



# AMENDMENT 3 MESSAGING TOOLKIT

SEPTEMBER 2026

# Introduction

For background on Amendment 3 and research on its potential impact, visit FNA's [Property Tax Resource Center](#).

On November 3, Florida voters will consider Amendment 3, a proposed change to the state's property tax system that could significantly reduce revenue available to local governments.

Nonprofits have an important role to play in helping Floridians understand what those changes could mean for their communities. FNA developed the Amendment 3 Messaging Toolkit to give organizations a common foundation for communicating about the issue, while providing the flexibility to make the message relevant to different audiences.

The toolkit includes the following resources to help nonprofits develop their message, plan communications and advocacy efforts, and put those messages into action:

## Messaging Framework

The **Amendment 3 Message Framework** establishes the core message and three supporting message pillars, developed with the help of statewide research, communications professionals and nonprofit organizations from throughout the sector.

It also provides guidance on language to use and avoid, sample conversations for different audiences and examples organizations can use to connect the statewide issue to services and experiences in their own communities.



## Campaign Strategy

**Protecting Florida's Nonprofit Safety Net: Amendment 3 Campaign Strategy** provides a roadmap for effective advocacy efforts and reaching Florida voters ahead of the November election, with guidance on priority audiences, voter engagement and best practices for paid advertising and earned media.

## Op-Ed Template

The included **Op-Ed Template** helps nonprofit leaders bring the potential local effects of Amendment 3 into the public conversation. Use the template as a starting point, then add examples from your organization and community to illustrate what changes in local funding could mean for the services Floridians rely on.

## Best Practices for Media Engagement and Op-Ed Placement

Writing a strong op-ed is only part of the process. Identifying and proactively contacting the right news outlet can not only improve the chances that your piece is considered for publication but also create opportunities for future coverage.

Prioritize newspapers and news organizations that serve the community your organization knows best. A locally focused op-ed from a nonprofit leader with direct experience in the community will often be more relevant to an editor than a broadly written statewide piece. Op-eds should generally come from a person who can speak credibly and personally about the issue, such as an executive director, board member, program leader or another community voice directly connected to your organization's work.

Some publications expect op-eds to be offered exclusively while they are under consideration. Check the outlet's policy before submitting the same piece elsewhere.

Build the relationship beyond one submission. Effective media engagement does not and should not end with op-ed placements. Familiarize yourself with the reporters and news outlets who cover your community and the issues related to your organization's work. Being a responsive, reliable source is the most effective way to create opportunities for future coverage and commentary.

# Social Media Templates

These ready-to-use social media graphics translate the core messages of the toolkit into content that organizations can share with their audiences. Each template can be customized to allow nonprofits to create posts that are relevant to their mission.

## Using Social Media Templates

Social media templates are available through **Canva**, the online graphic design platform. To access the templates, click the button below, or visit <https://canva.link/4g6etp9wgf7hh7>. If you or your organization do not already have a Canva account, you can sign up for free with a valid email address.

***Please duplicate the template files before you make any edits.***

Click **File**, then **Make a Copy** to create a version of the templates exclusive to your Canva account. Then, you can delete the first design page, and adjust the text, images, or other elements. Add information specific to your organization, including local examples, services that could be affected, quotes from trusted voices in your community, and organizational branding. When ready, check your designs for accuracy and make sure any organization-specific information has been updated. Then export your design by clicking **File**, then **Download** to save the images for use on your social media channels. We recommend saving the images in the highest possible quality, in .png or .jpg format.

Contact Mike Donohue at [mdonohue@flnonprofits.org](mailto:mdonohue@flnonprofits.org) for any additional questions.



Download Templates



# Additional Resources

All materials included in this toolkit are also available on FNA's Amendment 3 Messaging Toolkit page: <https://www.flnonprofits.org/amendment-3-messaging-toolkit>.

This page also includes Spanish and Haitian Creole translations of the toolkit, and links to additional information and resources provided by FNA.

On September 15, FNA will host ***Activating the Amendment 3 Messaging Toolkit***, a one-hour webinar designed to walk participants through the toolkit and provide guidance on adapting these resources for different audiences. This event is free and open to all. To register, visit <https://www.flnonprofits.org/events>.

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# What's Included

1. The Framework Explained
2. Where the Research Comes From
3. The Message Framework
4. Messaging for the Team

# The Framework

Your guide for communicating what's at stake for Floridians who rely on nonprofits if Amendment 3 passes.

# The Approach

Built around one key message and three supporting pillars that together explain why cutting property taxes harms Floridians who rely on nonprofits.

# What's in a Message

- A message is built from three parts: an **umbrella** (the one thing to remember), **pillars** (the key supporting ideas, ordered to match your audience) and **talking points** that make it resonate.
- Message discipline: use it consistently and repeatedly across every person and channel that speaks for you.
- This is suggested language, not dictation. Say it in your own voice.



