel Stadium w/ Aluminum Seating New Stadium two-story Press Box New Sports Lighting New Concrete Plaza / Walks New Field House (locker rooms and storage) New Side Concessions, Restrooms, Ticket Booth, Storage Behavioral post wall and light jump New Concrete and Parking Site Work Documental Fencing Sound System and Large Video Board Drainage & Storage Landscaping	\$40,000,000	NO	NO	NO	NO	NO	0	0	0%		NO
12	X	Stadium @ CH (Option B)	New 1,500 Capacity Stadium w/ Aluminum Seating New Concrete Plaza / Walks New Stadium two-story Press Box New Side Concessions, Restrooms, Ticket Booth, Storage Behavioral post wall and light jump Site Work Documental Fencing Sound System Landscaping Design and Estimating Allowance	\$27,400,000	YES	YES	YES	YES	YES	4	4	80%	YES	

FINAL RECOMMENDATION

The Cleburne ISD Facility Advisory Committee requests and recommends that the Cleburne ISD Board of Trustees calls for a May 2025 Bond Election to include the following:

- **Replacement of Cooke Elementary School**
- **Replacement of Gerard Elementary School**
- **An addition to Marti Elementary School**
- **A new Agricultural Center**
- **A football stadium at Cleburne High School**

STAYING INVOLVED & NEXT STEPS



WHAT'S NEXT?

Bond Committee Recommendation to Cleburne ISD Board of Trustees

- Tuesday, January 21

Community Engagement and Outreach

- District Campaign (Education)
 - On-going
- Community Campaign (Advocacy)
 - Kick-off Meeting: Tuesday, Feb. 18



VOTER DATA



DEMOGRAPHICS OF REGISTERED VOTERS



18.6 MILLION
REGISTERED VOTERS (RV) in Texas

25,297
Registered Voters in CISD

GENDER		
Female	52.36%	13,245
Male	46.66%	11,803
Unknown	0.98%	249

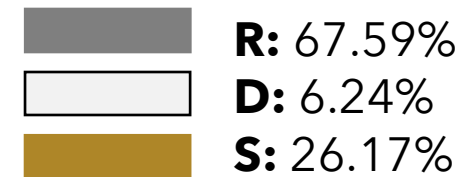
AGE		
18-29	19.0%	4,861
30-39	16.1%	4,081
40-49	14.3%	3,611
50-64+	24.0%	6,063
65+	26.4%	6,681

ISD OVERVIEW | DEMOGRAPHICS OF REGISTERED VOTERS

RACE	
White	68.44%
Unknown	15.01%
Hispanic	13.33%
Black	2.37%
Asian	0.61%
Other	0.24%

FAMILY INCOME	
<\$80K	57.77%
\$80K-\$125K	20.98%
\$125-\$200K	13.97%
\$200K+	7.27%

MODELED PARTY





ISD OVERVIEW | DEMOGRAPHICS OF REGISTERED VOTERS - CONT.

