



2026 GO Bond For Education Marketing Outline for Participating Colleges, Universities and Specialty Schools

Purpose: Engage key internal and external stakeholder groups to educate them about the upcoming GO Bond for high education and “make the case” for their support of the 2026 bond.

Strategy: Work from the inside out to engage those stakeholder groups most likely to benefit from the GO Bond.

Board(s) of Directors of Your College/University/School and/or Foundation

It goes without saying that the governing board of your college, university or school as well as your foundation, if you have one, should be aware of and supportive of the GO Bond for higher education.

- 1) If appropriate, a presentation to these organizations should be prepared and made by your president, executive and communications staff. CWA can provide Power Point slides for you to customize and suggested talking points to cover with the board and for board members to use when discussing the bond in the community.
- 2) At the very least, a briefing document should be prepared and presented, along with suggested talking points, and if appropriate, the brochure.
- 3) In terms of timing, we recommend presenting to and preparing these groups over the summer and encouraging them to talk about the bond to their own constituencies in the fall after Labor Day.

Key messages for board members

- A. Why this bond is important to your college, university or school, the community and the county.
- B. How they can help increase public awareness of and support for the bond.

Tools

- Brochure
- Rack Card
- Power Point
- Briefing document with talking points

Students

- 1) Are they registered to vote? If not, consider an on-campus voter registration event. You can work with the NM Secretary of State or your local county clerk to find out what you need to do.
- 2) If you have a student senate, student council or other student leadership organization, ask them to help. They may have great ideas on how to reach and motivate students. Schedule meetings and presentations NOW so that you can plan for the fall
- 3) Consider working through sororities, fraternities, key student clubs and athletic teams. Ask if you can make presentations of if they would participate in voter registration drives, make videos, etc.
- 4) If you have student-focused events, consider providing food such as coffee and doughnuts, pastries, etc. at an information table. This is a group that appreciates and responds to food.

Key Messages for Students

- A. **This bond is about making our college/university/school stronger.** Please support us by voting on the GO Bond for higher education.
- B. **Every vote counts.** You may think casting your ballot on this bond issue doesn't matter but it does. Sometimes just a few votes make a high difference.
- C. **By voting on the bond, you are helping the students who will follow you.** Create a legacy you can be proud of by casting your ballot during absentee, early or in-person voting this fall

Tools

- 1) Mini-Posters
- 2) Brochures
- 3) Targeted emails
- 4) Specialty giveaways (if you have the budget)
- 5) Booths or tables at fall events
- 6) Social media aimed at students on ALL your available channels.

Staff and Faculty

- 1) Are they registered to vote? If not, consider an on-campus voter registration event. You can work with the NM Secretary or your local county clerk to find out what you need to do.
- 2) Ask Deans of various departments to communicate the importance of voting on the bond with their respective faculty members at scheduled meetings and via email.
- 3) Ask executives to speak with their respective staff reports about the importance of voting on the bond with their direct and indirect reports.

Key Messages for Staff and Faculty:

- A. **The bond is about creating a better environment for EVERYONE on campus.** Please support us by voting on the GO bond for higher education.
- B. **Every vote counts.** You may think casting your ballot on this bond issue doesn't matter – but it does. Sometimes just a few votes make a high difference.

- C. **While the bond cannot fund salaries for staff or faculty, it is vital to the economic health of our college/university/school.** We need to maintain and upgrade our facilities and technology to stay current and attract and grow our student body.
- D. **Please spread the word about the bond.** Talk with your students (faculty), family, friends and others in the community about how important it is.

