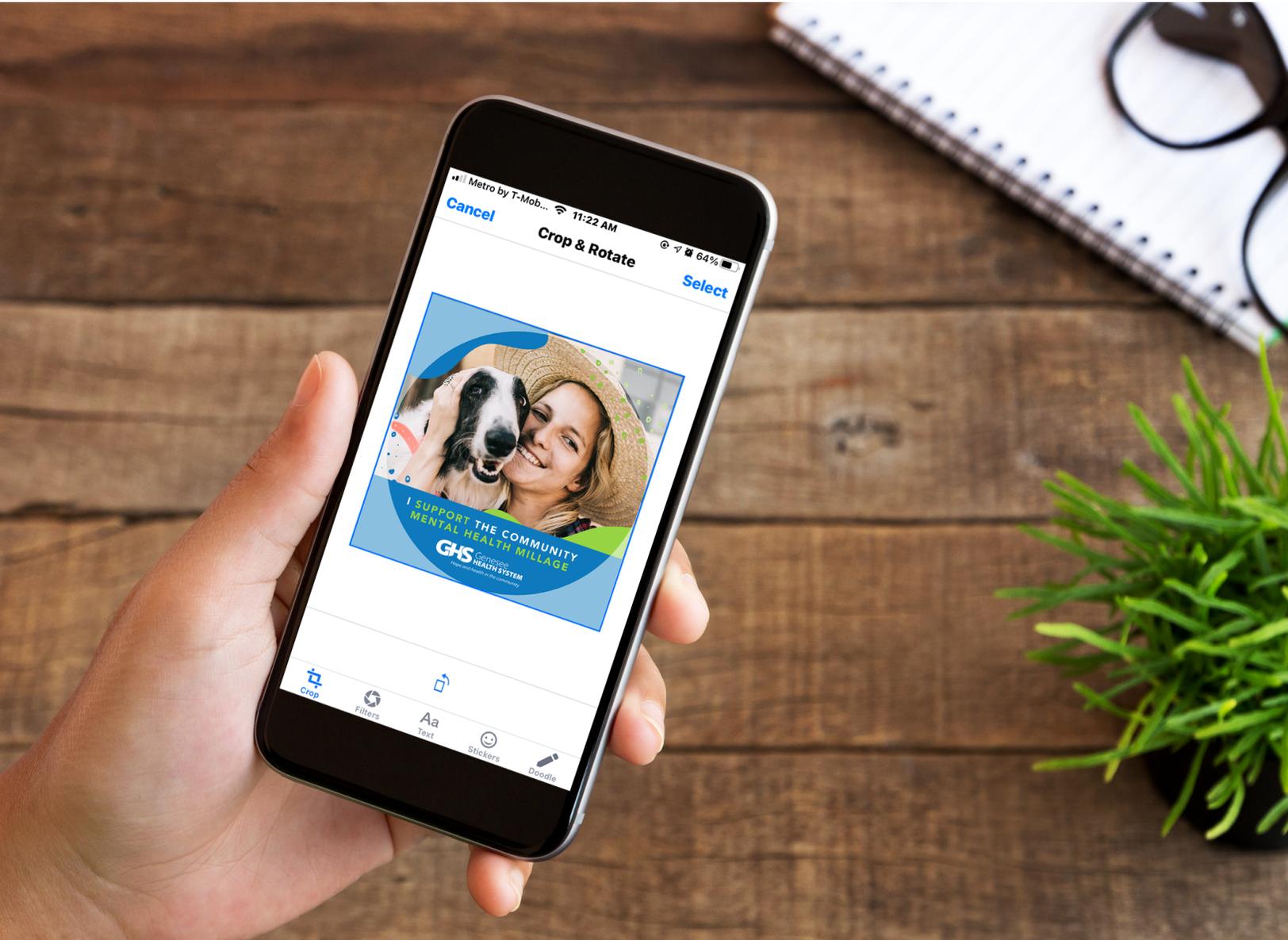


Community Mental Health Funding In Michigan: A Strategic and Successful Approach

With Glasswing Public Affairs and
Evergreen Public Relations





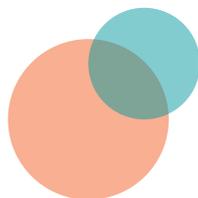
Butterflies are deceptively fragile, especially glasswings with their scale-free, transparent wings. But the ability to lift 40 times their own body weight, fly during rainstorms, and adapt to fit into any type of surrounding isn't for the faint of heart.

Established in 2021, Glasswing Public Affairs leverages transparency, adaptation, and infinite cycles of transformation to speak our clients' purpose. We are young as a company, but our experience spans over 20 years and industries such as Healthcare, Government, Legal, Education, Engineering, IT, and Financial Services.

A woman-owned company in the Lansing, MI area, Glasswing produces results, meets deadlines, exceeds expectations, and cultivates creativity. When your firm is searching for the competitive edge in these areas, choose Glasswing Public Affairs as your guide.



A little bit about the company. To create your own, choose a topic that interests you. It can be anything from fashion and beauty to travel and the news. Once you have your overall theme, you can start brainstorming the content. Just starting? Design a memorable masthead with an equally memorable name. This goes on the cover and sets up the branding for your entire magazine. What style are you going for? Is it playful? Classic? Bold? A good masthead captures the essence of your magazine, so it needs to be flexible, meaningful, and consistent enough for future issues.



Executive Summary

Your Community Mental Health Authority depends on a combination of Federal, State, and grant money. Wouldn't it be beneficial to your programs, your clients, and your community to have more flexible money to tailor to the needs you see every day?