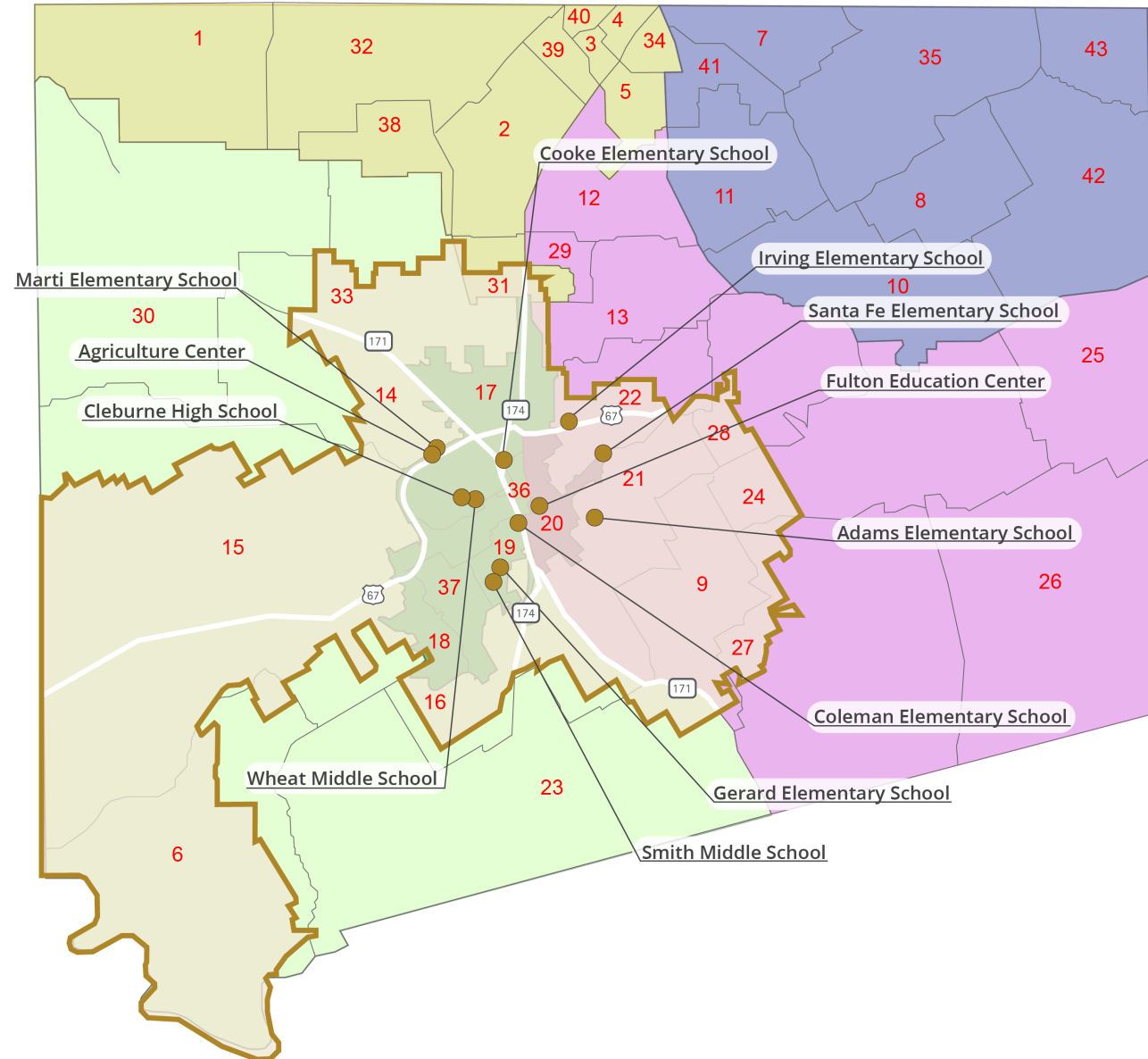
EDUCATION	
High School	19.8%
College	9.82%
Masters/PhD	4.32%
CONSUMER DATA	
Married	40.99%
Homeowner	72.41%
Veteran in Household	14.91%