# Where the Research Comes From

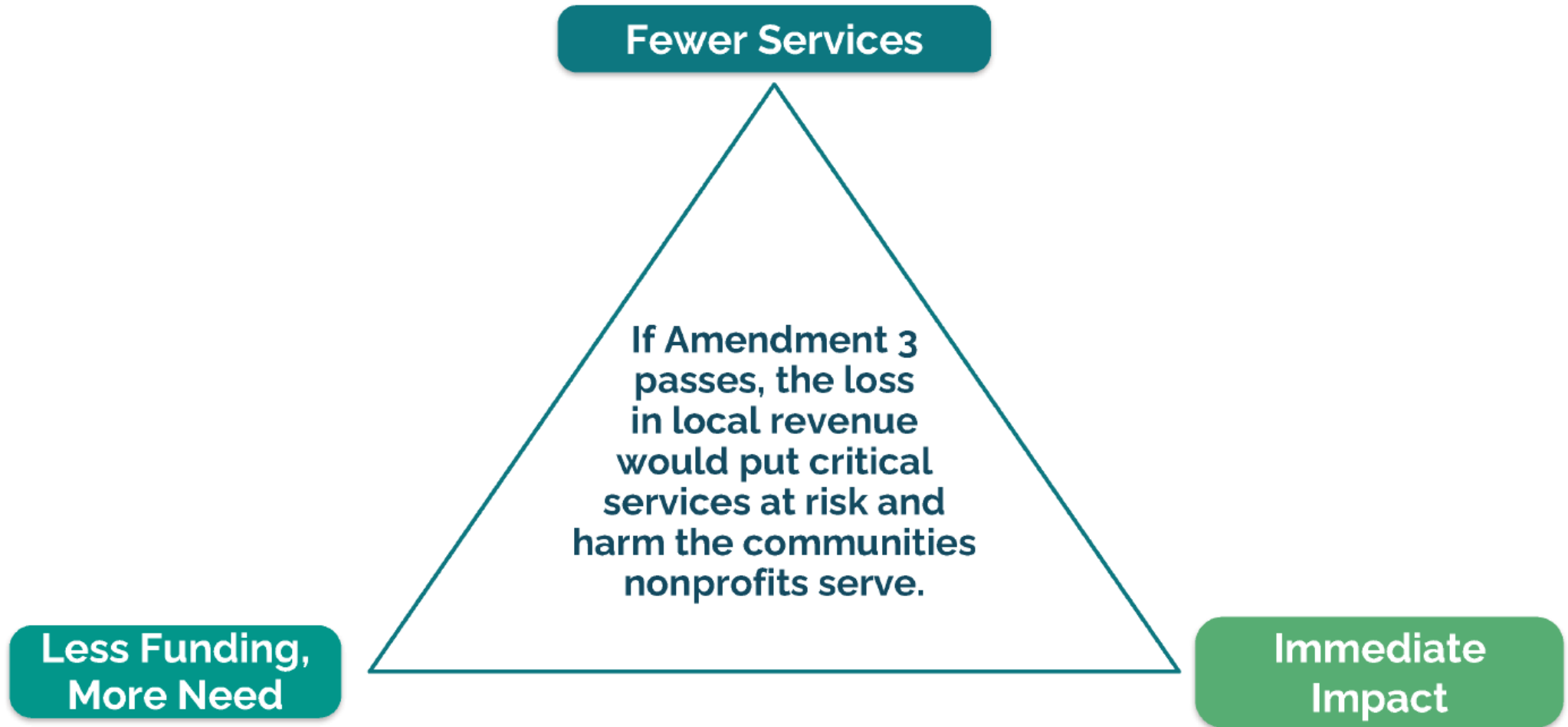
*We used insights from our Florida nonprofit survey and relevant state and national polling to shape these messages. The takeaway is clear: emphasize what Amendment 3 could mean for community members, not just nonprofits.*

# Part 1

# THE MESSAGE FRAMEWORK



## The Message Triangle *for Florida nonprofits*



# The Message Framework

## UMBRELLA MESSAGE

If Amendment 3 passes, the loss in local revenue would put critical services at risk and harm the communities nonprofits serve.

### Fewer Services

Fewer affordable options for childcare and healthcare. Longer waits at medical clinics. Fewer places for domestic violence victims to turn.

### Less Funding, More Need

More people will need assistance at the exact moment nonprofits will be unable to provide it.

### Immediate Impact

Floridians will feel it almost right away. Governments and nonprofits are already planning cuts.



## Pillar 1: *Fewer Services*

**Key Message:** Floridians who rely on nonprofits for affordable healthcare and medication, after-school care and summer camps, disability services and other services will have fewer places to turn.

