

The Hood Canal School levy thank-you video, titled, "Fueling Dreams: Community Support Powers Hood Canal School," is a short, inspirational piece designed to express gratitude to the community while reinforcing the impact of their support. Using simple text and powerful visuals, the 60-second video highlights the extraordinary outcomes students have experienced thanks to previous levy funding.

Purpose & Use The video was created to celebrate student success and demonstrate the tangible benefits of community investment in Hood Canal School. Rather than making a direct appeal, the video serves as a heartfelt "thank you" while subtly illustrating how past levy dollars have enhanced student learning, school programs, and facilities. It was shared widely on social media, the district website, and in public presentations leading up to the election, ensuring the community saw the positive impact of their contributions.

Target Audience The video was aimed at Hood Canal School District residents, parents, staff, and community members, particularly those who had previously supported school levies. By recognizing their contributions and showcasing student success, the video helped reinforce the value of continued investment in education. The audience was clearly engaged as the video received almost 10,000 views on Facebook alone—remarkable for a school of just over 300 students.

Supporting Effective Communication The video's minimalist yet emotional approach—using engaging visuals and simple text rather than voice-over or complex explanations—made it universally accessible. It delivered a positive, uplifting message that resonated with viewers, reinforcing the idea that supporting school levies leads to real, meaningful improvements for students.

Outcomes Achieved The video played a key role in reinforcing public trust and appreciation for Hood Canal School, ultimately contributing to the successful passage of two levies on a single ballot—a \$7 million Educational Programs & Operations Levy and a \$19 million Capital Levy. This funding will continue to support critical programs and major facility improvements, ensuring future generations of students thrive. By celebrating past success and thanking the community, the video not only honored previous contributions but also helped build momentum for future support, demonstrating the power of gratitude and storytelling in effective communication.