



PROPOSAL FOR  
**CAMPAIGN SERVICES**

SUBMITTED TO  
**COMBAT Campaign Team**

**February 27, 2026**

# EXECUTIVE SUMMARY

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Jackson County's COMBAT initiative is one of its most important tools for public safety: to prevent violence, fight drug addiction, and support communities across the county. COMBAT deserves to partner with a local firm with unrivaled commitment to supporting local coalitions. ***As a leading Kansas City-based strategic consulting firm, TJP Strategies is excited about the opportunity to support this initiative.***

Our executive summary provides an overview of TJP Strategies and what makes us different from other vendors.



**Proven Advisor to Campaigns and Community-Based Coalitions:** TJP has a long history of supporting local campaigns who seek to gather data, develop strategies to build awareness, and create a messaging plan to inform and guide funding initiatives. **We have worked with various coalition groups to support bond, levy, and tax initiatives including the Jackson County Children Services Fund, Metropolitan Community College, Mid-Continent Public Library, Kansas City Public Library, and local school districts.** We supported their efforts prior to going to the ballot through activities such as message testing different levy amounts, analyzed polling data to guide and inform stakeholders and districts, support drafting of ballot language, and developing collateral material for presentations. In addition, **TJP has the experience and ability to identify problems and solutions through a political lens that many district vendors often do not provide.** We are able to help craft a winning message while also ensuring the correct audience is targeted to increase success of the initiative.



**Strategic Relationships to Advance Your Mission:** For more than a decade, TJP has established partnerships and relationships with key advocacy firms and stakeholders throughout the region. Unlike other firms, we do not promise more than what we can provide. We have successfully partnered with other consultants and voter contact firms to provide the expertise needed to win. TJP has also built relationships with key political stakeholders throughout Jackson County, which form the foundation of successful campaign coalitions. **These relationships can help strengthen and broaden the coalition required to successfully push for a bond initiative.**



**Kansas City Based, Kansas City Focused:** Your campaign is built on providing a better life for Kansas Citians; that value is what drove our team to build our firm. **TJP Strategies is based in Kansas City.** While we have grown to work for groups in more than 20 states, our unwavering commitment to Kansas City has not changed. That's because our work is personal. Three of our four partners grew up here.

Our portfolio starts decades ago, knocking doors throughout the city and now we are raising families and building a business here. After the initiative, we are not going anywhere and look to build a sustained partnership that will benefit the district in future efforts with the relationships fostered, processes developed, and lessons learned.

# EXECUTIVE SUMMARY

Our local presence also provides us with an understanding of the day-to-day dynamics of developing local events and trends that impact initiatives. **From knowing the demographic and trends to local cultural references, language, and imagery, TJP does not have to learn on the job and is ready on day one to develop a plan, messaging, and creative that meets the important moment of this mission.**

Simply put: We get Jackson County.



**Award-Winning Advocacy Messaging and Design:** We know that actions speak louder than words, especially with a vendor you have not engaged previously. **Our abilities are backed up by dozens of awards and finalist distinctions earned from the two leading industry organizations in the nation by the two leading industry organizations in the nation.** These award-winning designs cross the spectrum of strategy, messaging, and design that sought to educate individuals on upcoming ballot initiatives and elections. Included in our awards are materials developed for the Grandview Public Schools, Mid-Continent Public Library, and Kansas City Public Library funding initiatives.



**Responsiveness, transparency, and direct communication are fundamental qualities that TJP Strategies provides clients.** Patrick Shami, our point of contact, is available for the campaign's needs, and supported by multiple team members and creative staff. If ever a conflict or emergency were to develop, one of our partners will fill in her place. Patrick has years of experience working directly with advocacy campaigns and stakeholder coalitions. TJP places a high priority on consistent and timely communication, and being a local firm enhances our ability to respond to planned and unplanned items that occur during the cycle.