### Talking Points

- If Amendment 3 passes, the [people we serve] won't have the same access to [service we provide].
- It is not just us.
  - Domestic violence survivors will have fewer safe places to turn and less support as they navigate the medical and legal systems.
  - Families in crisis won't have access to early intervention services, leaving more children at risk of abuse.
  - Families and children struggling with mental health challenges won't have the same care options.
  - People with disabilities will have fewer opportunities for home- and community-based care.
  - Animal shelters will have fewer resources to care for cats and dogs.

## Pillar 2: *Less Funding, More Need*

**Key Message:** Amendment 3 would increase the number of people needing assistance while dramatically reducing the resources available to help.

### Talking Points

- Less government funding for a program means more people in need, and nonprofits cannot fill the growing gap.
  - It is a one-two punch: less money and more people relying on services.
  - Families in need of low-cost healthcare will go to clinics trying to serve more people with less funding.
  - Veterans using services previously provided by local government will turn to nonprofits for assistance.
  - Families stretching their budgets for childcare could begin to require additional support, such as food assistance.
  - People in crisis will struggle with wait times on hotlines and psychiatric care facilities.
  - Animal shelters will be forced to care for fewer cats and dogs.
  - Fewer services for unhoused residents, increasing demands on police and corrections at the same time those budgets are also under pressure.





## Pillar 3: *Immediate Impact*

**Key Message:** Floridians will feel the effects almost immediately, as cities and counties finalize their budgets now. Local governments and nonprofits are already planning cuts to public safety, libraries, healthcare, children's services and more.

### Talking Points

- At our nonprofit, we have already discussed [customize] if the measure passes.
- Cuts aren't contingent on Amendment 3's passing. Local governments are already setting their budgets.
- St. Petersburg is weighing a fire assessment to pay for public safety if it loses property tax funding.
- Miami-Dade County could cancel afterschool programs, cut police patrols and scale back hospital services.



# Elevator Pitch

Across the state, residents are struggling with high prices. Property tax cuts may sound like relief, but deep reductions in local revenue leave Floridians with fewer of the services that keep families safe, healthy and supported.

Amendment Three's passage would create a one-two punch for Floridians who rely on nonprofits for vital services by increasing need while decreasing resources.

People from all backgrounds, from every part of the state, will feel the effects of Amendment 3's passage. People in crisis will have longer hold times on hotlines, at a moment when minutes make a difference. Domestic violence survivors will have fewer places to turn for safe shelter. Families will have fewer options for affordable healthcare and accessible childcare.

Floridians would feel the squeeze almost immediately through a combination of service cuts and higher local fees and taxes.

# Lead With This... Not That

*Lead with what happens to people, before any policy or budget language.*

## Lead with this

### **What happens to people.**

"Families will lose access to affordable healthcare."  
"Survivors of domestic violence will find fewer shelter beds."  
"Kids will lose afterschool programs."

### **The effect on Floridians.**

Real people in real communities.

## Not that

### **Abstract fiscal or policy language.**

"Reduced local government revenue."  
"Budget shortfalls."  
"Funding mechanisms."

### **The effect on nonprofits.**

The sector, the org, the balance sheet.

# Part 2

# MESSAGING FOR THE TEAM





## Put the Message to Work

- Know your audience. Lead with what matters most to them and adapt the framework accordingly.
- Make it your own. Internalize the umbrella message and three pillars, then deliver them naturally in your own voice.
- Make it relevant. Connect the pillars, adapt to the setting and ground the message in specific, local facts your audience will recognize.

*See the companion messaging document for nonprofit-specific talking points.*





# Prepare, Think, *Plan Ahead*



## Ask yourself before you communicate:

- What reaction do you want?
- What is your goal?
- Is this a new audience, or are you correcting a misunderstanding?
- Who exactly are you speaking to?
- What questions are they likely to ask? Practice your answers.

*Remember: your goal is to deliver a message, not just answer a question.*



# Talking with Clients

- I wanted to quickly talk with you about Amendment 3, a proposal on the ballot this year that would change property tax.
- I know we're all struggling with higher costs right now but there are real costs to passing Amendment 3.
  - Towns and cities will need to increase taxes and fees, reduce services or do a combination of both to make up the shortfall.
  - And organizations like ours will receive less funding, making it harder for us to [insert service] for [insert description of clients]. *i.e. making it harder for us to help sexual assault survivors navigate the legal system.*
- Making it even more difficult, we expect more people will need [insert service] because local governments will no longer offer the same support. It'll really stretch our ability to help.
  - It's not just us. Other nonprofits are saying the same things. They're warning that if Amendment 3 passes, they'll need to consider reducing services.
- We're already making plans about what to do if Amendment 3 passes. There are no good options. We're considering [insert options].
- Deciding how to vote is a tough decision. I'm here to answer questions you may have.