ISD DEMOGRAPHICS | PRECINCT OVERVIEW



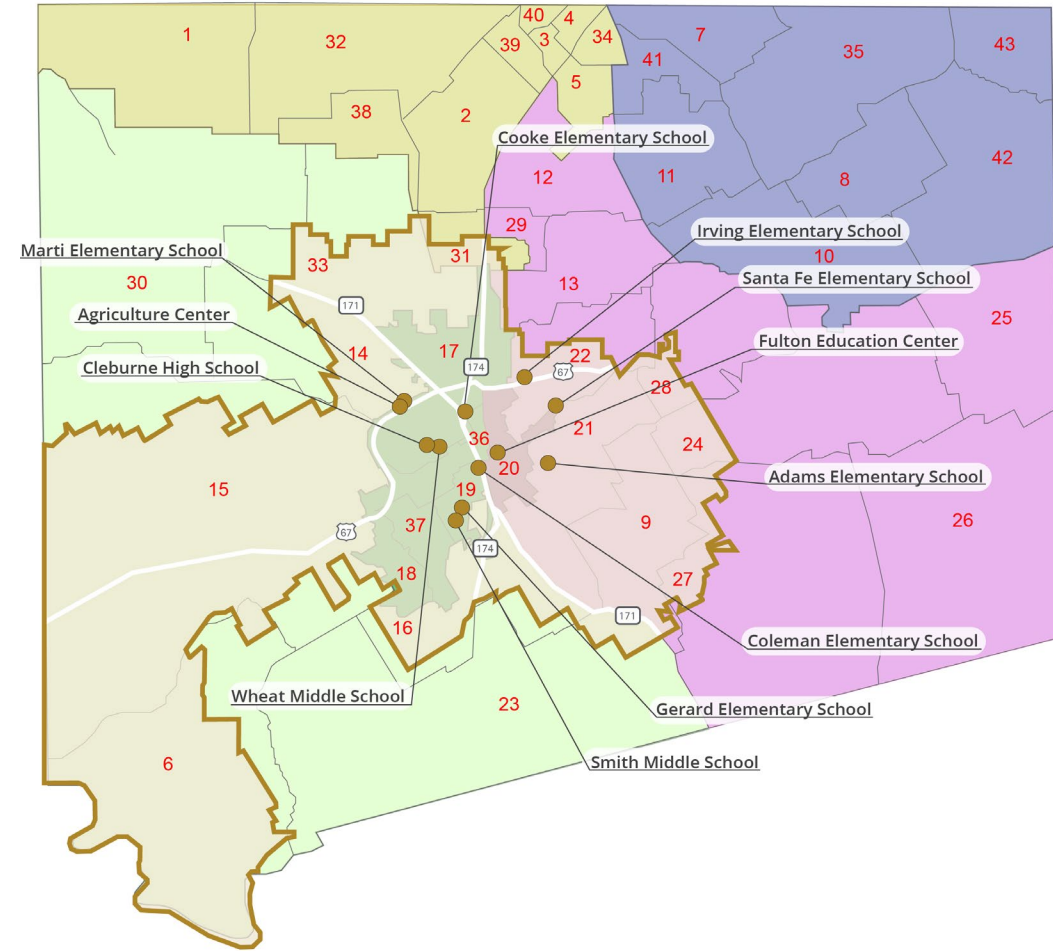
- **25,297** estimated Registered Voters (RV)
- **2,613** estimated **Affiliated RV**
 - AFFILIATED = Board Members, Education Foundation, Household of BOT/EF, Named Parent/Guardians, Employees, Retirees, ISD Volunteers, HS Seniors, ISD Committee Members and EF Donors
- **17,110 Unique Addresses**
 - Pre NCOA-Analysis
 - 5,163 with 65+ at address
 - 1,878 Unique Parent Households



ISD DEMOGRAPHICS | PRECINCT OVERVIEW CONT.



Johnson County					
Voting Precinct	RV	Households	Parents	Staff	RV Students
18	4,563	3,022	381	129	4
19	4,187	3,005	333	143	4
17	3,699	2,369	343	100	4
37	2,723	1,830	237	125	3
20	1,847	1,239	203	33	5
21	1,834	1,272	90	28	1
36	1,382	1,000	128	29	-
15	1,351	891	74	20	-
9	1,092	741	64	12	-
22	841	527	38	13	-
16	556	384	34	19	1
33	428	287	19	2	-
6	404	281	16	9	-
14	222	144	11	1	-
24	73	52	7	-	-
27	42	28	1	-	-
23	33	26	-	-	-
28	20	12	1	1	-
TOTAL	25,297	17,110	1,980*	664	22



*This number is based on one guardian per student. Based on a preliminary analysis, we can estimate the number of RV parents is around 2,300.

