HERE!
A MULTI-FACETED OUTREACH CAMPAIGN TO COMBAT CHRONIC ABSENTEEISM IN WEST DES MOINES COMMUNITY SCHOOLS

To approach chronic absenteeism in a positive way to both educate and engage all of our stakeholder groups, we developed a theme around the word HERE, expanding our messaging beyond attendance to create a sense of unity and belonging between families and the district.

BRANDING/IMAGE PACKAGE

- Campaign Web Page
- HERE! YouTube Playlist
- RAYGUN Pop-Up Store (T-shirts and stickers)
- E-newsletters
  - Jan. 2023 HERE! for Their Future | Staff Newsletter
  - Feb. 2023 HERE! for Their Future | Family Newsletter
- Google Folder with Additional Materials
  - District Administration Building Banner Photo
  - Google Slides Presentation
  - Posters
  - Open Enrollment Postcards

SOCIAL MEDIA SAMPLES

Facebook

![Facebook Postcard]

![Facebook Banner]

![Facebook Image]
SOCIAL MEDIA SAMPLES, CONTINUED

Facebook, continued

Instagram

Twitter