



V#64869

MP&G Marketing Solutions, LLC.

**PRINTING & POSTAGE QUOTE —
ST. JAMES 2015 REFERENDUM DISTRICT MAILER**
October 27, 2015

This QUOTE is for the printing and mailing of the St. James 2015 Referendum District Mailer. Postage costs are estimated as of today and are subject to change.

Project	Description	Total
2015 Referendum	District-wide Direct Mailer	
	Print: 16-page: 5 1/2 x 8 1/2, 4-color, bleeds 80 lb. gloss text, saddle-stitched, self-mailer Total Quantity: 3250	\$1889.97
	Postage: Non-profit bulk rate Total Mailed: 3047 Carrier route mailing: 2,996 pieces plus 51 inkjet pieces	\$256.11
	Zip codes: St. James: 56081 Ormsby: 56162 LaSalle: 56056 Delivery to St. James Post Office	
	Same day delivery: To St. James Post Office	\$175

RECEIVED
OCT 28 2015
St. James Schools #840

Total INVOICE **\$2321.08**

Please provide Tax Exempt #

Payment due upon receipt

Please make checks payable to Mary Pat McNeil

We appreciate your business!

Mary Pat

"Bringing Your Brand to Life!"

5054 Bartlett Boulevard, Mound, Minnesota 55364-1745 | 612.483.2302
mpamarketinasolutions@aol.com | facebook.com/MPGMarketinaSolutions

01-005-105-043-X.329



V#65021

MP&G Marketing Solutions, LLC.

INVOICE—ST. JAMES 2015 REFERENDUM FEES-TO-DATE

November 5, 2015

November 5, 2015

This INVOICE is for **strategic communications** planning work-to-date for the 2015 operating levy and **bond referendum** for St. James Public School District #840.

<u>Project</u>	<u>Description</u>	<u>Total</u>
2015 Referendum	Scope of Services	
Research	<p>1-day in-person Kick-Off Meeting with superintendent</p> <p>Same day Meeting with kick-off attendees and community members, Community climate reading, and debrief Q&A with key teachers' union/staff contacts</p> <p>Back-grounding — fact finding, gathering information about age of building, contamination issues, etc., touch base with architects and engineers, assess effective tactics and hurdles, other details</p> <p>Review previous campaign materials What worked well and what could be done more effectively</p>	
Assessment	<p>Communication goals and objectives</p> <p>Identifying key messages</p> <p>Written communications plan —outline of strategies and tactics for the campaign.</p>	
Communication	<p>Implementation of communications plan</p> <p>Key message development</p> <p>Electronic communications -website, email</p> <p>Direct mail</p> <p>Media Relations and guest columns</p> <p>Strategic counsel — weekly one-hour phone calls, agendas, notes and action items</p> <p>On-going staff and supporter communications</p>	
Must-Have Tactics	<p>Campaign Graphic and Tagline</p> <p>FAQ development</p> <p>Edit and content advice first mailer, 16-page brochure</p> <p>Legal Mailing — first class mailing to all property owners in the district with mandatory legal notice for operating levy</p> <p>Media relations/guest columns for newspaper</p>	

"Bringing Your Brand to Life!"

5054 Bartlett Boulevard, Mound, Minnesota 55364-1745 | 612.483.2302

mpgmarketingsolutions@gmail.com | facebook.com/MPGMarketingSolutions

Speaking points – for superintendent and staff
Parent emails – content development
Key communicator identification and communications
Staff Do's and Don'ts
Post-referendum guidelines and thank you messages

Optional Activities

Photography – shot sheet and editing
Website content development
Slideshow presentation - for social media, website, open house
Power Point presentation content assistance
Weekly action list
Charts, graphs, floor plan callouts – content and design
Written quotes from key communicators

Additional Work (Outside Original Proposal)

Post website content – 13 pages/6 news items, Layout, design, updates
Print estimates, coordination and distribution of mailers
Strategic direction to Kraus Anderson on all 3 mailers

Mileage

Round trip from Mpls 231.4 miles x .575 = **\$133.06**

Total INVOICE

\$14,803.06

Please provide Tax Exempt #

Payment due upon receipt

Please make checks payable to Mary Pat McNeil

We appreciate your business!

Mary Pat and Jeff

01 005 105 043 v 305

RECEIVED
NOV 11 2015
St. James Schools #840

"Bringing Your Brand to Life!"

5054 Bartlett Boulevard, Mound, Minnesota 55364-1745 | 612.483.2302
mpgmarketingsolutions@gmail.com | facebook.com/MPGMarketingSolutions