



## **Request for Proposals School District of Beloit**

### **Communication Consultant for Referendum Planning**

#### **Introduction**

The School District of Beloit (SDB) is seeking proposals from qualified communications firms or consultants to provide professional services in support of a potential referendum scheduled for April 2026 or November 2026 for three (3) possible scenarios:

- 1) An operational referendum only
- 2) A capital referendum only
- 3) An operational and capital referendum

The selected partner will assist in developing and implementing a comprehensive, transparent, and informative communications plan that engages our community and ensures all stakeholders are well-informed.

#### **2. Background**

The School District of Beloit serves a diverse student population and is committed to providing a high-quality education for all students. Facing potential funding needs related to both operational sustainability and capital improvements, the district is considering placing a referendum on the April 2026 election ballot. To ensure transparency and community engagement, the District seeks professional support to communicate referendum-related information to its stakeholders effectively.

#### **3. Scope of Services**

The selected firm will provide services including, but not limited to:

##### **A. Strategic Planning**

- Develop a communications strategy tailored to the Beloit community
- Provide a timeline and milestone schedule from project launch to election day
- Provide methods of audience sentiment through surveys and other means to develop campaign strategies



## **B. Messaging and Materials**

- Create clear, consistent, and fact-based messaging for all audiences
- Design and produce print and digital materials (brochures, fact sheets, FAQs, social media content, etc.)
- Ensure all materials meet accessibility and language needs

## **C. Community Engagement**

- Advise on or facilitate community listening sessions, town halls, and informational meetings
- Assist with stakeholder presentations (staff, parents, community groups, etc.)
- Develop targeted communications plans

## **D. Media Relations**

- Provide guidance and support on press releases and local media engagement
- Act as spokesperson or assist district staff in media training

## **E. Digital Communication**

- Develop or support referendum-related content on the district's website
- Provide video production and editing services
- Support email and social media campaigns, ensuring accurate information is shared across all platforms

## **F. Evaluation**

- Offer metrics and tools for evaluating the effectiveness of the communication strategy
- Provide post-election analysis and recommendations for future initiatives

## **4. Proposal Requirements**

Proposals should include needed details on the three (3) possible referenda scenarios. Proposals should include the following:

1. Cover Letter: Brief introduction and intent to provide services
2. Firm Qualifications: Background, size, areas of expertise, and relevant experience with school referendums
3. Project Team: Names, roles, and resumes of personnel assigned to the project
4. Approach and Methodology: A detailed plan to accomplish the tasks in the scope of services



5. Project Timeline: Estimated timeline from kickoff to post-election analysis
6. References: At least three (3) references from similar engagements
7. Cost Proposal: Breakdown of fees, including hourly rates, project phases, and any reimbursable expenses

## 5. Evaluation Criteria

Proposals will be evaluated based on:

- Relevant experience with school district referenda (especially in Wisconsin)
- Proposed methodology and approach
- Quality and clarity of the communications plan
- Cost-effectiveness and value
- References and past performance

## 6. Submission Information

Proposal Due Date: June 23, 2025

Submission Method: email - [wgarrison@sdb.k12.wi.us](mailto:wgarrison@sdb.k12.wi.us)

Contact Person: Dr. Willie E. Garrison II, Superintendent

School District of Beloit, Beloit, WI

## 7. Timeline (Tentative)

Milestone	Date
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RFP Release	June 9, 2025
Questions Due	June 20, 2025
Proposals Due	June 23, 2025
Firm Selection/Approval	July 1, 2025
Project Kickoff	July 7, 2025
Referendum Election	April 7, 2026, or November 3, 2026 -T.B.D.

## 8. Additional Information

- The School District of Beloit reserves the right to reject any or all proposals.
- All materials submitted become the property of the School District of Beloit.
- The final award is subject to board approval.