ELECTION HISTORY | BENCHMARKS



Relevant Elections		
	Total Turn-Out	% out of RV
Nov. 2021	1,428	5.6%
Nov. 2023	3,755	14.8%
May 2024	3,536	14%

May 2025 Projected Turn-Out	
Min	Max
2,064	3,576
8.2%	14.1%

Election Benchmarks		
Previous Bonds	Total Turn-Out	% out of RV
May 2013 - PASSED	2,055	8.1%
Aug. 2014 (VATRE) - PASSED	1,052	4.2%
May 2015 - FAILED	2,862	11.3%
May 2016 - PASSED	4,398	17.4%
May 2021 - 2 PROPS PASSED / 1 PROP FAILED	2,258	8.9%



PAC POWER: TURNING PLANS INTO VOTES



Last Day to Call the Election - February 14, 2025

Register to Vote by April 3, 2025

Early Voting - April 22-29 / **Election Date** - May 3, 2025

REMINDER - WHAT IS A PAC?



A Political Action Committee (PAC) is a group of community members organized to *support* or *oppose* a specific ballot measure, like a school district bond proposal.

School District (ISD)

VOTE.

(Factual)

Political Action Committee (PAC)

VOTE FOR!

(Persuasive)

PAC CAMPAIGN EXAMPLES



COLUMBUS SCHOOL BOND

VOTE ✓

YES!

ColumbusChampions.com

PO POL AD CHAMPIONS FOR COLUMBUS CHILDREN. NOTICE: IT IS A VIOLATION OF STATE LAW (ARTICLE 3572CC, VERNON'S TEXAS CIVIL STATUTES, AND ARTICLE 1601F REVISED STATUTES), TO PLACE THIS SIGN IN THE RIGHT-OF-WAY OF A HIGHWAY.

Team Alvin ISD
October 20

Tomorrow is the first day to VOTE YES for the Alvin ISD Bond! ✓

👉 We'll see you at the polls! 👉

Visit www.TeamAlvinISD.com to see the polling locations, times, learn about the bond proposition and more!

TOMORROW
Is the first day to vote

YES

Visit www.TeamAlvinISD.com to see the polling locations, times, learn about the bond proposition and more!

Team Alvin ISD
October 18

The Alvin ISD Bond is simple: Schools, Safety and Land. It benefits our KIDS and YOU - the taxpayer. Early voting is set for Oct. 21 - Nov. 1. Vote YES and make a difference! #VoteYES
Learn more:

ALVIN ISD 2024 BOND

VOTE ✓
YES!

TAX RATE DECREASE
TEAMALVINISD.COM

TEAMALVINISD.COM
HOME | Team Alvin ISD

See insights [Learn more](#) [Boost again](#)

VOTE YES HEMPSTEAD!

- ✓ New Early Childhood Center Campus
- ✓ Addition of High School
- ✓ Auxiliary Cafeteria
- ✓ Concessions
- ✓ Enclosed Cafeteria Between
- ✓ Districtwide Control Up
- ✓ New Synt

MONEY MATTERS
If this bond is approved, this restricted income

HEMPSTEAD ISD
2024 BOND

VOTE ✓
YES
HEMPSTEAD

- ✓ **FOR OUR KIDS**
- ✓ **FOR OUR COMMUNITY**
- ✓ **FOR OUR FUTURE**

VOTE EARLY
APRIL 22-30

ELECTION DAY
SATURDAY, MAY 4

Contact us

PO POL AD HEMPSTEAD HEROES

WE ARE HEROES

JOIN US AS WE EDUCATE HUFFMAN ON WHY IT'S OKAY TO SAY

YES!

2023 HUFFMAN SCHOOL BOND

ELECTION DAY NOV. 7TH **HUFFMANHERO.COM**

PO POL AD HUFFMAN HEROES

DISTRICT CAMPAIGN EXAMPLES



2024 BOND
SAFETY • INNOVATION • EXCELLENCE
SWEENEY
INDEPENDENT SCHOOL DISTRICT

SWEENEY ISD 2024 BOND

WHAT'S IN IT?