# Talking with Board Members

- I wanted to quickly talk with you about Amendment 3, a proposal on the ballot this year that would change property tax.
- Amendment 3 would create a one-two punch for nonprofits.
  - With less funding, state and local agencies will cut services for people with disabilities, low-income Floridians, domestic violence survivors and [insert your group or others as needed], so more people will rely on nonprofits for help.
  - At the same time, we'll have fewer resources, leaving us stretched and trying to serve more people with less funding.
  - Here, we expect to see [insert detail].
  - Private philanthropy will not be able to close the gap.
- We're already making plans about what to do if Amendment 3 passes. There are no good options. We're considering [insert options].
- Please let me know if you have questions about Amendment 3 and its effect on nonprofits.



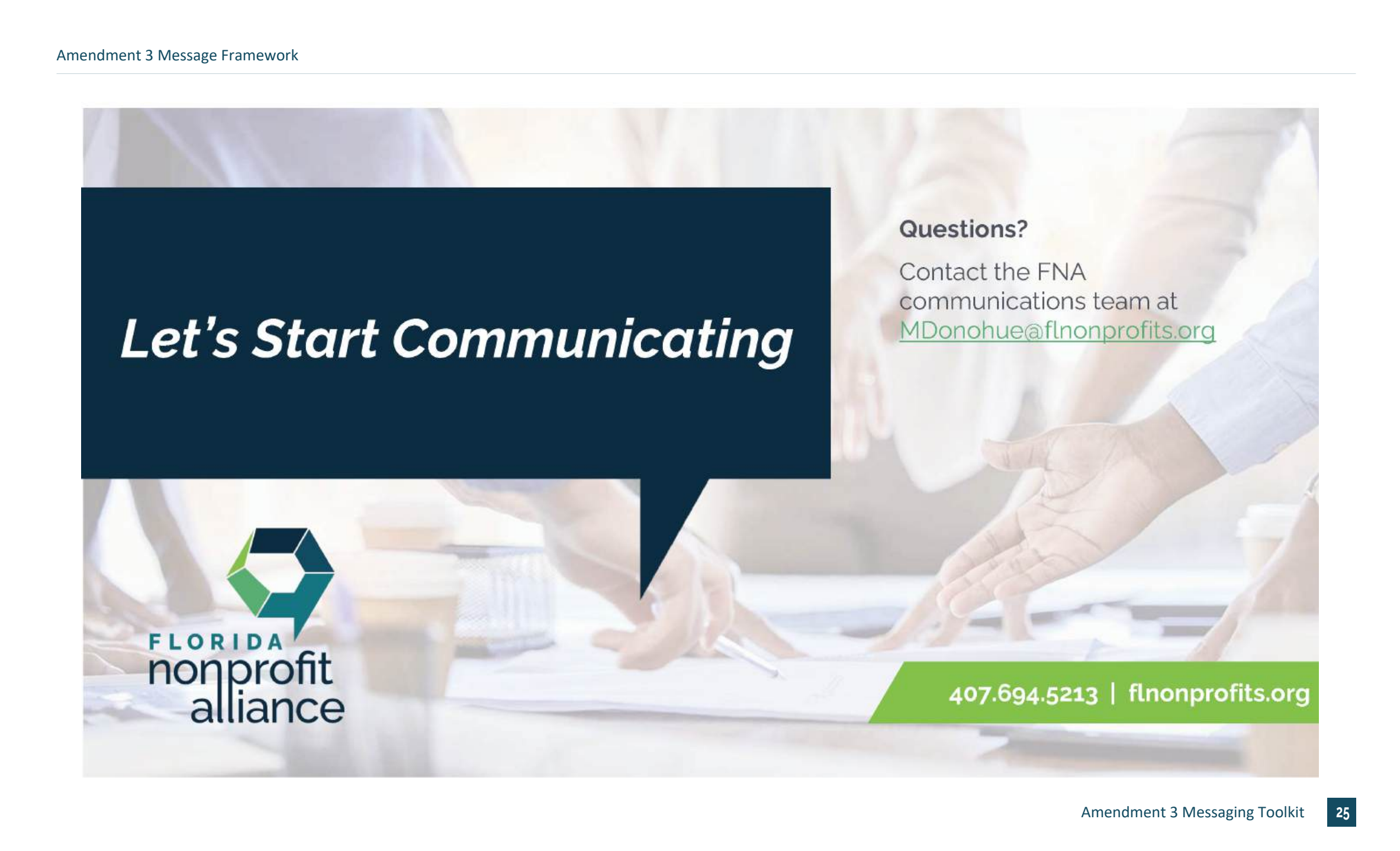
# Talking with Community Members

- I wanted to quickly talk with you about Amendment 3, a proposal on the ballot this year that would change property tax.
- I know we're all struggling with higher costs right now, but there are real costs to passing Amendment 3.
  - We'll experience service cuts and higher local taxes and fees or a combination of both.
- As you know, I work at [nonprofit], and we're concerned about a coming one-two punch.
  - Towns and cities will need to increase taxes and fees, reduce services or do a combination of both to make up the shortfall.
  - And organizations like ours will receive less funding, making it harder for us to [insert service] for [insert description of clients]. *i.e. making it harder for us to help sexual assault survivors navigate the legal system.*
- Friends who work at different nonprofits are warning of the same thing.



