NO on 1 Endorser Toolkit

Thank you for endorsing NO on 1. By building a strong community of businesses, faith leaders, community leaders, and nonprofits who want to help grow solar power in the State of Florida, we can fight back against this $21 million ballot initiative funded mostly by Florida Power and Light and other monopoly utilities in order to make sure they keep a stranglehold on Florida energy consumers. As an endorser, you play a key role in spreading the word that we must vote NO on Amendment 1 to protect solar electricity choice in Florida.

This endorser toolkit will provide you with resources to help you amplify the message that you support solar electricity in the Sunshine State. It includes a social media guide, sample social media posts, a general messaging guide, a sample letter to the editor, and an 8.5x11 in. sign you can display to show your opposition to Amendment 1.

If you have any questions or would like any other resources, don’t hesitate to reach out to Alissa Schafer at alissa@flsolarchoice.org.
Social Media Guide

If you’re a business, nonprofit, or other organization, your logo will be posted in this Facebook album for Floridians for Solar Choice’s 12,000-plus Facebook followers to see. Share your picture on your own Facebook page so your followers know that you support renewable energy!

You can help educate Floridians about NO on 1 by sharing graphics or videos with your followers on social media.

The election is coming up fast – here’s a week by week breakdown of how you can help spread the word about NO on 1. No matter when you’re joining the NO on 1 fight, there’s something you can do to spread the word right away.

<table>
<thead>
<tr>
<th>Week of 10/9</th>
<th>Week of 10/16</th>
<th>Week of 10/23</th>
<th>Week of 10/30</th>
<th>Election week!</th>
</tr>
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<tbody>
<tr>
<td>Share your <a href="#">NO on 1 endorsement graphic</a> on social media.</td>
<td>Share <a href="#">this voter pledge</a> on social media.</td>
<td>Share a NO on 1 video on social media.</td>
<td>Share an election countdown with a graphic and <a href="#">this voter pledge</a>.</td>
<td>On election day, remind people to get to the polls and vote NO on 1. Check this Facebook page for content to share.</td>
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Don’t know what to say? Here are some sample social media posts to help you spread the word.

**Facebook:**

“On Election Day, vote NO on Amendment 1 to protect solar power in the Sunshine State. We’re proud to endorse NO on 1 and to be part of the effort to protect our right to generate our own electricity from the monopoly utilities who want to keep the stranglehold on renewables. Pledge to vote NO on 1 today!”

(Embed [https://www.climaterealityproject.org/content/pledge-vote-no-amendment-1-election](https://www.climaterealityproject.org/content/pledge-vote-no-amendment-1-election))

“We’re just XX days away from Election Day, and we endorse NO on 1. Amendment 1 is an effort by monopoly utilities to block the sun in the Sunshine State. Pledge to vote NO on 1 now!”

Embed [https://www.climaterealityproject.org/content/pledge-vote-no-amendment-1-election](https://www.climaterealityproject.org/content/pledge-vote-no-amendment-1-election)
“[Business/Org name] endorses NO on 1!

Amendment 1 will be on your November ballot. Don’t be misled; this is not a pro-solar measure. Instead, it is a deceptive amendment backed by Florida’s monopoly utilities, which seek to stifle solar energy and limit energy choice in Florida. Pledge to vote NO on 1.” (Embed https://www.climaterealityproject.org/content/pledge-vote-no-amendment-1-election)

“We endorse NO on 1. Why?

Floridians should vote NO on Amendment 1 for three reasons:
1. Amendment 1 is funded by Florida’s big utilities to protect their monopoly markets and limit customer-owned solar in the state.
2. Amendment 1 paves the way for barriers and penalties on solar customers.
3. Amendment 1 misleads Florida voters by promising rights and protections that Florida citizens already have.

Pledge to vote NO on 1 and turn out to vote on November 8th!” (Embed https://www.climaterealityproject.org/content/pledge-vote-no-amendment-1-election)

Twitter:

#Amendment1 is a deceptive, utility-backed effort that aims to block the sun in #FL VoteNoOn1.org

Don’t be misled! Learn why #Republicans #Democrats #Libertarians #Greens oppose #Amendment1 VoteNoOn1.org

Florida Voters: Pledge to #Vote #NoOn1 in NOvember! Sign here: https://www.climaterealityproject.org/content/pledge-vote-no-amendment-1-election

Hey #Florida! Need info, resources on utility-backed #Amendment1?! Go here: http://ht.ly/IJq53043WeH #solar #FL

Be Informed: Info, resources on utility-backed #Amendment1 here: http://ht.ly/neQq3043WDx #solar #FL #2016Election

What is #utility backed #Amendment1 on #Florida's #November ballot? Read this blog: http://ht.ly/Vehz3043X4k
Here are some images (hyperlinked to higher resolution versions) that you can use:

This is a great image to use as your banner photo on Facebook or Twitter:

There are plenty of other images and resources available [here](http://example.com) and on Floridians for Solar Choice’s [Facebook page](http://facebook.com/solarchoice).
Sample Letter to the Editor:

Amendment 1 will be on your November ballot.

Renewable energy supporters, don’t be misled; this is not a pro-solar measure. Instead, it is a deceptive amendment backed by the monopoly utilities, which seeks to stifle solar energy and limit energy choice in Florida.

Floridians should vote NO on Amendment 1 for three reasons:

1. Amendment 1 is funded by Florida’s big utilities to protect their monopoly markets and limit customer-owned solar in the state.
2. Amendment 1 paves the way for barriers and penalties on solar customers.
3. Amendment 1 misleads Florida voters by promising rights and protections that Florida citizens already have.

Solar supporters must VOTE NO ON 1.

The utilities are spending millions on this campaign but we are powered by millions of people who can strike this deceptive ballot down by voting NO in November.
THIS BUSINESS SUPPORTS SOLAR
VOTE NO ON 1

UTILITY-BACKED AMENDMENT 1 BLOCKS THE SUN
VOTE NO ON 1