# TJP BACKGROUND INFORMATION

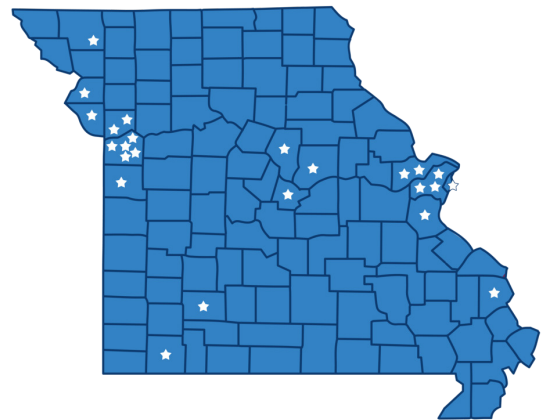
Founded in 2005, TJP Strategies is a full-service strategic consulting firm, specializing in polling analysis, community and stakeholder engagement, messaging development, and graphic design.

Our Kansas City-based team was tired of seeing outside firms swoop into communities without taking the time to learn about what mattered most to the people then overcharge them, preventing budgets from going further. So, we formed TJP to use our experience in messaging, management, and design to do what got us in to advocacy in the first place: build the foundation for change. In addition, we are proud to be one of few firms that has a combined majority ownership made up of women, minorities, and LGBTQ persons. We offer our unique experiences and approaches be an integrated member of your team.

**TJP has worked on over 100 educational, ballot initiative and legislative campaigns throughout the country.**

**For the COMBAT initiative, we can provide the following consulting services:**

- Develop a county-wide survey to test messages and review polling data
- Evaluate election data to understand community voting trends
- Develop strategies to inform and engage key stakeholders
- Provide guidance on message development
- Create a campaign budget and timeline



TJP has advocated for communities across the state.

In addition, we have in-house graphic designers and photographers to help with the development of quality materials to provide stakeholders and constituencies at meetings.

# THE TJP TEAM



COMBAT can count on our experienced project managers, writers, and designers to dedicate their time and talents. Patrick Shami, our managing director, will serve as the lead contact. Kevin Garner, partner and content manager, and Shellie Montemurro, partner and account manager, will support Patrick as needed, so that you know there is no middle person between executive decisions, strategy, and day-to-day interactions.

The staff resources that TJP offers your campaign has a **combined four decades of work** in strategy, messaging, and design. **With a vast portfolio of advocacy work and each of our team members having provided services in Missouri**, our team is ready to take our tested approach to your initiative.

**Our partners and full-time employees are backed up by a strong team providing us the depth capacity to execute your plan.** In addition to the commitment your TJP project team provides, we also have available:

- In-house graphic designers with experience in ballot initiative design
- A partner who specializes in copy writing and quality control
- A production manager who specializes in logistics and coordinating our workflow

# THE TJP TEAM

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***Patrick Shami - Point of Contact/Team Lead***

Patrick is an initiative strategist who has spent his entire career in the development of advocacy plans, messaging, and data analysis for organizations and political candidates. He regularly supports organizations who utilize polling in proper question development and subsequent analysis of the results. Patrick successfully led the campaign for multiple tax, bond, and levy initiatives to provide funding for local schools and libraries.



***Shellie Montemurro - Assistant Team Lead***

Shellie specializes in advocacy planning, development, and management, fundraising, and grassroots engagement. She brings to TJP more than 10 years of experience with a focus on first-time candidates and initiatives at the local and state level. She believes laying a strong foundation is the first step in a successful mission and enjoys guiding coalitions through the process by providing a strategic plan and ensuring an efficient and effective budget is implemented. Her experience as a campaign manager has given her a clear vision of what is required to win and how to ensure proper benchmarks are achieved.



***Kevin Garner - Messaging Specialist***

Kevin has made a career in strategic communication with an emphasis on message development, audience targeting, copy writing, and quality control. He joined TJP having built messaging strategies and writing content for hundreds of advocacy and persuasion materials for coalitions, non-profits, and candidates for public office.

As a former educator, Kevin has a particular investment in advocacy campaigns for area schools. He served as the content lead for the Jackson County and Clay County Children's Services Fund educational and campaign materials. He previously spent six years as the director of a national championship college debate program followed by serving as the communications director for an advocacy non-profit, where Kevin led communication and public relations strategy.

# TJP EXPERTISE AND INFORMATION

Our team is providing three past examples of relevant initiatives that we provided strategy, community engagement, polling/survey analysis, and messaging development for local children-centered efforts. We are happy to discuss additional examples and/or provide more information about the services we provided our clients.