# Talking with Donors

- I wanted to quickly talk with you about Amendment 3, a proposal on the ballot this year that would change property tax.
- As a supporter of XX nonprofit, you know we're committed to providing high-quality service to as many people as possible [customize].
- Amendment 3 will make that more challenging by creating a one-two punch for organizations like ours.
  - With less funding, state and local agencies will cut services for people with disabilities, low-income Floridians, domestic violence survivors and [insert your group or others as needed], so more people will rely on nonprofits for help.
  - At the same time, we'll have fewer resources, leaving us stretched and trying to serve more people with less funding.
  - Here, we expect to see [insert detail].
- We appreciate the funding you and other donors provide, but we know private philanthropy cannot fill this gap.
- We're already making plans about what to do if Amendment 3 passes. There are no good options. We're considering [insert options].

A background image showing several hands reaching towards the center over a table, suggesting a collaborative meeting or agreement. The image is slightly blurred, focusing attention on the text overlays.

***Let's Start Communicating***

**Questions?**

Contact the FNA  
communications team at  
[MDonohue@flnonprofits.org](mailto:MDonohue@flnonprofits.org)



407.694.5213 | [flnonprofits.org](http://flnonprofits.org)

## Appendix *Example Talking Points*

- Specific, ready-to-use talking points for each nonprofit are collected in the companion document.
- **Open the appendix.** See the linked document for the full set of example talking points, organized by organization and audience.

# Protecting Florida's Nonprofit Safety Net: Amendment 3 Campaign Strategy

Lane: The one-two punch on nonprofits and the Floridians who rely on them

## Bottom Line

Run an education-first campaign built on one trade-off: Amendment 3 means less funding, more need, and fewer services.

## 1. How this campaign wins

**Threshold math, not a majority.** Amendment 3 needs 60% to pass. Every decision should be measured against whether it moves persuadable Floridians into credible doubt, not whether it wins an argument. Volume of activity is not the objective. Concentrated doubt in the right places is.

**Own one lane and stay in it.** Others will carry the fiscal case and the cuts to police, fire, parks and libraries. Nonprofits can explain the second-order impact better than any other organizations: nonprofits lose government support at the exact moment more Floridians need help. That story is under-covered, which makes it both the nonprofit sector's advantage and a fresh angle for reporters, especially because charitable organizations have compelling, human-interest stories to share. Coordinate facts and timing with the broader opposition, but do not get absorbed by it.

**The nonprofit community is the field program.** Other organizations dream of the kind of built-in field operation Florida nonprofits already have: nearly every nonprofit has an email list, a volunteer roster, a board, a newsletter, a physical location and daily contact with the people who would feel the cut. The work is making that network easy to activate, not building voter contact from scratch.

## What the Measure Does

Staged homestead exemption increase (\$150,000 in 2027, \$250,000 in 2028 on non-school levies), a cut in the non-homestead assessment growth cap from 10% to 5%, and a path for a future Legislature to eliminate the rest of non-school homestead property taxes without another statewide vote. School taxes are excluded. Property taxes fund roughly 74% of local government budgets, with a recurring cost approaching \$11.8 billion a year once phased in. Use the \$34 billion figure only when clearly labeled cumulative and multi-year, and source-check every number, local example, and attribution before release.

## 2. Message Framework

**Umbrella message:** If Amendment 3 passes, the loss in local revenue would put critical services at risk and harm the communities nonprofits serve.

| Pillar                  | Plain-language explanation                                                                                    |
|-------------------------|---------------------------------------------------------------------------------------------------------------|
| Fewer services          | Fewer resources for families in crisis, people with disabilities, low-income children and senior citizens.    |
| Less funding, more need | Cuts to public services raise demand for nonprofits at the exact moment local grants and contracts shrink.    |
| Immediate impact        | Governments and nonprofits budget months are already weighing tough decisions about service and program cuts. |

**Campaign shorthand:** Floridians will have more need and less access to vital services, such as low-cost health care, affordable childcare and family intervention programs.

**Lead with** what happens to people, recognizable local services, real voices, and a clear vote-no ask where counsel permits. **Support with** verified data, member examples, and a concise explanation of how the measure works. **Avoid** fiscal jargon, partisan cues, inflated numbers, and making nonprofits’ institutional interests the story.

