

# Choice Enrollment Awareness — MSSD14

## **Category:** Campaigns & Strategy

A multi-channel communications campaign designed to inform families about choice enrollment timelines for Manitou Springs School District 14 and ensure consistent messaging across the community.

## **Goal**

Inform families about choice enrollment opening in January and drive community-wide awareness.

## **Strategy**

Use consistent messaging across digital, print, and community-facing materials to reach families at multiple touchpoints.

## **What I Created**

- Facebook & Instagram ads (graphics + copy)
- Yard signs
- Direct mailers
- Superintendent newsletter content
- Supporting visuals using original photography

## **Where It Lived**

- Facebook
- Instagram
- Email newsletter
- Print (yard signs + mail)
- Local newspaper

## **Outcome**

- Increased awareness of enrollment timing

- Clear, consistent messaging across platforms

## Visuals



**EXPERIENCE THE MANITOU ADVANTAGE**  
CHOICE ENROLLMENT OPENS JANUARY 1ST

Direct mail postcard that was sent to families living outside of the school district boundaries.



Yard sign



Facebook advertisement