MEMORANDUM

Tuesday, August 13, 2019

TO: SCF Executive Committee
FROM: SCF Campaign Team
RE: Refile Social Media Guidance

Refiling the Schools & Communities First initiative presents a unique opportunity to raise awareness for the campaign, spotlight substantive policy improvements, and generate momentum. Notably, the refile allows us to bring new attention to the small business tax relief.

In addition to crafting your own social media posts following the message frame below, please monitor the Schools & Communities First Twitter and Facebook accounts to amplify the campaign’s content. You can also use the link to the refile announcement press release (found on our Twitter account on the day of the refile) and link to the Politico CA Playbook story when it’s live. Make sure to tag @Schools1stCA and include the hashtag #SchoolsandCommunitiesFirst in your posts!

CONTENT – STAYING ON MESSAGE

Schools and Communities First is a vital initiative that will help California students, workers and businesses meet today’s challenges while strengthening protections for homeowners and residential property. For forty years, California’s novel approach to taxing commercial and industrial property has starved funding for schools and local communities, disadvantaged small and startup businesses, and exacerbated our housing crisis. Last year we qualified for the November 2020 ballot, but now we are refiling to substantively strengthen the measure, including an expansive new small business tax relief, and widen the path to victory.

SAMPLE POSTS

#SchoolsandCommunitiesFirst is refiling for November 2020 with big improvements & a wider path to victory!

✔ Huge investments in schools & local gov
✔ Homeowners & renters protected
✔ Big corporations pay fair share
✔ New small business tax relief

LEARN MORE: [insert link to refile press release]

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#SchoolsandCommunitiesFirst 2.0 is new, improved and ready for primetime! Same huge investment in schools & local communities. Same protections for homeowners and renters. Expansive new small business tax relief!

Show your support: [insert online petition link]
@Schools1stCA

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BIG NEWS: #SchoolsandCommunitiesFirst is refiling for the November 2020 ballot. This is GREAT news for California students, workers and businesses.

LEARN MORE: [insert link to refile press release]
@Schools1stCA

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California has the 5th largest economy in the world but ranks 41st in per-pupil education funding and dead last in teacher to student ratio. This is WRONG.

#SchoolsandCommunitiesFirst is the leading initiative on the 2020 ballot, and with your support we will bring huge new investments to schools & local governments.

Sign up here: [insert online petition link]

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Californians constantly approve new taxes, fees and bond measures just to keep schools & local governments afloat.

#SchoolsandCommunitiesFirst creates a stable source of revenue for our communities while protecting homeowners & renters. It's commonsense. Learn more: [insert link to refile press release]

HELPFUL LINKS

- VOLUNTEER FORM: https://schoolsandcommunitiesfirst.org/sign-up/
- ENDORSEMENT FORM: https://schoolsandcommunitiesfirst.org/endorse/

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August 2019