## **Jackson County Children's Services Fund**

In 2022, after the successful passage of the Clay County Children's Services Fund, TJP was engaged by Public Progress and other coalitions to serve as a strategic advisor for the renewal of the Jackson County fund that supports organizations that help children in need. Prior to the official launch of the campaign, we worked with the consulting team to analyze survey information and develop strategies to engage key stakeholder groups. In addition, we utilized this information to determine a strategy for contacting constituencies. TJP was also hired to provide complete narrative and message development and branding. We also offered our graphic design services as well. Ultimately, as a result of significant pre-planning and a solid support of constituencies prior to a ballot initiative, the revenue increase passed with 69% of the vote.

## **Mid-Continent Public Library (MCPL)**

The MCPL District spanned three major counties (Platte, Clay, and most of Jackson County) and was looking to increase its levy to fund expansion with Proposition L in November 2016. TJP Strategies managed the entire persuasion portion of the initiative. We led the coalition meetings, developed strategic plans, established branding and messaging, and provided graphic design services. We evaluated the best options for engaging key stakeholders and constituencies across a variety of mediums. Thanks to TJP's messaging and constituency contact plan, MCPL's Proposition L campaign was successful and secured more than 60% of the vote.

## **Jackson County Senior Services Fund**

TJP worked with a coalition of non-profits to support a new senior services levy in Jackson County. As the lead consultant for polling and communication, TJP conducted a countywide survey to test viability and message performance. The initial polling raised concerns about viability, but after reviewing the crosstabs and identifying key demographics in support of the campaign, TJP was able to offer concrete campaign strategies and a communication plan to properly target necessary voters on an extremely tight budget. We also encouraged the campaign to place the initiative on the November ballot believing that higher voter turnout would elevate support throughout the county. Partly thanks to our guidance, the result was huge: the new tax passed with over 57% support when early polling suggested only 37% of voters would vote yes.

Jackson County Children's Services Fund Messaging  
and Branding Development

Because of You,

**Jackson County Children  
are Succeeding!**



VOTE  
YES ON  
NOV  
8TH!

The Jackson County Children's Services Fund  
continues to serve children in need.

**jacksoncounty**  **kids**

[jacksoncounty4kids.com](http://jacksoncounty4kids.com)

# Jackson County Children's Services Fund Messaging and Branding Development

The Children's Services Fund

Supports Children & Families in Jackson County

**100%**  
OF  
YOUR TAX  
DOLLARS  
STAY  
LOCAL



Since we approved the Fund in 2016:

Vital SERVICES PROVIDED TO MORE THAN 60,000 CHILDREN in Jackson County

HIGHER STATE RANKING for supporting children

More SHELTER for children to keep them safe

More COUNSELORS supporting children for success

The Children's Services Fund is dedicated to mental health services for children. A **YES** vote on Question 1 will renew the fund and establish long-term support for children in Jackson County.

## MORE ABOUT THE FUND'S IMPACT:

**MORE THAN 400**  
JOBS SUPPORTED

**OVER 100**  
PROJECTS FUNDED

**78 ORGANIZATIONS**  
ENGAGED

The Children's Services Fund Invests in Our Community By Strengthening Children & Their Families.

