

Suggested Guidelines and Ideas for the 2026 G. O. Bond

The November 2026 G. O. Bond is essential to the well-being of our institutions. The G.O. Bond Committee believes that most voters will vote “yes” if we have a good message and articulate this message effectively.

The campaign needs to come from the top down and be fully supported by the President or CEO and executive staff.

Below is the list of several actions that have been successful in the past and that are still relevant:

1. **Start early.** Early in-person and absentee voting start October 6 and expanded early voting is scheduled from October 17-October 31, 2026. A growing percentage of voters vote before the November election date.
2. **Be visible.** Use every opportunity to “plug” the G. O. Bond and what it means to your institution.
3. Emphasize the following in all correspondence and talks whenever relevant:
 - a. Higher Education is a **“full partner”** in the revitalization of New Mexico’s economy.
 - b. Passage of the Bond will not increase property taxes; **it is neither a new tax nor an increase to an existing tax.**
 - c. For most institutions, the G.O. Bond is higher education’s **only** opportunity to receive appreciable funding to **renovate** its facilities. Only the UNMHC project for a new badly needed nursing education facility will result in additional square footage. Renovation of current facilities is the theme of the 2020 Bond.
 - d. **New Mexico’s students** need and deserve good, modern facilities in which to study and learn.
 - e. Up-to-date educational facilities will encourage New Mexico’s best and brightest student to attend New Mexico colleges and universities, helping to avert a **“brain drain”**.
 - f. The G. O. Bond will bring **\$351,575,000** into New Mexico’s construction sector, **creating more than 3,500 jobs** and increasing gross receipt tax income to the state and local governments.
 - g. Funding from the Bond will allow colleges and universities to fulfill their obligation of **stewardship** by caring for existing state-owned facilities.

Community Initiatives

4. Obtain a positive editorial from local newspapers. If this cannot be done, ask to place a guest editorial in the paper that the school will write.
5. Ask selected supporters to send letters to their local newspapers.
6. Speak to local civic organizations, Chambers of Commerce, Economic Development Boards, etc.
7. Ask banks and utilities to include support of the G. O. Bond in their billing.
8. Work with area school superintendents to obtain the support of public-school employees. Provide the schools with brochures to distribute.
9. Arrange interviews with radio talk shows and with television stations. Most TV stations have a locally produced information show, and PBS and NPR stations should also be supportive.
10. Ask the governing boards of the institution, city council, county commission, etc. to pass resolutions of support. Solicit resolutions from student government, faculty and staff senates, and alumni and foundation organizations supporting the bond. Help prepare the resolutions for

these groups and after they are passed publicize them in the newspaper, alumni magazines and the student newspaper.

Campus Initiatives

11. Educate employees and students on the benefits of the G. O. Bond to your institution. Ask the school newspaper to write a supportive editorial (or supply them with one), talk to on-campus student groups and include remarks at general faculty and staff meetings.
12. Provide the opportunity for eligible students to register to vote or absentee vote in their New Mexico hometown.
13. Select students to be spokespersons for the Bond and to present with you when you give your community talks or create videos.
14. Send letters, postcards, emails and texts to alumni, if they live in New Mexico.
15. Send letters or postcards to parents of students or provide postcards for students to send to parents if they live in New Mexico.
16. Involve students in all aspects of planning and in the execution of your campaign. They have great ideas and can be a great influence.

Your local campaign needs to fit your institution and hopefully tie in with the overall state plan. Please share additional ideas.

Contact information:

David Abbey, Chair

Davidabeynm@gmail.com

505.690.1294

Steve Gamble, Co-Chair

steven.gamble@enmu.edu

575.760.5420