TAX RATE IMPACT

\$0 TAX RATE INCREASE

As a result of the 2024 bond, Sweeney ISD taxpayers will see no tax rate increase.

NOTICE! New state law requires all ballot measures to include the language, "THIS IS A PROPERTY TAX INCREASE." However, passage of the Sweeney ISD bond proposition will not result in an increase to the property tax rate.

VOTING INFORMATION

REGISTER TO VOTE BY
April 04

EARLY VOTING
April 22 - 30

ELECTION DAY
Saturday, May 04

www.sweeneysd.org

- Renovation and improvements of athletic stadium facilities
- District-wide refrigerated and filtered drinking fountains
- District-wide school building improvements
- Construction of a new field house
- District-wide gymnasium facilities renovation and improvements

PROPOSITION A ADDRESS AGING FACILITIES & BUSES

Alief ISD maintains more than 90 facilities, totaling 6.5-million square feet, every school day. The average age of an AISD school building is more than 35 years old.

SAFETY & SECURITY

Prop A will provide direct investment to fund the replacement of aging school buildings and bus fleets. This includes the replacement of aging school buildings and bus fleets. This includes the replacement of aging school buildings and bus fleets.

NEW BUSES

Prop A will provide direct investment to fund the replacement of aging school buildings and bus fleets. This includes the replacement of aging school buildings and bus fleets.

NEW AGING CENTERS

Prop A will provide direct investment to fund the replacement of aging school buildings and bus fleets. This includes the replacement of aging school buildings and bus fleets.

SAFETY & SECURITY

Prop A will provide direct investment to fund the replacement of aging school buildings and bus fleets. This includes the replacement of aging school buildings and bus fleets.

NEW BUSES

Prop A will provide direct investment to fund the replacement of aging school buildings and bus fleets. This includes the replacement of aging school buildings and bus fleets.

NEW AGING CENTERS

Prop A will provide direct investment to fund the replacement of aging school buildings and bus fleets. This includes the replacement of aging school buildings and bus fleets.

2021 BOND

PROPOSITION B ADDRESS AGING FACILITIES & BUSES

PROPOSITION C ADDRESS AGING FACILITIES & BUSES

PROPOSITION D ADDRESS AGING FACILITIES & BUSES

ESTIMATED IMPACT

Alief ISD

2020 BOND
FRIENDSWOOD ISD

ELECTION DAY
TUESDAY, NOV. 3

EARLY VOTING: OCT. 13-30

TOTAL BOND REQUEST: \$128,275,000

PROPOSITION A: \$127,275,000

New Cline Elementary School	\$44,606,500
Westwood Elementary School 4-Classroom Addition	\$3,007,000
Bales Intermediate School 4-Classroom Addition	\$2,377,000
Windsong Intermediate School 6-Classroom Addition	\$4,555,000
Friendswood High School Additions & Renovations	\$53,373,000

- Construct new Auditorium
- Renovate existing Auditorium & Fine Arts wing
- Renovate existing CTE spaces
- New competition gym with storage and locker rooms
- Existing locker room renovations
- Reconfigure and add athletic field space

District-wide Safety & Security Improvements \$1,000,000

District-wide Priority Maintenance Projects \$16,456,500

Land Purchases \$1,900,000

PROPOSITION B: \$1,000,000

District-wide Technology Improvements \$1,000,000

- Core network switches IDF network switches
- Fiber and access point upgrades
- Classroom instructional technology upgrades
- Phone system upgrades
- Virtual machines and storage array

ESTIMATED TAX IMPACT

The maximum tax rate impact of this bond election is projected to be no more than 10 cents per \$100 valuation.

\$29.11 per month for the owner of a \$349,375 home (includes homeowner exemption)

Property taxes for citizens 65 years or older will NOT increase as a result of the 2020 Bond (allows current exemption ceiling on homestead property)

80 YEAR

REGISTER TO VOTE BY MONDAY, OCTOBER 5TH

Para obtener información en español, visite www.aiefd.com o llame al 281-482-1267.