Our team has the experience in launching a successful campaign for voter-supported public & mental health millage ballot initiatives. We can handle the process start to finish with services such as:

Campaign Strategy & Management

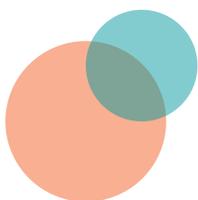
- Ballot Language
- Budgeting
- Voter Targeting
- Voter Polling

Advertising & Media

- Website
- Social Media
- Print-Ready Materials
- Radio Ads

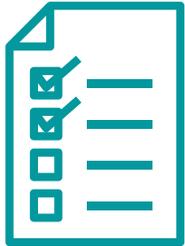
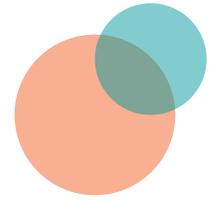
Content & Message Management

- Optimized Content & Messaging
- Champion/Advocate Recruitment
- Traditional Media Management



You know mental health services, your clients, and your community. We know how to get results from your millage effort.
Let us be your partner for success.

Campaign Strategy & Management



Ballot Language

We have the experience writing ballot language that is clear, complete, and ready for approvals. Let us help you decide how much to ask for, what to name your campaign, and the types of public health services that communities are offering with these unrestricted funds.

Budgeting

A big question is 'how much will this cost?' We can put that answer together for you. Depending on your media market, your population, and your individual needs, your budget is tailored specifically to you. There are no cookie-cutters here--and no surprise costs either. We have you covered from end-to-end.



Voter Targeting

We will help you find the voters you need to pass your millage. Through voter research lists that identify the interests and habits of your constituents, we will tailor a mailing strategy to accommodate the six-week absentee window leading up to election day.

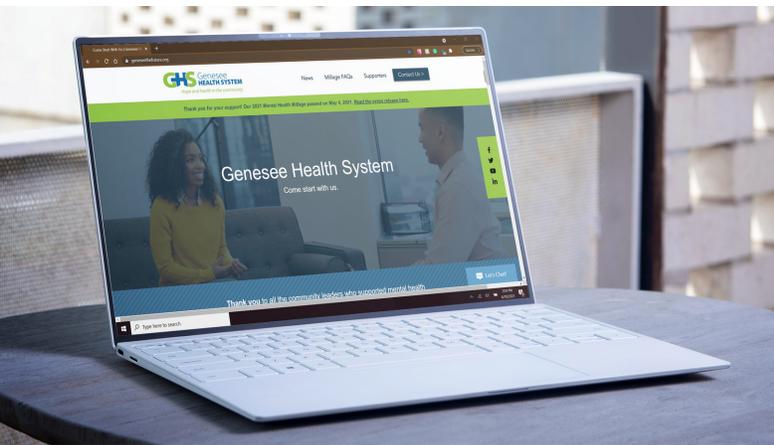
Voter Polling

If you need voter surveys to gauge interest, build a support coalition, or show the community how they feel about mental health, we handle all aspects of polling. We write questions, identify the targets, conduct the polling, and produce useable data, so you know what's going on.

Advertising & Media

Website

Social media is great for an ongoing narrative of current events. But a website holds all of your in-depth content and is a central hub for all of your ancillary digital presence—videos, images, documents, links, news, and FAQs. We will create an inviting space for voters to walk them through the ballot language, the need for unrestricted funding, how much increase they will see on their property taxes, and more.



Click Here

Click the button to tour the GHS microsite or copy and paste this link into your search bar: <https://www.geneseehealth.org/>

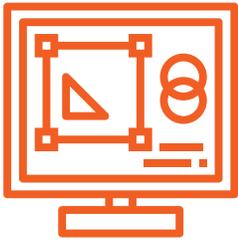
Social Media

Nothing happens without a digital presence anymore. Voters are tuned in, and we can deliver the messages you need them to hear.

Watch Here

Click the button to watch a sample video or copy and paste this link into your search bar: tiny.cc/i202uz

**With millage funding,
we can meet more needs.**



Print-Ready Materials

We are your partner for creating your campaign 'brand' and putting it out there in the public eye. We can design all your print needs from billboards to mailers. We also handle radio ad writing, production, and media buying.



Radio Ads

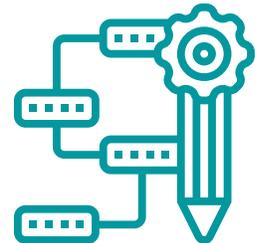
Radio reaches people in different markets based on their music or talk format. Let us identify the best markets and formats for your message in your community. We write copy, record and produce the ads, and arrange for the purchase of air time.



Content & Message Management

Optimized Content & Messaging

Mental Health funding is complicated. Taxes are complicated. We can unravel these complexities for voters and help them understand the benefits of a 'yes' vote—both for themselves and the larger community. We understand the law surrounding the use of public funds for campaigning and will make sure your CMH doesn't run afoul of these laws.



Champion/Advocate Recruitment

No one passes a ballot initiative in a vacuum. Let us identify those community, industry, and elected champions who are best positioned to support your ballot proposal. Then we'll court their support through comprehensive presentations and transparent networking.

[See Here](https://www.geneseethefuture.org/)

Click the button to view our champion presentation sample or copy and paste this link into your search bar:
<https://www.geneseethefuture.org/>

Traditional Media Management

When requests for media interviews begin, we will be there to equip you with talking points. You won't ever feel like you are going in cold. We can coach you and prep you to put your best foot forward. These interviews are important pieces of the campaign, and they need your voice as the spokesperson for your organization.

