



Social Media Plan Half-Cent Sales Tax Referendum

Key messages: (1) Education, (2) Factual and (3) Let the facts guide conversation and persuasion

10/8 – Sales tax benefits the kids

Who benefits from the half-cent investment in education? Children for one. New schools and upgrades to safety, security and technology will enhance their learning environment. Homeowners would too because high quality education system positively impacts property values! <https://bit.ly/2xVQSnO>
#ChangeForChange



10/9 – Final day to register to vote

Today is the final day Lee County residents can register to vote in the general election. The ballot contains a very important question that will impact the future of public education in Lee County: Should a half-cent sales tax be levied to provide funding for school construction, renovations and safety, security and technology upgrades? <https://bit.ly/2IvIwY5> #ChangeForChange



10/10 –

Only 6 Florida counties do not levy an additional sales surtax beyond the state-required 6%. Lee County is one of them. Find out how a half-cent investment in education would strengthen our community and benefit local children. <https://bit.ly/2PN3SCE> #ChangeForChange



10/11 – Classroom on a cart video

Upload video directly to social media:

<https://www.facebook.com/schooldistrictofleecounty/videos/235338563825093/>

Did you know that every teacher in Lee County does not have his or her own classroom? We are short of classrooms, so some educators carry their classroom on a cart. #ChangeForChange

10/12 – Cost per day

Less than 18 cents per day. That's how much The School District of Lee County estimates a half-cent sales tax increase, if approved, would cost the average family of four. The investment would provide funding for new school construction, renovations, safety and security improvements, and technology upgrades.

<https://bit.ly/2PN3SCE> #ChangeForChange



10/13 – Editorials

Air conditioning outages. Roof leaks. Crowded classrooms. Poor lighting. Newspapers and television stations have been covering the plight of our schools for some time, but they're also spotlighting the need for additional revenue to help build new schools, renovate facilities and upgrade safety, security and technology. Read the news: <https://bit.ly/2Rjlsjt> #ChangeForChange



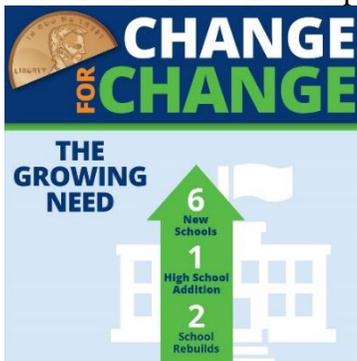
10/14 – How will the money be spent?

The School District of Lee County has created a detailed plan if voters approve the half-cent investment in education: 6 new schools, 2 school rebuilds, and critical enhancements to EVERY public school in Lee County. View the plan for putting the funds to good use at <https://bit.ly/2NfZcUn>. #ChangeForChange



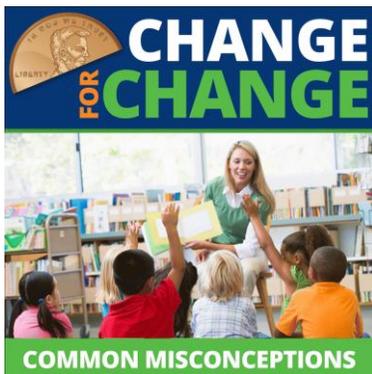
10/15 – School-by-school project list

Would revenue from the half-cent investment in education help enhance your child's school? Yes! The School District of Lee County's spending plan outlines repair and maintenance projects for every public school. Check out the complete list: <https://bit.ly/2xVQSnO> #ChangeForChange



10/16 – Commitment to transparency

The School District of Lee County is committed to transparency. To view our recent efficiency, financial and operational audits before casting your vote on the half-cent investment in education, just follow the link: <https://bit.ly/2xO5QfJ>. We strive for accountability each and every day. #ChangeForChange



10/17 – Operating vs. capital dollars

The School District of Lee County essentially has two budgets. The operating budget funds day-to-day costs like salaries, utilities and classroom materials, while the capital budget covers construction, renovations, furniture, technology, buses and other equipment. Annual cuts to the capital budget have left the school district without funds for much needed maintenance and growth. <https://bit.ly/2Osqf3q> #ChangeForChange



10/18 – School rankings

Who looks at school rankings? Anyone considering a move to Lee County, including new businesses and corporations. A half-cent investment in education would provide an estimated \$59 million annually to help ensure a high quality school system which benefits the entire community. <https://bit.ly/2PN3SCE> #ChangeForChange



10/19 – What is the half-cent sales tax video

Upload video directly to social media:

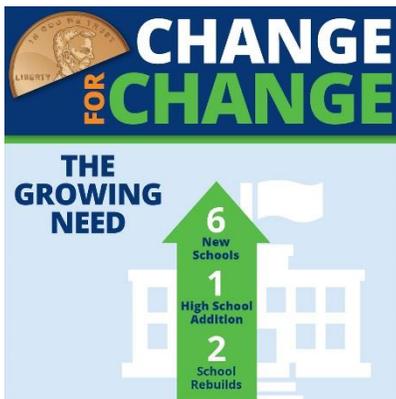
<https://www.facebook.com/schooldistrictofleecounty/videos/1811112682280514/>

Undecided about whether to vote for the half-cent investment to fund public schools? Here's a quick rundown of how it would work. #ChangeforChange #Election

10/20 – Local dollars

A half-cent sales tax increase to fund public education is an investment in our children, but also an investment in the community. Dollars raised through the sales tax will go right back into the economy through new construction and renovation projects, as well as new technology and security initiatives.

