



Prop 140 Social Media Toolkit

This toolkit is designed to help you promote the benefits of Prop 140 and amplify your support within your community more easily! It provides resources to generate positive media coverage that highlights the diverse individuals and groups backing Prop 140.

Feel free to customize these materials with personalized information, quotes, and details that best meet your needs.

We don't want to miss a thing! When using social media, please make sure you are tagging **MAKE ELECTIONS FAIR** in your posts and utilize any of the hashtags below.

SOCIAL MEDIA HANDLES:

[Twitter \(X\): @makeazfair](#)

[Facebook: @makeelectionsfairaz](#)

[Instagram: @makeelectionsfairaz](#)

[LinkedIn: @make elections fair az](#)

Hashtags:

#Prop140

#Yeson140

#YesonProp140

Prop 140 Quick Facts: [Link to Fact Sheet](#)

- Eliminates taxpayer funding for partisan elections
- Treats Independent/unaffiliated voters and candidates fairly
- Every voter can participate in every election
- All candidates can run in all elections and will appear on the same ballot
- Ensures that the majority of voters support the eventual election winners
- Same signature requirements for all candidates
- No funding for partisan Presidential Primary unless unaffiliated voters can vote too

If you have questions or need further assistance, please don't hesitate to contact us at:

info@makeelectionsfairaz.com.

Social Media Assets

[Click here](#) to access and download all of the shared social assets. Click an image to be taken directly to it.



Social Media Message Prompts:

Please feel free to make these your own.

Our Declaration of Independence states, "all men are created equal." It's a fundamental American value. Every candidate and every voter must be treated equally under the law. Vote #YESonProp140 to ensure AZ candidates and voters are treated equally!

Our country is big enough to hear the voices of all Americans. Every individual must be seen as an equal. Forcing a partisan ballot, and using taxpayer dollars to fund that election, is not fair when so many Arizonans are choosing not to be a member of a party. Vote #YESonProp140 to ensure every voter has the same opportunity to participate!

Today, independent candidates must gather 6x more signatures than Republicans or Democrats to qualify for the ballot + they can't appear on primary ballots. Independents are the fastest-growing group of voters in AZ, nearly passing Rs and Ds but face unfair barriers to participation. #Prop140 does not favor any political party. It favors voters.

There are nearly as many independent voters as either Republicans or Democrats, yet independent voters are not treated fairly in the primary and there are very few independent elected officials. #Prop140 levels the playing field for independent voters and gives independent candidates a fair opportunity to compete for office! #YESonProp140

Did you know: Democrats & Republicans running for office must get 6,000-7,000 signatures, but an independent candidate needs 42,000+ signatures and cannot be listed on a primary ballot? It's time to level the playing field and give independent candidates a fair shot at winning! #YESonProp140

The idea behind #Prop140 is simple. Treat all voters and candidates the same. Let all voters vote for whomever they want in every taxpayer-funded election! Vote #YESonProp140!

Democracy works best when it treats all voices equally. Democrat and Republican voters are important, but so are Arizona's 1.4M+ Independent voters. Our taxpayer-funded elections should give all voters in Arizona the same opportunity to participate. Vote #YESonProp140 to treat all voters and all candidates equally.

Did you know: More than 80% of AZ legislative races are determined in our August Primaries where less than 30% of registered adults vote? Important elections that determine the future of our state don't have representation from the largest group of registered voters in the state. #Prop140 will better represent the interests of all voters and create better choices, better results, and a better Arizona.

100% of primary decisions are made by < 20% of voters in the Republican primary and < 15% of voters in the Democratic primary. A small minority of voters determine winners for all of us. A fair election system changes the incentives. Rather than representing a few polarized, primary voters, our elected officials will have to represent us all. #Prop140 is a win for all Arizonans.

#Prop140 makes elections more inclusive, more competitive, and more representative. A #YesonProp140 gives voters better choices, better results and a better Arizona!

Did you know: Most local elections in Arizona, notably for mayoral elections, **already run on a nonpartisan basis**, in which successful candidates do not rely on affiliation but rather on their positions and values? Vote #YesonProp140 for better choices, better results, and a better Arizona!

#Prop140 is about treating every voter and every candidate fairly! Prop 140 ensures candidates and voters are treated equally and requires all candidates to compete under the same rules. Vote #YesonProp140 for elections that treat all voters and candidates the same, that honor civility, and that produce officials who focus on the issues Arizonans really care about.

#Prop140 gives voters the freedom to vote for the person, not a party. A #YESonProp140 ensures the candidate with the best solutions, that appeals to the majority of voters wins. Vote YES for better choices, better results, and a better Arizona.

Endorsement Prompts:

Please feel free to make these your own.

(Insert organization) stands with supporters of #Prop140. We enthusiastically endorse efforts to #MakeElectionsFairAZ and encourage you to vote #YESonProp140 in November.

Our Declaration of Independence states that "all men are created equal." (Insert organization) supports #Prop140 because it protects this fundamental American value. Every candidate and every voter must be treated equally under the law. Vote #YESonProp140 to ensure candidates and voters are treated equally!

Prop 140 will make general election races more competitive by giving independent and moderate voters more of a voice. Open primaries make candidates more accountable to more voters and lead to better choices, better results, and a better Arizona. Join us and vote #YESonPROP140!

Our current system is like a two-aisle store— no competition, no choices, and no innovation. #Prop140 aims to bring the free-market spirit to elections, boosting competition and choice for Arizonans. A #YESonProp140 promotes free market competition in ideas!

#Prop140 is the opportunity to reimagine our election system to promote more choices, better results, and a stronger state. It will create a better state for all Arizonans. We all have a role to play in shaping the future of our state, this is our chance. Join (insert organization) in voting #YESonProp140!

Learn more at: www.Prop140.com