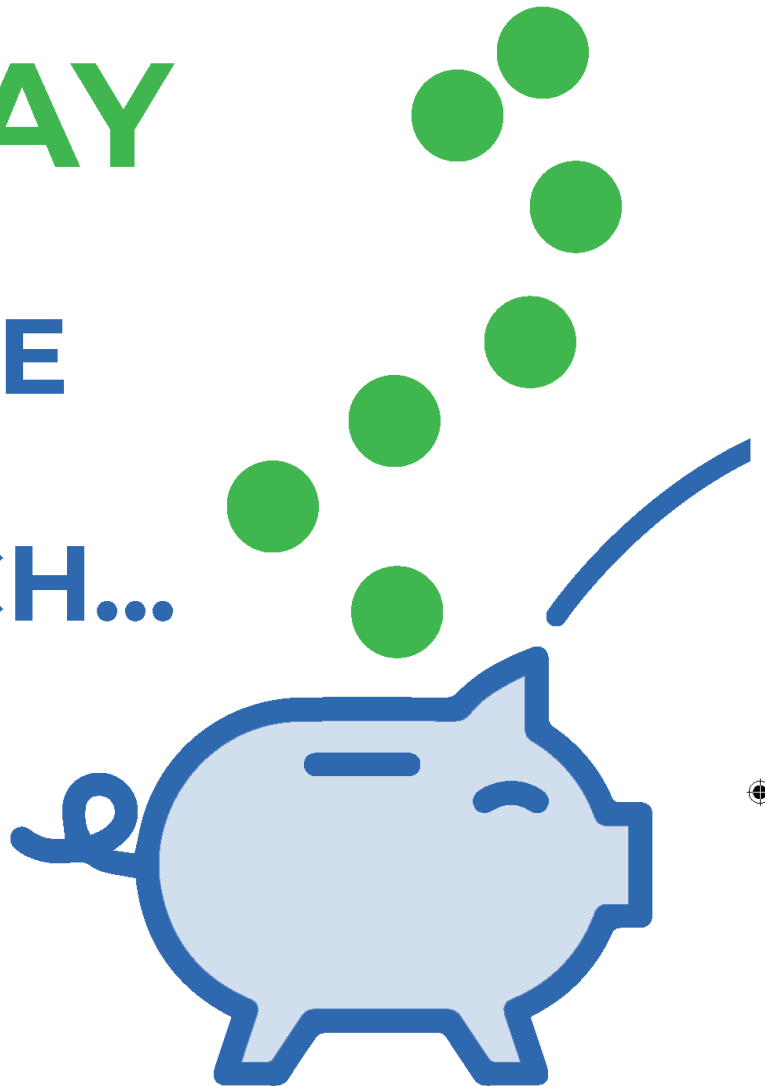
**LEARN MORE:** [jacksoncountykids.org](http://jacksoncountykids.org)

Jackson County Children's Services Fund Messaging  
and Branding Development

**7¢ A DAY**  
**DOESN'T**  
**SEEM LIKE**  
**IT WILL**  
**BUY MUCH...**

**VOTE  
YES ON  
NOV  
8TH!**

**A SMALL ASK  
FOR A BIG IMPACT**



Jackson County Children's Services Fund Messaging  
and Branding Development

**BUT 7¢  
CAN MAKE A  
DIFFERENCE  
IN HELPING  
CHILDREN.**

Children and their families in Jackson County will benefit for only pennies per day.



**BETTER ACCESS  
TO COUNSELING  
PROGRAMS**

**SAFE SHELTER  
FOR CHILDREN**

**REDUCED CRIME  
AND SCHOOL  
VIOLENCE**

**FUNDS STAY  
IN JACKSON  
COUNTY**

**This Tuesday, Renew the Children's Fund with County Question 1**

# Mid-Century Public Library Proposition L Messaging and Branding Development

## SUPPORT THE LIBRARY



### SCHOOL PARTNERSHIPS

Our local library system is proud of its strong partnership with area schools. Prop L will allow the library to boost its educational support to children and students.

### A LOCAL INVESTMENT

The library's plan to expand and renovate its facilities will be an investment that saves valuable tax-payer dollars while reducing long-term maintenance costs.



### COMMUNITY SERVICES

Part of our library's mission is to ensure affordability and access to our area's greatest source of informational material while continuing our award-winning services.



[FB.COM/VOTEFORMYMCPL](https://www.facebook.com/voteformymcpl)

# Yes on L





## Look For Prop L on Nov. 8th



[VOTEFORMYMCPL.ORG](https://www.voteformymcpl.org)

## Vote Yes on Libraries

## Your Local Library Services

-  **\$4 IN SERVICES FOR EVERY \$1 COLLECTED**
-  **CHILDREN'S READING PROGRAMS**
-  **SUPPORT FOR SMALL BUSINESSES**
-  **ACCESS TO EDUCATIONAL MATERIAL**

"PAID FOR BY VOTE FOR MYMCP, LOIS MCDONALD, TREASURER"  
1811 S Drumm  
Independence, Missouri 64055

# Award-Winning Mid-Centiment Public Library Proposition L Messaging and Branding Development



## Vote Yes on L November 8th

WE ALL HAVE OUR OWN STORIES FROM THE LOCAL LIBRARY



### WHAT?

Prop L is an 8-cent levy increase that would provide needed resources to our local library by upgrading existing facilities while expanding its award-winning services for our community.



### WHY?

If the Mid-Centiment Public Library's solution passes, the library would be able to invest in newer facilities and reduce maintenance costs, saving the taxpayers money in the long run.