<https://bit.ly/2NfZcUn> #ChangeForChange



10/21 – SUNDAY

** Need something here

10/22 – Early voting starts

Make your vote count! Early voting starts today in Lee County. Please take time before casting your vote to learn how you can help the children of Lee County receive a world-class education. <https://bit.ly/2NfZcUn> #ChangeForChange



10/23 – Out with the old video

Upload video directly to social media:

<https://www.facebook.com/schooldistrictofleecounty/videos/1768736293184820/>

Some schools in Lee County are old, and unfortunately, they're showing their age. Go behind-the-scenes at Franklin Park Elementary to see why the 61-year-old school must be replaced. #ChangeForChange

10/24 – Court the retiree vote

Today's children will become tomorrow's doctors, auto mechanics, financial advisors, librarians, first responders, pharmacists, cashiers and accountants. That's why it's vital we provide them with a high-quality education. Learn more at <https://bit.ly/2PN3SCE>. #ChangeForChange



10/25 – Misconceptions

Know the facts before you vote. To clear up misconceptions about The School District of Lee County's budget and financial needs, we have answered 16 commonly heard questions as voters consider a half-cent investment to fund school capital projects for the children of Lee County. <https://bit.ly/2Iwqh4Z>
#ChangeForChange



10/26 – If referendum fails

Without revenue from a half-cent investment in education, The School District of Lee County projects the need to take on further debt to finance construction and renovation projects and defer maintenance projects until money becomes available. <https://bit.ly/2Iwqh4Z> #ChangeForChange



10/27 – The investment

An investment in public education is an investment in our children and our community. A successful, high-quality school system is a major driver of economic development and promotes higher incomes, increased property values and lower crime rates. <https://bit.ly/2PN3SCE> #ChangeForChange

10/28 – SUNDAY

*** need something here

10/29 – Cents of urgency video

Upload video directly to Facebook:

<https://www.facebook.com/schooldistrictofleecounty/videos/2251828354846347/>

Age and weather are wreaking havoc on Lee County schools. Go behind-the-scenes at San Carlos Park Elementary to see why The School District of Lee County needs your help to ensure our public schools are properly maintained. #ChangeForChange

10/30 – Cost per year

The proposal to increase Lee County's sales tax rate from 6% to 6.5% would impact the average family's budget by \$64 a year, or just over \$5 per month. For about the price of a large cup of coffee each month, The School District of Lee County could build new schools, renovate existing buildings and upgrade safety, security and technology. <https://bit.ly/2IvIwY5> #ChangeForChange



10/31 – Last day to request vote-by-mail ballot

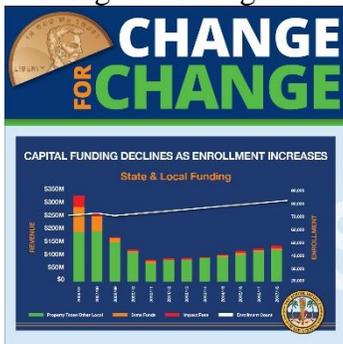
Today is the last day Lee County voters can request a vote-by-mail ballot. It's fast, it's convenient and you're able to research the issues online while you vote. Here is your cheat sheet to make an informed decision about the half-cent investment to fund public education: <https://bit.ly/2PN3SCE> #ChangeForChange



11/1 – How did we get here video

Upload video directly to Facebook: <https://bit.ly/2P5WNgI>

Watch a quick breakdown of how a shortfall of capital funding, combined with sharp enrollment growth, has impacted The School District of Lee County's budget. Without a new source of revenue, schools could be forced to add more portable classrooms and place more children inside already overcrowded schools. Plus, buildings could begin to deteriorate without adequate maintenance. #ChangeForChange



11/2 – What items are taxed

The half-cent sales tax increase would not apply to groceries, medicine and gasoline, and don't worry about those big purchases – the extra tax would only be applied to the first \$5,000. <https://bit.ly/2Iwqh4Z>
#ChangeForChange



11/3 – Early voting ends

Early voting ends today, so if you haven't yet gotten a chance to make your opinion heard, there's still time to educate yourself on the issues before Tuesday's general election. Visit our #ChangeForChange page to see how a half-cent investment in education would benefit the children of Lee County for decades to come: <https://bit.ly/2PN3SCE> #Vote

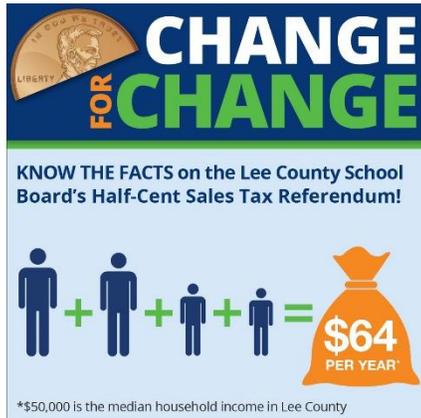


11/4 – SUNDAY

** need something here

11/5 – What time are you voting tomorrow?

What time are you voting tomorrow? Polls are open from 7 a.m. to 7 p.m. Tuesday. Please plan your day accordingly. <https://bit.ly/2PN3SCE> #ChangeForChange



11/6 – Election day!

Upload video directly to social media:

<https://www.facebook.com/schooldistrictofleecounty/videos/1885388128186302/>

It's #ElectionDay! Celebrate by making your voice heard. Polls are open today from 7 a.m. to 7 p.m. #ChangeForChange