

BOND REFERENDUM COMMUNICATIONS

MORRIS SCHOOL DISTRICT



MEET THE LBC CREW



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WHY COMMUNICATIONS MATTERS

- **BUILDS** community pride and trust
- **SHOWCASES** the transparency and dedication of district
- **ENGAGES** the school and wider community

LBC BRINGS **YEARS OF EXPERIENCE** WITH **REFERENDA**

TIMELINE TO REFERENDUM



A background image showing a hand placing a ballot into a ballot box, overlaid with a purple gradient and a diagonal gold-to-purple gradient.

VOTE

PRE-REFERENDUM GOALS

- **ENGAGE** the entire community
- **UNDERSTAND** the community's perspective, priorities and values
- **INFORM** the board's decision

COMMUNICATION TACTICS

PROACTIVE OUTREACH

PRINTED MEDIA

VIDEO

DEDICATED REFERENDUM WEBSITE

SOCIAL MEDIA

COMMUNICATIONS COMMITTEE

GRAPHIC DESIGN

EDUCATE & ENGAGE

IN-PERSON/ VIRTUAL EVENTS

MEDIA RELATIONS

FACILITY TOURS

INNOVATIVE AND CUSTOMIZED COLLATERAL



ENGAGING VIDEOS AND SOCIAL MEDIA



SUCCESS

THE WIN

The administrative team shared information and answered questions at several Town Halls. The weekend before the vote, Board members knocked on doors around the township to be sure voters understood the needs and solutions. All that face time and conversation paid off. Both ballot questions passed, putting Willingboro on 'track' for improvements to support academics.



“With LBC’s support, we were able to focus on what really mattered. LBC equipped us with the right language that was needed to inform our community about how the referendum would benefit our community.”

LEAH COLEMAN Board of Education member,
Willingboro Township Public Schools

A faint, light purple silhouette of a person's head and shoulders is visible in the background. The person is facing right, with their hand resting on their chin in a contemplative pose.

QUESTIONS?