BOND 2024
COLUMBUS INDEPENDENT SCHOOL DISTRICT

On May 4, Columbus ISD will have two bond propositions on the ballot, to fund major projects across the district: The bond proposal was developed through an in-depth process that included parents, non-parents, district staff, students, community leaders, and business owners.

Proposition A - \$8,440,000

- NEW fifth-grade wing with additional classrooms & dedicated science lab
- Renovation of existing structure, including electrical & plumbing
- Parking lot reconfiguration

Proposition B - \$5,320,000

- NEW Career & Technology Education (CTE) Vocational Trades building
- Renovation of existing Agriculture Building

Tax Rate Impact

Taxpayers in Columbus ISD have experienced a decrease in total tax rates each year for the last ten years. The district also maintains one of the lowest tax rates among neighboring school districts.

Tax Rate	Current	Prop A + B	Prop A	Prop B
M&O	\$0.72	\$0.72	\$0.72	\$0.72
I&S	\$0.16	\$0.11	\$0.09	\$0.07
TOTAL	\$0.88	\$0.83	\$0.81	\$0.79

The table above represents the estimated total tax rate for Tax Year 2025 assuming voter approval and issuance of the bonds, and is based on current assessed values and market interest rates, which are subject to change.

LEARN MORE NOW! ColumbusISDBond.org

HEMPSTEAD
INDEPENDENT SCHOOL DISTRICT

BOND 2024

Hempstead ISD will have two propositions in the May 4 election:

\$42.32 Million Safety & Security and Aging Facilities

\$3.4 Million New Synthetic Turf Field & Track

HEMPSTEAD
INDEPENDENT SCHOOL DISTRICT

BOND 2024

EARLY VOTING

APRIL 22 - 30

EARLY VOTING LOCATIONS
Voters may vote at any early voting location

MAIN LOCATION
Waller Co. Annex (Road Bridge)
775 Bus 290, Hempstead, TX

PERMANENT LOCATIONS

Waller Civic Center
3007 Waller St., Waller, TX

Waller Co. Community Center
FM 1098, Prairie View, TX

Brookshire Convention Center
4027 5th St., Brookshire, TX

HEMPSTEAD
INDEPENDENT SCHOOL DISTRICT

BOND 2024

JOIN THE CONVERSATION

LEARN MORE ABOUT THE BOND PROPOSITIONS

Community Meeting Dates
Tuesday, April 16 & Thursday, April 18 (Facebook Live)

ALICE
INDEPENDENT SCHOOL DISTRICT

2024 BOND

Early Voting
April 22 - 30

Election Day
Saturday, May 4

AliceISD.net

ALICE ISD BOND PRIORITIES

- Increase Number of Stadium Restrooms & Concessions
- Updated Aluminum Stadium Bleachers
- New Game Day Fieldhouse
- Incorporate International Style Track
- Install LED Sports Lighting
- Increase Home Seating Capacity to 4,200 spectators
 - Visitor Seating Capacity: 1,800
 - Total Seating Capacity: 6,000
- Reinforce ADA Compliance
- Meet Soccer Field UIL Dimensions

\$0 TAX RATE INCREASE

AIISD taxpayers would NOT see a TAX RATE increase due to the passage of the bond.