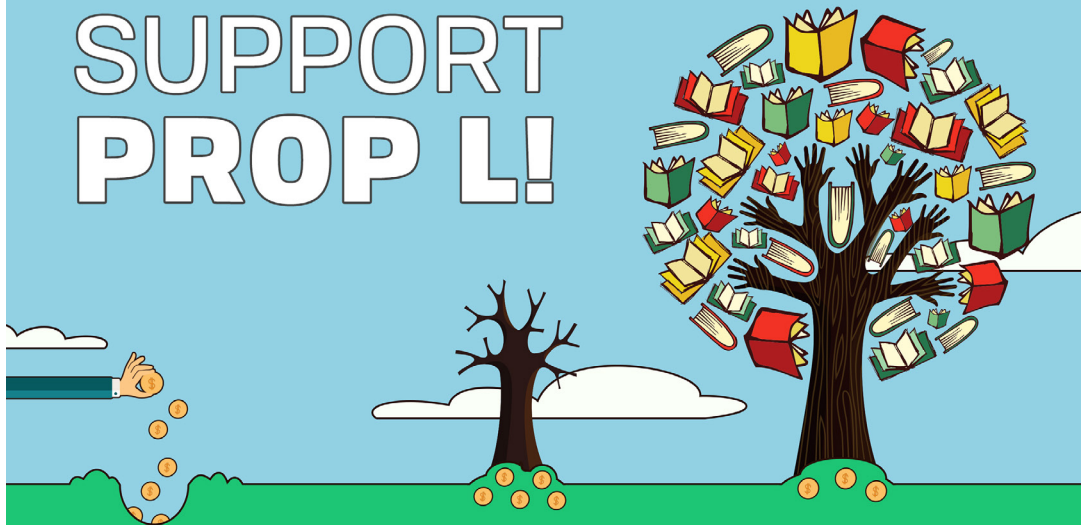
### WHEN?

If the proposal does not pass now, your local library may be forced to cut some of its services and staff as well as reduce branch hours. Look for Prop L at the end of the ballot on November 8 and vote YES!



# Award-Winning Mid-Continent Public Library Proposition L Messaging and Branding Development

## SUPPORT YOUR LIBRARY: SUPPORT PROP L!



### YOUR MID-CONTINENT PUBLIC LIBRARY

#### Programs

Our local library offers \$4 in services for every \$1 it collects – that’s pretty efficient! The MCPL has been widely recognized for providing some of the best services in the country.

#### Amenities

Our library is proud to offer its large collections of books and digital media content. It also has a public meeting space, access to high-speed internet, and free educational material.

#### Services

Our library’s summer reading program is one of the most popular programs offered to kids and families. Fun programs offered through our local library focus on helping kids learn and grow.

**COMMUNITY ENDORSEMENTS:** South Kansas City Alliance; Liberty Chamber of Commerce; Independence Chamber of Commerce; Independence Civic Council; Greater Kansas City Building and Construction Trades Council; South Kansas City Chamber of Commerce; Kansas City Civic Council; Grandview Chamber of Commerce; Lee’s Summit EDC; Blue Springs Chamber of Commerce; Raytown Chamber of Commerce.

PAID POLITICAL ADVERTISEMENT PAID FOR BY VOTE FOR MY MCPL, LOIS MCDONALD, TREASURER

# Mid-Century Public Library Proposition L Branding Development



# PROPOSED SERVICES

Whether the COMBAT initiative is placed on the August or November ballot, TJP proposes a comprehensive set of campaign services that cover the greatest needs for the campaign: strategic guidance and voter contact. Our proposed fee structure has been customized to fit the campaign's timeline and the proposed scope of work for general consulting services. The cost of voter contact services can vary greatly based on the scale and scope, but we have developed some general estimates for a fully funded, countywide campaign in either August or November. Due to the number of voters in November, we recognize a general election campaign will require more resources; we also feel confident in our ability to tailor our plan to fit any budget.

