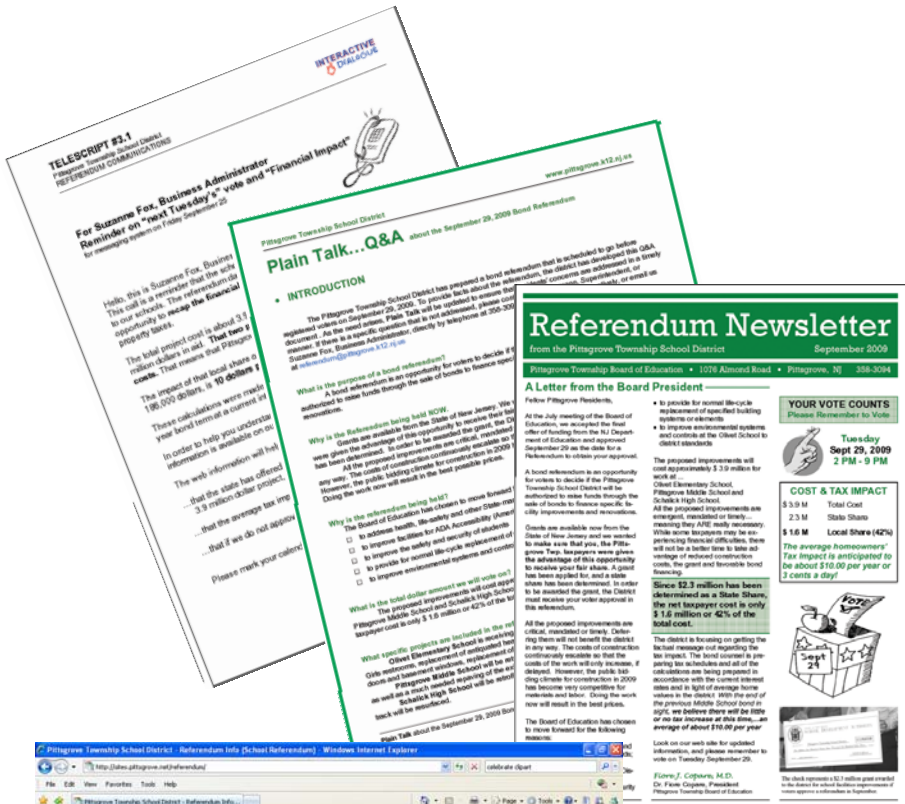


Case Study

Pittsgrove Township Schools District-Wide Improvements Referendum



As a consultant to the District, Interactive Dialogue developed and executed a comprehensive referendum campaign for a \$3.8 million facilities improvement campaign approved in September 2009.

Pittsgrove voters approved the project by an overwhelming majority of 516 in favor and 236 against.

This was the largest voter turnout in a school election in the last five years with a 32% increase in voters and a 66% increase in YES voters over the prior April's Budget election

Tools used in the campaign included;

- Web site development*
- Newsletter for mailing*
- Flyers for meeting handouts*
- Email in a themed program*
- Automated Telephone calls*
- News Releases*
- Lawn Signs*
- Q&A Dialogues*
- Powerpoint Presentations*
- Videos*



Extensive content was developed for the web site by Interactive Dialogue while web updates were facilitated by the District Webmaster, under the consultants direction.



"It's About Time" was one of the communications themes, highlighting the A/C improvement at Olivet ES, bringing it to parity with the other schools.



The principal of the Olivet ES was featured in a 5 minute video, scripted and shot by Interactive Dialogue, and embedded on the district's web site as a You Tube file.

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