



Proposal for Social Media Promotion Services

Tightwad Fire Protection District

November 03, 2026 Ballot Questions – Public Education Campaign

Overview

Tightwad Fire Protection District (the “District”) is preparing for the November 03, 2026 election that will include ballot questions regarding a proposed increase to the existing ½% sales tax to 1% and the implementation of a 1% local use tax. The District seeks public awareness efforts to ensure voters understand the purpose and implications of the ballot measures. This proposal outlines a focused, short-term social media campaign to inform the community about district operations, funding needs, and the ballot questions, with the District’s objective of promoting an informed electorate and support for the measures.

Campaign Duration: October 12, 2026 – November 03, 2026

Scope of Services

Content Development & Scheduling

- Two regular posts with custom graphics per week for Facebook.
- Topics may include operations, funding needs, and ballot information supplied by the District.
- Branded visual style for consistency, similar to other regional emergency district campaigns.

Publishing & Light Monitoring

- Posting content to District-managed Facebook account.
- Light comment monitoring with notifications to the District when appropriate.

District Responsibilities

- Provide accurate factual information, statistics, and official ballot language.
- Approve posts and graphics prior to publishing.

Deliverables

- ~8 regular social posts with graphics (2/week until Election Day)
- Posting & light comment monitoring throughout the remainder of the campaign

Estimated Hours & Cost

Task Category	Estimated Hours
Planning & coordination	2 hours
Content development for ~8 posts (graphics & copy)	7 hours
Publishing & light monitoring	3 hours
Total Estimated Hours	12 hours

Hourly Rate: \$25.00/hour

Total Project Cost: 12 hours × \$25/hour = \$300.00