## General Consulting Services:

- Frequent communication and collaboration with existing campaign team
- Management of campaign budget and timeline
- Assistance with institutional donor outreach and fundraising strategy
- Creative direction for all campaign branding and graphic designs
- Strategic advice and guidance on all campaign activity and processes
- Development and implementation of campaign strategy:
  - Target Universe
  - Voter Contact Plans
  - Key Messages & Narrative

## Voter Contact Services:

- Direct Mail
- Digital Advertising
- Text Messaging
- Campaign Collateral & Material

### Retainer Fee Structure (August Primary)

April 2026 - May 2026: \$1,000/month

June 2026 - July 2026: \$2,500/month

August 2026: \$500/month

### Retainer Fee Structure (November General)

April 2026 - July 2026: \$1,000/month

August 2026 - October 2026: \$2,500/month

November 2026: \$1,000/month

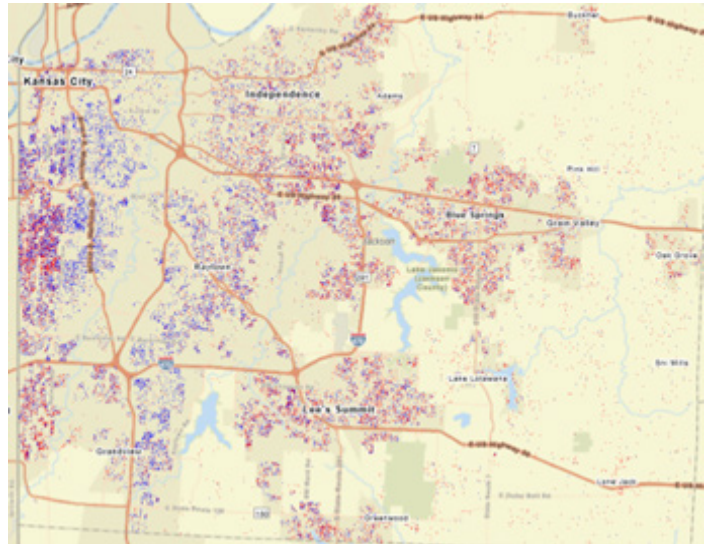
# EXAMPLE CAMPAIGN BUDGETS

## August Election

General Consulting \$7,500  
Speakers Bureau \$15,000  
Polling \$13,000  
Direct Mail \$81,341  
Digital Advertising \$55,764  
Literature \$2,000  
Yard Signs (750) \$3,451  
Large Signs (25) \$2,465  
Billboards \$15,000  
Grassroots \$10,000  
Miscellaneous \$7,500  
TOTAL EST. \$213,021

## Target Universe

Voted in all 3 of last 3 August Primary Elections  
50,623 Voters | 37,890 Households

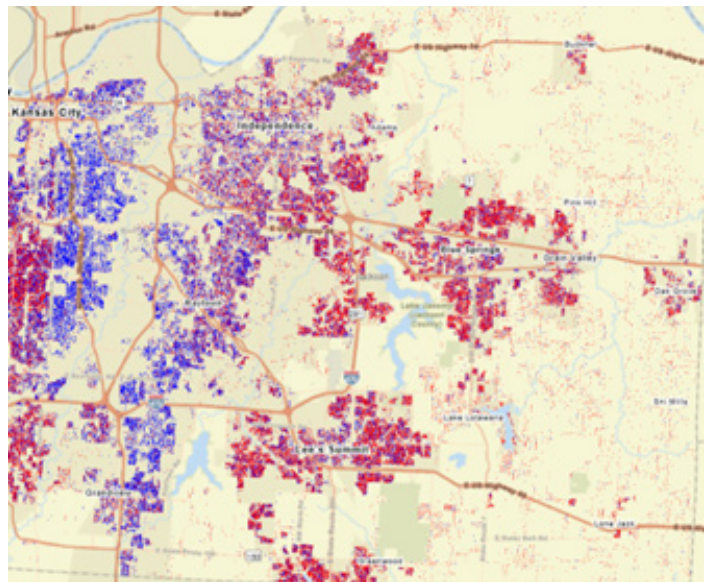


## November Election

General Consulting \$9,500  
Speakers Bureau \$15,000  
Polling \$13,000  
Direct Mail \$197,089  
Digital Advertising \$98,377  
Literature \$2,750  
Yard Signs (750) \$3,451  
Large Signs (25) \$2,465  
Billboards \$25,000  
Grassroots \$25,000  
TOTAL EST. \$391,632

## Target Universe

Voted in all 4 of last 4 November General Elections  
144,757 Voters | 103,238 Households





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[tjpstrategies.com](http://tjpstrategies.com)