## 3. Audiences, Messengers, and Priority Geography

| Role     | Priority audiences                                                                                                           | Primary ask                                                                 |
|----------|------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------|
| Mobilize | Nonprofit leaders, boards, staff, volunteers, donors, funders                                                                | Use the toolkit, share local impact, recruit messengers, activate networks. |
| Persuade | General public plus priority segments: Republican women, Hispanic voters, voters 18-34, renters, recently arrived Floridians | Look past the ballot title, understand the trade-off, vote no.              |
| Validate | Local officials, first responders, faith and business leaders, health leaders, educators, philanthropies                     | Confirm the risk is real and broader than one sector.                       |
| Amplify  | Local and statewide media, editorial boards, community creators                                                              | Cover and share the underreported nonprofit impact.                         |

**Messengers.** Local nonprofit leaders translate policy into operational choices such as fewer hours, fewer programs, fewer beds, and longer waits. Board members and volunteers show the warning comes from respected community members. Clients and beneficiaries put a human face on the stakes, with consent and trauma-sensitive care. Donors explain why charity cannot fill a structural gap. Unusual allies, paired with first responders and business voices, show breadth. When groups that rarely agree raise the same warning, voters listen.

**Geography.** Final targeting should overlay county fiscal exposure, persuasion potential, nonprofit footprint, beneficiary stories and media reach. Strong local messengers should drive placement more than demographics alone. Working hypothesis: South Florida (Miami-Dade, Broward, Palm Beach) for density, service demand and media reach; Tampa Bay (Hillsborough, Pinellas) for nonprofit presence and a competitive electorate; Central Florida (Orange, Osceola) for fast-growing need and a large, diverse population; Northeast Florida (Duval) for major service hubs and influential regional media; and selected rural counties where cuts land hardest and nonprofits have compelling stories to share.

## 4. Voter contact strategy for a ballot measure

Referendum campaigns are won by sequencing contact against the voting calendar, not by volume. Build the plan around three distinct moments: vote-by-mail request and return, the early voting window, and Election Day. Each is a separate universe with its own message and its own chase. Channel mix should follow voting behavior and audience, not preference. Older and vote-by-mail voters respond to mail and phones. Younger and Election Day voters are reached digitally and in person.

| Channel                   | How FNA should use it                                                                                                                                                                                 |
|---------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Email                     | The largest owned asset. Segment by role and send the same argument with different asks. Mirror the mail and digital content so voters hear one message.                                              |
| Direct mail               | Expensive statewide. Use only inside a funded county program, with a senior supplement and a vote-by-mail chase wave, which is where mail historically performs best.                                 |
| Phones and texting        | Counsel-approved and best used to activate members, volunteers, and identified supporters rather than for cold voter contact.                                                                         |
| Digital                   | The primary statewide persuasion channel given cost and reach. See Sections 5 and 6.                                                                                                                  |
| In person                 | Events, service sites, senior centers, houses of worship, campus service groups, and community roundtables. Highest credibility per contact, and low lift where members are already convening people. |
| Coalition-sourced contact | Canned language, graphics, and email copy so partners contact their own lists in their own voice. Multiplies reach without adding additional costs.                                                   |
| Localized push            | Where a county program is funded: canvassing with tablets for clean data capture, lawn signs, and calls or emails from local leaders to their own supporters.                                         |

**Identify supporters at every touch.** Contact forms, toolkit downloads, event sign-ins, and pledge or sign-on signatures should all feed one list that can be re-contacted in the final ten days. Log opposition too, so rapid response knows where pressure is coming from.

**Sequence the close.** In the final ten days, run the order that works: consequence first, trusted messenger second, voting plan third, vote-no close last. Pair it with county-level voting calendars so every ask includes a date and a place.

## 5. Paid Media and Advertising

Paid buys reach against a fixed calendar, so it should be planned as its own tactic with its own budget, targeting logic, and production timeline rather than as an extension of the digital workstream. The content rule stays the same: paid extends the strongest organic, member, and validator content rather than running generic political advertising.

**Build the buy by audience, not by channel.** The mix should follow how each group votes and where they actually are:

- **Older and vote-by-mail voters.** The group most likely to bank a vote early and the least likely to be reached on Instagram or TikTok. Give them a dedicated flight: local broadcast television and radio, print insertions in county dailies and community weeklies, and direct mail timed to the vote-by-mail request and return windows. Connected TV and Facebook reach the younger half of this group.
- **Persuadable general-audience voters.** Meta and YouTube for reach, connected TV for consequence storytelling, local and county news sites and apps for credibility, and search for people looking up the amendment before they vote.
- **Younger voters and renters.** Instagram, TikTok, YouTube, and streaming audio, geo-targeted around campuses, festivals, service days, and early voting sites.

**Out of home where budget allows.** High-traffic corridors in priority counties, transit, and placements near recognizable service hubs. The scenario graphic works well in this format because it is one visual and one line.

**Time the flights against the ballot calendar, not the news cycle.** Three flights: a launch flight in the persuasion phase, a sustaining flight through early voting, and a reserved final ten days. Weight the vote-by-mail flight earlier than instinct suggests. A mail ballot returned in week one cannot be won back.