CLEBURNE ISD POLITICAL ACTION COMMITTEE BOND CAMPAIGN PLAYBOOK

CLEBURNE ISD – BOND 2025 – ADVOCACY CAMPAIGN

PAC PLAYBOOK

TO DO	WHO	WHEN
1/27 – 2/14: Pre-Campaign Mobilization (3 weeks)		
<input type="checkbox"/> PAC LEADERSHIP - Identify, recruit & name PAC Treasurer & Chair		
<input type="checkbox"/> PAC NAME/WEB - Establish PAC name & register website URL		
<input type="checkbox"/> DATA - Secure all voter data from County / complete enrichment		
- Segmented list: Active Voters (A/B) - focus ages 18-55		
- Segmented list: "New Voters" - focus ages 25-55		
<input type="checkbox"/> KICKOFF CALL - Conduct kickoff call with PAC leadership		
<input type="checkbox"/> TEC FILING - Complete Form STA (prepare for filing)		
<input type="checkbox"/> BANK ACCOUNT - Identify bank where PAC will open checking account		
<input type="checkbox"/> PAC SET-UP – Obtain an EIN from the IRS		
<input type="checkbox"/> MEETING LOCATION(S) - Identify where in-person meetings will be held		
<input type="checkbox"/> ZOOM ACCOUNT – Establish/share Zoom room info for virtual meetings		
<input type="checkbox"/> ASSETS – DRAFTS – Initial drafts/creation of campaign assets & social media account:		
- Fundraising letter		
- Media Mark / Logo		
- Pushcard		
- Primary push piece (brochure/flyer)		
- Signage		
- Website (Structure & Forms)		
- Facebook Account		
<input type="checkbox"/> MEETING PREP – Draft slides & handouts for Meeting #1		
1/21 – Bond Committee Recommendation to the Board 1/21 - Anticipated Date Board Calls Election 2/14 - Last Day for Board to Call Election		



PAC'S MISSION

Our mission is to advocate for the passage of the Cleburne ISD Bond by organizing a grassroots strategy to effectively communicate, collaborate, and mobilize our community to invest in the future of our students.





CAMPAIGN “RULE OF THUMB”

Spending **10% of your time engaging & mobilizing Bond supporters** will produce **far better results** than spending **50% of your time arguing with anti-bond critics.**



COMMITTEE ORGANIZATION

- 1. Committee Name** _____
- 2. Chair** _____
- 3. Treasurer** _____
- 4. Address** PO Box (TBD)
- 5. Bank Account** TBD
- 6. Texas Ethics Commission** File after the Bond is called



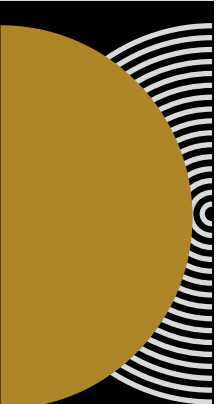
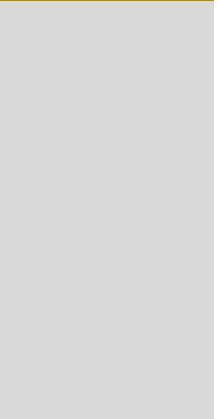


IDEAS FOR COMMITTEE NAMES:

- **Cleburne ISD Champions**
- **Cleburne ISD Legacy Builders**
- **Building Cleburne ISD's Future**
- **All in for Cleburne ISD**

DROP YOUR FAVORITE IN THE CHAT!





STRATEGIES/OPPORTUNITIES FOR VOLUNTEER PARTICIPATION



PAC Subcommittees:

Marketing + Public Relations: responsible for the branding and overarching “message” of the campaign. They approve the design and documentation of campaign literature and spearhead all efforts to get the committee’s message published.

Circle of Influence: all about “who’s who.” Members are charged with seeking formal endorsements and active support from the most influential citizens, government leaders and business owners in the district boundaries.

Fundraising: Typically consists of the committee Treasurer and no more than 2-3 other volunteers. This team works to secure campaign donations from businesses and individuals. Proceeds are used to fund all campaign advertising, social activities, and marketing/PR assets.

Asset Mobilization: Charged with ensuring all campaign assets (i.e. handouts, signage) are evenly distributed across all district communities. This group serves as the PAC’s “boots on the ground.” As orders come in, members are responsible for delivering campaign materials to recipients in a timely manner.

