To: LSSC and Interested Parties  
From: Joe Fuld, Sophie Thurber and Shelley Rees, The Campaign Workshop  
Date: 8/13/2020  
Re: Use of Toolkit Creative

The Local Solutions Support Center (LSSC) is a coordinating hub that provides local governments, elected officials and advocates with the strategies, tools and assistance needed to defend local democracy and discourage the use of preemption that limits the ability of cities to protect people’s civil rights, solve problems, and improve lives.

LSSC has partnered with The Campaign Workshop to create a message-tested toolkit to provide local partners with messaging insight and creative options that we believe will move the preemption conversation forward and help to build real understanding of the issues at a grassroots level.

Leveraging messaging research LSSC conducted with PerryUndem in the summer of 2019, we conducted deep testing of messaging, ads and video content to ensure that we produced the most effective replicable content for use in state campaign efforts. For more insight into the latest preemption messaging, download LSSC’s latest messaging guide and our COVID-19 update.

The toolkit includes English and Spanish language versions of both video content and static ads. There are a few ways local partners can use the toolkits:

1. They can serve as inspiration for you to build your own creative to deploy in your own digital campaigns.

2. You can work directly with The Campaign Workshop to customize the ad content to fit your specific context.

3. You can purchase the images used in the ads and work with another vendor of your choice to customize the ads. Please note that the images MUST be purchased on your end of things in order to comply with image licensing requirements. We are happy to provide information about the images we purchased for this toolkit.

If you have any questions about using LSSC’s digital toolkit, please contact LSSC Deputy Director Katie Belanger at katie@supportdemocracy.org.
LSS2002_Voices

They need to hear your voice in the State House.

Link to stock photo
Alce la voz en la cámara de representantes del estado.
LSS2003_Decision

OUR COMMUNITY.
OUR DECISION.
OUR VOTE.

Link to stock photo
NUESTRA COMUNIDAD.
NUESTRA DECISIÓN.
NUESTRO VOTO.

Link to stock photo
We know our communities best.

We should decide.

Link to stock photo
Nosotros conocemos mejor nuestra comunidad.

Nosotros mismos deberíamos decidir.
Corporate lobbyists don’t look out for us.
We look out for us.
LOS GRUPOS DE PRESIÓN CORPORATIVOS NO SE INTERESAN POR NUESTRAS COMUNIDADES.

NOSOTROS MISMOS NOS PROTEGEREMOS.

Link to stock photo
WHO DECIDES ON OUR HEALTH AND SAFETY?
ELECTIONS MATTER.

LSS2006_Who

Link to stock photo
¿QUIÉN DECIDE SOBRE NUESTRA SALUD Y SEGURIDAD?

LAS ELECCIONES IMPORTAN.

Link to stock photo
STATE POLITICIANS SAW “NO” TO PAID SICK DAYS. THEIR POLITICS HAVE COST LIVES.
Los políticos del Estado se negaron al pago de licencia por enfermedad. Sus decisiones políticas han costado vidas.
Local leaders are trying to keep us safe from COVID-19.

State leaders are saying "no."

Link to stock photo
Los líderes de la comunidad están tratando de mantenernos a salvo del COVID-19.

Los líderes estatales se niegan.
LSS2010_30-Sec Video

IT’S TIME
HOMETOWN DECISIONS
WERE MADE AT HOME—BY US.

Link to video
ES HORA DE QUE
LAS DECISIONES DE NUESTRA CIUDAD
SE HAGAN EN CASA,
POR NOSOTROS MÍSMOS.

Link to video
LSS1902 Our Community

Our Community. Our Decision.

Learn More.

Link to stock photo.
WHO SHOULD DECIDE THE RENT IN OUR NEIGHBORHOOD?
NOT STATE LOBBYISTS.

LEARN MORE.

Link to stock photo.
WE NEED A RAISE.

LOBBYISTS WON'T LET THAT HAPPEN.

LEARN MORE.
Who decides the minimum wage? You or lobbyists?

Learn more.
LET US SOLVE LOCAL PROBLEMS, NOT STATE LOBBYISTS.

LEARN MORE.

YOUR DISCLAIMER HERE

Link to stock photo.
WHO SHOULD DECIDE OUR GUN LAWS— LOBBYISTS OR US?

LEARN MORE.