

Wrenshall ISD 100 Wrenshall School Board Special Meeting

Monday, March 30, 2026 - 6:00 pm

Wrenshall School Music Room

1. Call to Order
2. Roll Call
3. Adoption of the Agenda
4. Board Review and Discussion of Project Management & Strategic Messaging Campaign Proposal,
5. Action Item
 - a. Approve Project Management & Strategic Messaging Campaign contract.
6. Adjournment

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1. **Call to Order**

2. **Roll Call**

3. **Adoption of the Agenda**

4. **Board Review and Discussion of Project Management**

& Strategic Messaging Campaign Proposal.

5. **Action Item:**

- Approve Project Management & Strategic

Messaging Campaign contract.

6. **Adjournment**



Proposal: Project Management & Strategic Messaging Campaign

Carlton & Wrenshall School Consolidation Initiative

Prepared by Promoting Me LLC

March 23, 2026

Executive Summary

Carlton Public Schools and Wrenshall Public Schools are at a pivotal moment. One that will shape the future of education, community identity, and long-term sustainability for generations to come.

A successful consolidation initiative requires more than information. It requires clarity, consistency, trust, and momentum.

Promoting Me proposes to serve as the Project Management and Strategic Messaging Partner for the School Consolidation Leadership Team, ensuring the initiative is:

- Clearly communicated
- Strategically managed
- Community-centered
- Measurable and responsive

Our role is to connect strategy to the story, ensuring stakeholders are informed, engaged, and confident as we lead up to the May 12 vote.

Project Objectives

Primary Goal:

Deliver a coordinated, transparent, and community-driven campaign that builds understanding, trust, and informed support for the consolidation initiative.

Key Objectives:

- Establish clear, consistent messaging across all platforms
- Increase community awareness and understanding
- Provide accessible, transparent information
- Support leadership with tools, structure, and strategy
- Track engagement and adapt the messaging in real time
- Maintain momentum through decision day



Scope of Services

1. Project Management & Strategic Oversight

We will serve as the central coordination hub to ensure alignment, accountability, and progress.

Services Include:

- Weekly leadership team strategy meetings
- Timeline development and milestone tracking
- Message alignment across all stakeholders
- Coordination of communication efforts
- Risk identification and mitigation
- Decision support and prioritization

2. Strategic Messaging Framework

Clear messaging is critical to community trust.

Deliverables:

- Core messaging platform (What, Why, Impact)
- Frequently Asked Questions (FAQ) enhancement
- Talking points for leadership, staff, and advocates
- Consistent language across all materials and platforms
- Positioning strategy for community concerns

3. Creative & Content Development

Digital & Social Media

- Facebook/Instagram campaign strategy and execution (we post)
- Branded post design (educational, testimonial, updates)
- Content calendar aligned with key milestones
- Community engagement prompts and responses

Interactive Website (New Strategic Site)- Built for long term usage/performance

- Central hub for all information
- Timeline, FAQs, updates, and resources
- Mobile-friendly, easy-to-navigate design
- Integration with social and campaign materials
- SEO (Search Engine Optimized)
- AI Optimized

Print & Collateral Materials

- Informational flyers (design – not printing)
- Community handouts (design – not printing)
- Mail-ready materials (design – not printing/postage)
- Infographics for complex topics (design – not printing)

Presentation Materials

- PowerPoint templates for consistency
- Board and community presentation decks
- Visual storytelling to simplify key points

4. Video Storytelling

Stories build connection. Connection builds trust.

Deliverables:

- Short-form community videos (parents, students, educators)
- Leadership message videos
- “Why This Matters” storytelling series
- Social media video snippets

5. Community Engagement Strategy

- Communication cadence planning
- Event messaging and support
- Community feedback loops
- Stakeholder alignment tools
- Messaging for difficult or sensitive topics
- Press Releases



6. Analytics & Performance Tracking

We believe: "Anything worth doing is worth measuring."

Tracking Includes:

- Social media engagement metrics
- Website traffic and behavior
- Community sentiment indicators
- Message effectiveness analysis
- Weekly reporting and adjustments

Timeline

Project Kickoff: Immediately upon approval & signed contact

Campaign Duration: ***Through May 12 Vote (7 weeks, 50 days)***

Phased Approach:

Phase 1: Foundation (Weeks 1–2)

- Messaging framework
- Content gathering
- Website launch
- Initial content rollout

Phase 2: Awareness & Education (Weeks 2–3)

- Consistent content cadence
- Video storytelling rollout
- Community engagement

Phase 3: Activation & Decision (Weeks 4-6)

- Increased frequency and urgency
- Clear calls to action
- Myth-busting and clarity messaging

Investment

Total Project Investment: \$15,200

\$10,000 Due at Contract Signing

\$ 5,200 Due May 1

*Shelly
Peterson*

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Why Promoting Me

Promoting Me is uniquely positioned to lead this initiative because we understand:

- Community dynamics in Carlton County
- The importance of transparent, respectful communication
- How to turn complex issues into clear, relatable messaging
- The balance between strategy, storytelling, and execution

We don't just create marketing—we build trust, alignment, and momentum.

The Opportunity Ahead

This is more than a vote.

It is a moment to:

- Align two communities
- Strengthen educational opportunities
- Build a sustainable future

With the right strategy and communication, this initiative can move from uncertainty to understanding—and from understanding to confident decision-making.

Promoting Me is ready to lead that process with you.

Next Steps

- Confirm scope, contract review and down payment
- Finalize timeline, schedule a kickoff date and meeting cadence
- Begin immediate development of messaging, website and materials

Shelly Peterson
Founder & CEO

ACCEPTANCE: We accept the prices and conditions listed above

Signature _____

Date _____

*Shelly
Peterson*

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