**Report every two weeks and move money mid-flight.** Track by audience segment and county, not just by platform, so the reporting answers whether the older vote-by-mail push is landing rather than only whether impressions are being delivered.

**Set a decision point.** Confirm the paid budget early enough that creative and the buy can be built for the persuasion phase. If it is not confirmed by that date, shift the resource into member and validator amplification rather than compressing a rushed buy into the final weeks.

## 6. Validators, Coalition, and Earned Media

**Map before you recruit.** Build the coalition in two tiers. **Grasstops** targets include county commissioners and mayors, sheriffs and fire chiefs, hospital and free clinic leaders, school district leaders, faith leaders, chambers of commerce, United Ways, community foundations, service clubs, veterans' organizations, senior centers, animal welfare groups and university researchers. **Grassroots** targets are the volunteers, donors, clients and neighbors those organizations already reach. Recruit the first tier to unlock the second.

**Activate deliberately.** A sign-on letter establishes breadth in one artifact. From there: op-eds and letters to the editor drafted as templates with named signers lined up in advance, editorial board meetings, regional roundtables and press events, radio call-ins including Spanish-language radio in South Florida and a rapid response network that can be triggered in hours rather than days.

**Create a moment:** Organize a day of action where nonprofits, their allies, clients and volunteers all post to social media with the #amendment3. The goal is to create an environment where all stakeholders — media, voters and civic leaders — see the conversation.

**Pair validators across party lines.** Recruit a credible Republican and a credible Democrat willing to raise the same alarm together, and put them on the same op-ed, the same panel and the same press event. Amendment 3 will otherwise be read through a partisan lens by default, and a visibly bipartisan pairing is the fastest way to signal that this is a services question rather than a party fight.

**Engage independent experts.** Identify and prepare a handful of nonprofit finance experts, county budget officials and university public policy researchers who can explain the funding mechanics without a stake in the outcome and offer them to reporters as sources. This is the single highest-leverage credibility move available, because the same argument travels further coming from someone with no stake in the outcome. Delivered by the sector itself, voters hear an organization defending its own funding.

**Build a speakers' bureau and a speaking calendar.** Recruit and train 12 to 20 speakers by region and service area, then build a database of speaking opportunities running from statewide conferences down to Rotary and chamber meetings. Existing calendars are cheaper to fill than new events are to create.

**Earned media posture.** Engage media early to frame the nonprofit impact story before the opposition defines it. Run a rolling op-ed calendar for a steady drumbeat rather than a single push. Brief reporters who cover nonprofits, local government and county budgets. Time proactive moments to milestones, such as county budget hearings and any new fiscal analysis, and anchor the biggest event to the start of early voting: a coalition press conference pairing nonprofit leaders with first responders, faith voices and the bipartisan validator pair on the day early voting begins can turn the news moment into a voting ask. Whenever possible, provide a Floridian who relies on the nonprofit for assistance to speak with the reporter.

## 7. Content and Collateral to Build

The test for every asset is whether an ally can use it within fifteen minutes without editing. Built for handoff, not just for publication.

| Asset                              | Purpose                                                                                                 |
|------------------------------------|---------------------------------------------------------------------------------------------------------|
| <b>Key messages document</b>       | Internal master. Everything outward-facing derives from it.                                             |
| <b>Tough Q&amp;A</b>               | Internal. Updated weekly from monitoring and member feedback.                                           |
| <b>Statewide one-pager</b>         | Leave-behind for meetings, media, and legislative offices.                                              |
| <b>Modular fact sheets</b>         | By service area: health, children, hunger, housing, crisis, seniors, animals.                           |
| <b>Localizable impact template</b> | Members fill in their own numbers and service area.                                                     |
| <b>Myths vs. facts set</b>         | Web page plus a matching graphic series for social and comments.                                        |
| <b>Scenario graphic</b>            | The signature visual: funding down, need up, gap widening.                                              |
| <b>Video</b>                       | One anchor testimonial video of two to three minutes plus vertical cutdowns. Filmed on site, not slick. |
| <b>Social library</b>              | Ten sample posts and five creative assets in English, Spanish, and Haitian Creole.                      |
| <b>Op-ed and LTE templates</b>     | Drafted for signature by validators and members.                                                        |
| <b>Member email templates</b>      | Segmented by boards, staff, volunteers, and donors.                                                     |
| <b>Presentation deck</b>           | For member briefings, community groups, and speaking engagements.                                       |
| <b>Voting information card</b>     | Dates, locations, and the ask, in all three languages.                                                  |