SUB-COMMITTEES - ASSIGN CHAIRS



**MARKETING +
PUBLIC RELATIONS
MESSAGING +
BRANDING**

BRANDING
CAMPAIGN NARRATIVE
SOCIAL MEDIA
WEBSITE

**CIRCLE OF
INFLUENCE
ENGAGE &
RECRUIT THE
INFLUENTIAL**

WRITE LETTERS
SET/ATTEND MEETINGS
CAPTURE ENDORSEMENTS
MOBILIZE VOTERS

**ASSET
MOBILIZATION
PUSH BRAND
INTO THE
COMMUNITY**

EQUITABLE DISTRIBUTION OF:
SIGNAGE
PUSHCARDS
FLYERS/BROCHURES
CAMPAIGN ASSETS

**FUNDRAISING
THE MOST FUN
YOU'LL EVER
HAVE!**

COLLECTION PLAN
PHONE BANK
GET MONEY!

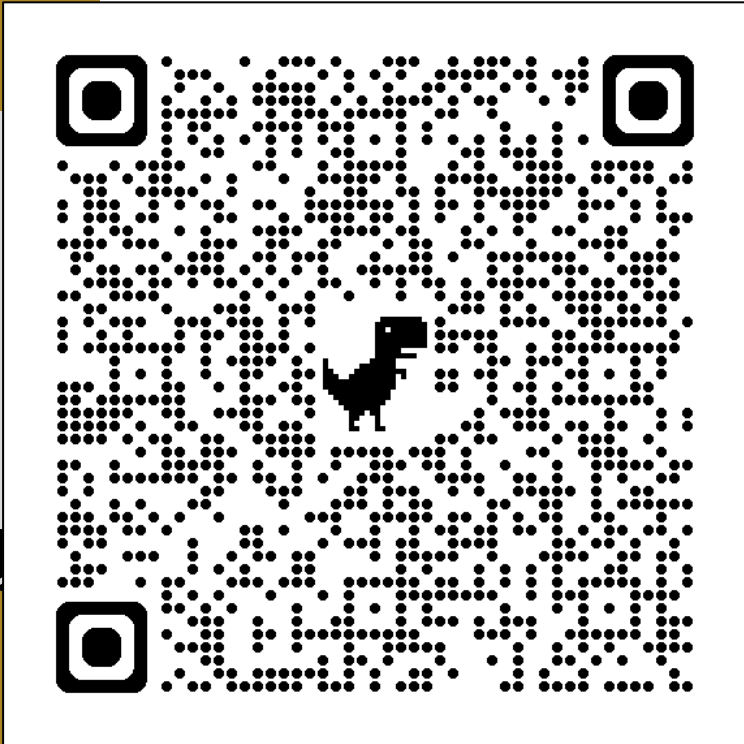
WHY JOIN A PAC?



- **Be a Voice for Change:** Advocate for safer, better-equipped schools and for the bond initiative you helped create.
Remember: YOU understand the needs addressed by this bond better than anyone.
- **Engage with the Community:** Build connections with neighbors and leaders to amplify support and ensure the bond's success.
- **Make a Powerful Impact:** Witness the immediate results of your advocacy in upgraded facilities and better opportunities for students, and a stronger future for the entire community.



INTEREST FORM



Cleburne ISD PAC Interest Form

Thank you for your interest in joining the Cleburne ISD PAC! Please share your contact information below:

* Required

1. First and Last Name *

2. Phone Number *

3. PERSONAL Email Address *We are not able to use CISD email addresses. *

FINAL THOUGHTS

Do you have any parting thoughts that you would like to share with us?

- **Thoughts on the process**
- **Thoughts on the projects**
- **Thoughts on the bond**
- **Thoughts on the community**
- **Thoughts on the campaign**



MEETING SCHEDULE

Wed., Oct. 30 Orientation, Framework, Future Thinking, Public School Finance

CONCEPTUALIZE

Wed., Nov. 6, & Wed., Nov. 20 Facility Conditions, Demographics, Needs & Proposed Projects, Financial Capacity & Tax Impact Scenarios

EXPLORE

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