

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

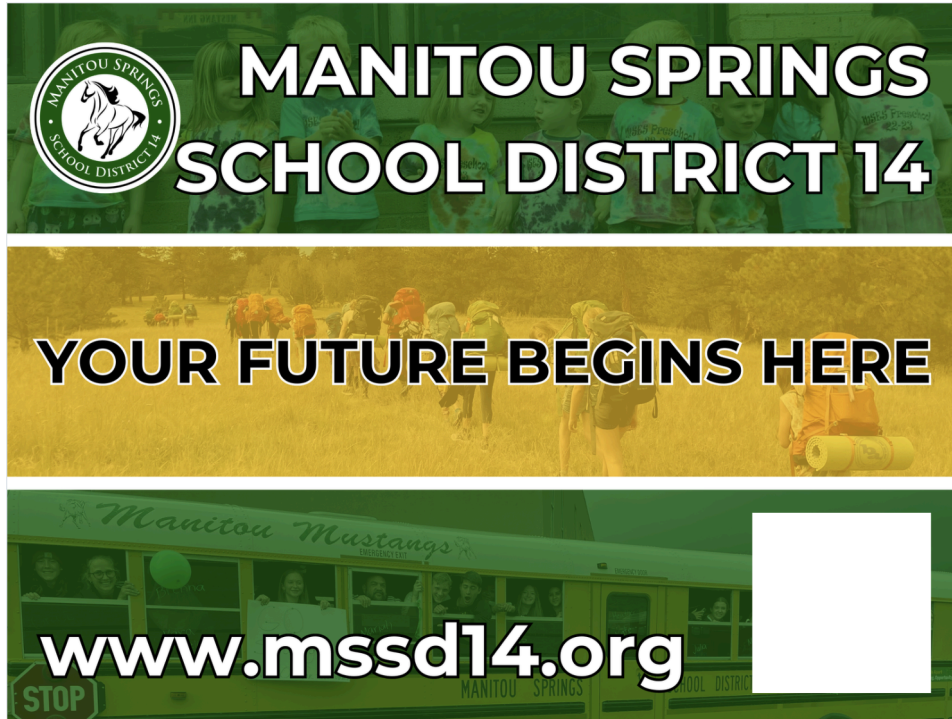
- Clear, consistent messaging across platforms

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