## 8. Phasing and Measurement

| Phase                        | Timing       | Primary activity                                                                                                |
|------------------------------|--------------|-----------------------------------------------------------------------------------------------------------------|
| <b>1. Foundation</b>         | Aug 17-31    | Interviews, legal posture, fact validation, message and targeting, story intake, hub build.                     |
| <b>2. Build and recruit</b>  | Sept 1-30    | Toolkit and training, speakers and validators, digital content system, young-voter partnerships, paid creative. |
| <b>3. Persuasion</b>         | Oct 1-18     | Earned and opinion media, local stories, roundtables, day of action, paid launch, rapid response.               |
| <b>4. Mobilization</b>       | Oct 19-Nov 3 | Voting information and vote-no asks, member activation, concentrated reach, county voting calendars.            |
| <b>5. Close and evaluate</b> | Nov 4-6      | Thank partners, document results, preserve the coalition and story bank.                                        |

**Rapid response.** Two-hour triage: verify the claim and its reach, assess the harm, choose the lightest effective response (monitor, correct privately, answer through a validator, or respond publicly), return to the core message and a local human consequence, and log the issue to update the Q&A. Do not chase every argument.

**Measurement.** Track member activation (toolkit use, trained organizations, stories, signatories), narrative reach (placements, op-eds, share of coverage tying Amendment 3 to nonprofit services), digital performance reported every two weeks, geographic coverage of priority counties, message pull-through by audience, and persuasion signals from available tracking. Review weekly, report monthly, and reallocate staff time and paid investment accordingly.

### North Star

Make the consequence clear, local and human. Amendment 3 means less funding, more need, fewer services and harm to everyday Floridians.

# Amendment 3 Op-Ed Template

## How to Use This Template

Below, we've provided an outline for an op-ed describing the effects of Amendment 3 on Floridians, along with sample copy showing how the outline can come to life.

You'll want to customize the draft and make it your own. Editors will not accept an op-ed that appears too similar to pieces that have run elsewhere.

Please check a newspaper's op-ed guidelines before editing to learn their preferred word count and any other preferences.

## *We'll All End Up Paying More If Property Tax Amendment Passes*

### Introduction

#### **Describe service provided by your nonprofit.**

*Every day, 24 hours a day, Support for Survivors' hotline is staffed so survivors of sexual violence and other crimes have access to free, confidential support. The organization also provides support during forensic exams and guides survivors through the medical and legal system.*

#### **Explain the threat Amendment 3 poses.**

*But Support for Survivors may need to discontinue its services, leaving women without assistance during the worst moments of their lives, if voters approve a property tax change on the ballot this November.*

*Without funding from state property taxes, Floridians who rely on nonprofits and local governments for services ranging from affordable childcare to post-hurricane relief will be out of luck.*

#### **Make the explicit ask: Vote No on Amendment 3.**

*That's why voters across the state should oppose Amendment 3 and urge policymakers to consider other proposals to address the high cost of living.*

### Background

#### **Explain what Amendment 3 is and nod towards the need for relief.**

*The cost of living has increased steadily over the past few years, squeezing Floridians struggling with higher health care, grocery and energy costs. Amendment 3 attempts to address affordability by eliminating property taxes on the first \$250,000 of a home's value.*

#### **Describe, in general, what will happen if Amendment 3 passes.**

*But, if Amendment 3 passes, we'll all end up paying for the reduction in state tax revenue, whether through higher local taxes, cuts in services or a combination of both. Organizations ranging from police and firefighter unions to mosquito control boards are warning of almost immediate changes in services if Amendment 3 becomes law, leaving us all less safe and covered in bug bites. Local governments are already planning reductions in services.*

## Effect on Nonprofits Broadly

**Pivot to the harm Amendment 3 will bring to people who rely on nonprofits.**

*Amendment 3 will create a one-two punch for nonprofits, increasing need for their services while reducing their resources. For example, Broward County directs a significant portion of its property tax dollars to the Children's Services Council, a government agency which funds reading programs, early learning initiatives, school nurses and mental health support for kids and families.*

*The Children's Services Council is forecasting an estimated \$15 million budget cut in the first year after Amendment 3 passes and \$30 million the following. With fewer services available, Floridians will likely turn to nonprofits for help — at the exact moment they have seen a reduction in funding from property tax revenue.*

## Effect on Your Nonprofit

**Detail how your nonprofit is preparing for Amendment 3's passage and how Floridians will be harmed.**

*At Support for Survivors, we're weighing tough decisions, knowing we will likely face a budget shortfall if Amendment 3 passes. Should we prioritize our 24/7 hotline — which provides real-time counseling to people in crisis — or being on-site during post-assault medical exams, which can be invasive and retraumatizing for survivors? It's a situation that will leave sexual assault survivors navigating a complex and stressful medical and legal process without guidance and assistance.*

## Conclusion

**Reiterate the harm and re-state your ask.**

*There are no easy answers for the institutions — including governments, hospitals, libraries, nonprofits and public safety agencies — attempting to answer the same questions we are at Support for Survivors because there are real, tangible costs to the property tax proposal. We will all pay the cost if Amendment 3 passes.*

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Florida Nonprofit Alliance's mission is to advance Florida's nonprofits as their advocate and collective voice

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