Tools:

- Mini-Posters
- Brochures
- Targeted emails
- Power Point
- Specialty giveaways (if you have the budget)

Alumni and Donors

- 1) Alumni and donors to your foundation can be powerful allies in the bond campaign. Assuming you have email lists or mailing lists, plan to tap into this audience.
- 2) If you can narrow email lists or mail lists to donors and alumni in New Mexico, do so over the summer so you are prepared for fall.
- 3) Thank them for their support (donors) and for being a part of the student body of your college, university or school (alumni) and let them know their support is needed for the higher education bond.
- 4) Plan a mailing just after Labor Day consisting of a letter (which we will provide) and the brochure.
- 5) Plan at least two email blasts to those for whom you have email addresses.
- 6) If you have formal alumni groups, ask if you can make a presentation..

Key Messages for Alumni and Donors:

- A. **Your support of our college/university/school has always been appreciated** and is needed now more than ever. Please vote on the higher education bond in the upcoming election.
- B. **We were pleased to have you as a member of our student body and are asking for your support so that we can continue educating future generations.**

Tools:

- Letter
- Brochures
- Power Point (potentially)
- Email blasts (different versions for alumni and donors)

Vendors and Partners

Each college, university and school has partnerships with vendors and civic and community clubs. Tap into these partnerships to educate those groups and individuals who already support you on the importance of voting on the higher education bond.

- 1) If appropriate, offer to provide brochures, bill stuffers or email blasts for distribution.
- 2) If appropriate, offer to make presentations.

Key Message for Vendors and Partners

- 1) **We enjoy working with you and hope you will vote on the GO bond for higher education in the upcoming election.** *(NOTE: Tone and wording will be critical. You do not want to imply that continuing to work with them is contingent on their vote in favor of the bond.)*
- 2) **Our college/university/school really enjoys hosting your meetings.** We hope you enjoy your time on campus and will note in the upcoming GO Bond for higher education election.

Tools:

Brochures (potentially)
Bill inserts
Power Point
Email blasts

Community

- 1) Identify civic and community groups likely to support the bond and reach out to them about a presentation and/or email blast to their membership.
- 2) Identify key community events (festivals, fairs etc.) where you can set up a booth with information about the bond. If you have budget, offer small specialty advertising giveaways.
- 3) Seek out endorsements from influential leaders in your community. Offer to draft a letter of endorsement or prepare an advertisement for them.
- 4) Consider hosting a Community Forum or Town Hall to discuss why the bond is important and how it would benefit the community as well as the campus.
- 5) Schedule meetings or outreach with major employers in the community and ask them if they would be willing to share information with their employees.
- 6) Consider producing and distributing yard signs throughout the community.
- 7) Approach your local city council or county commission about a resolution in support of the bond. Offer to draft the resolution for their review and signature.
- 8) Have information available at key community events (football games) and post messages on their jumbotrons or screens if appropriate.

Key Messages for the Community

- 1) **The GO Bond is an economic driver for the community and county.** Architects and construction workers contribute to the tax base, shop locally, stay at local lodging establishments and purchase local goods and services when they are designing these projects.

- 2) **A strong higher education institution or specialty school in a community helps that community grow and progress.** The campus is a valuable meeting place for community groups and offers arts and performances that attract the entire community.
- 3) **The GO Bond creates jobs.** Every \$100,000 in bond allocation equals one job. Check the chart below to see how many jobs would be created in your community.

2026 GO Bond 3		
Community	County	Est. Jobs Created
Albuquerque	Bernalillo	1,310
Roswell	Chaves	80
Grants	Cibola	10
Clovis	Curry	10
Las Cruces	Doña Ana	790
Carlsbad	Eddy	10
Silver City	Grant	30
Hobbs	Lea	10
Ruidoso	Lincoln	10
Los Alamos	Los Alamos	30
Crownpoint & Gallup	McKinley	50
(Reforestation)	Mora	177
Alamogordo	Otero	10
Tucumacari	Quay	8
Española	Rio Arriba	50
Portales	Roosevelt	150
Shiprock & Farmington	San Juan	62
Las Vegas	San Miguel	110
Santa Fe	Santa Fe	95
Socorro	Socorro	480
Taos	Taos	25
Los Lunas	Valencia	10
TOTAL		3,517