

LD17 Board Meeting – July 2026  
Comms Team Report

Digital and Social Media:

- Our new “paid” digital ads are still running. Two ads have recently been updated.
- We have spent \$2000 to date and made \$500 and recruited nine new volunteers.
- We have created a number of new Facebook posts this month (July).
  - Created 32 new posts for Facebook and 2 updated two paid digital ads.
  - Messages in July had a heavy emphasis on immigration and democracy. We also pushed the ESA voucher petition and the primary election.
  - Tremendous responses to Facebook posts during the month of July:
    - Likes = 431, Shares = 188, Comments = 35
    - Total engagement = 654

Created LD17 Support Materials including:

- Created thank you cards, a postcard for Hard-to-Reach voters, updated the canvassing flyer, and started on the voter guide.
- Made updates to the website, as needed.

Other:

- Helped organize and support the team at the Community Food Bank of Southern Arizona on 7/18.
- Gathered signatures for the Protect Education Petition - tabling
- Other misc support...

**Special thanks to the Tabling Team for gathering so many petition signatures to support ESA Protect Education!**

**Congratulations to Mel, Kevin, and Carla for their published letters and opinion pieces in the Arizona Daily Star!**