

NO ON 36

X.com

- 1) Don't be fooled! #Prop36 slashes funding for mental health and crime prevention, and wastes MILLIONS on prisons. We need real reform, not a step backward. #Stop36
- 2) Prop 36 is just another MAGA bait & switch. More money for prisons, less for treatment and victims. CA deserves better! #StopTheWaste #Stop36
- 3) Steal a candy bar under Prop 36? Felony charges. Prop 36 is too extreme and will hurt families and communities. #Stop36 #JusticeReform #ProtectCommunities
- 4) Prop 36 doesn't offer any plan to pay for its new costs. What gets cut? Schools, healthcare, and homelessness programs. Vote NO! #Stop36
- 5) Schools and healthcare will pay the price if Prop 36 passes—California can't afford these cuts. #SaveOurSchools #Stop36
- 6) Prop 36 is an unnecessary, corporate-backed scheme to make us pay for more prisons. We need real solutions. #Stop36
- 7) In the last two years, new laws have targeted retail theft, illegal markets, and fentanyl. Prop 36 is unnecessary, but corporations like Walmart, Target, and Home Depot are pushing it to serve their own interests. Enough is enough. #Stop36
- 8) Prisons over mental health? Prop 36 is just going to strip funding from services that help prevent crime. Vote No on 36. #Stop36
- 9) Prop 36 takes money from mental health and puts it into more prisons. We will not go backwards! #Stop36
- 10) We should be investing in help, not punishment. Prop 36 will take us back to the failed drug wars of the past #Stop36

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Facebook

Post 1: Don't Be Fooled – Prop 36 Is a Step Backward for California!

Prop 36 promises reform, but it reignites the failed war on drugs, turns simple drug possession into a felony, and strips away essential funding from mental health, rehabilitation, and crime victim support. Let's protect our communities by rejecting this wasteful, one-size-fits-all approach. Say NO to Prop 36. #Stop36

Post 2: California's Crime Laws Are Working, We Don't Need Prop 36

California has new crime laws that are already reducing retail theft and fentanyl trafficking. In just two years, we've increased funding for prosecutions and passed bills that target shoplifting and property crime. This ballot measure is not about safety– it's a Republican bait and switch. They want you to believe Prop 36 is a solution for our communities, but all it will do is pack our prisons and cut funding for mental health, crime victims, and rehab programs. Don't let MAGA-Republicans drive policies that will hurt us. #Stop36

Post 3: Prop 36 slashes funding from mental health programs and uses it to build more prisons. We should be investing in mental health services and rehabilitation, not wasting taxpayer dollars on policies that will only make California's homelessness and crime problems worse. #Stop36

Post 4: Prop 36 Hurts, Not Helps. It's just gonna take money away from mental health programs and put it into building more prisons. That's not helping anyone—it's just making homelessness and crime worse. We should know this by now, instead of locking people up, we should be helping them get the treatment they need.

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Instagram

Captions

- 1) Don't let California fall into old, failed policies. Prop 36 brings back the drug wars of the 80s and 90s, wastes billions on prisons, and slashes funding for mental health, crime victims, and rehabilitation. Crime victims and law enforcement oppose it—so should you! #Stop36
- 2) Prop 36 has no plan to pay for the new costs it creates. That means California will cut funding from schools, healthcare, and homelessness programs to pay for prisons. We simply can't afford this. #Stop36
- 3) Taking money away from victims and mental health programs to fund prisons is a step backward. Say NO to Prop 36! #MentalHealthMatters #Stop36
- 4) Prop 36 steals millions from mental health programs and victims of violent crime, using the money to build more prisons. This will only make homelessness and crime worse, especially in our most vulnerable communities. We've learned this lesson already. We need solutions that focus on mental health and rehabilitation, not more incarceration.
- 5) They want to gut mental health programs and lock more people up? Hard pass. #Stop36
- 6) Cut mental health programs just to build more prisons. That's not gonna solve anything—it'll only make things like homelessness and crime worse, especially for minority communities. We need real help, not more prisons. #EndTheCycle #Stop36

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Tik Tok

Video Formats

- Face with a mic – brings authority, informational
- GRWM (get ready with me) – casual, genuine
- Stand/sit in front of camera – informational

Sample Scripts

- 1) Target, Walmart and Home Depot are giving MILLIONS of dollars to support a new ballot measure this November. And before you get it twisted, it's not because they care about us, but of course, because it benefits them. Prop 36 is telling Californians that stealing a candy bar should be counted as a prior offense that could lead to felony charges. And yeah, that's definitely gonna help big corporation pockets, but it's also gonna cut into funding for schools, mental health programs and more. You see, they want to put our tax dollars into more prisons, and defund programs that actually help our communities. I don't know about you, but when the super rich start throwing money at stuff, I gotta ask: who's really winning here? Definitely not us.
- 2) Alright, let's talk about Prop 36 for a second, because it's not what it seems. The people behind this effort want you to believe it's about making the streets safer, but in reality, it's just taking money away from places we actually need it like schools, mental health programs, crime victims—the list goes on. And as crazy as it sounds, all that's getting funneled back into prisons...because more prisons solve all our problems right? C'mon guys, we've played this game before and no thanks. We need to invest in services that better our communities, not just put people behind bars. Stop 36.
- 3) Look, I love a good throwback as much as the next person, but not when it comes to failed policies. Prop 36 is basically dragging us back to the 80s and the whole 'War on Drugs' era, when all they did was throw people in prison without actually fixing anything. It didn't work then, and it's not gonna work now. Instead of helping people, they're just building more prisons while cutting funds for schools, healthcare, and victims of violent crime. It seriously makes no sense. Let's stop Prop 36.
- 4) You ever heard of a bait and switch? It's when they tell you something sounds good, but the reality is completely different. That's Prop 36 in a nutshell. They say it's going to make our streets safer, but all it's really doing is slashing money from mental health programs, schools, and crime victim support. Instead of helping people, it's dumping all that money into building more prisons. Doesn't sound too good to me. So yeah, it's a bait and switch, plain and simple. Don't fall for it. Vote NO on Prop 36

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