



SOCIAL PROFILES & HASHTAGS

- **Social Profiles**

- Twitter - [@yeson123co](#)
- Instagram - [@yeson123co](#)
- Facebook - [@yeson123co](#)

- **Hashtags**

- #yeson123co
- #makecoaffordable
- #affordablehousing
- #housingcrisis
- #election2022
- #coleg
- #copols
- #copolitics

SUGGESTED SOCIAL MEDIA POSTS

- 50% of Coloradans can't afford to live here and 86% say the cost of housing is a huge concern. Without raising taxes, Prop 123 requires a small portion of CO's budget be set aside to solve our #housingcrisis. We're voting #yeson123co. Click to learn more <https://yeson123co.com>
- We're proud to be among a growing coalition of 170+ Colorado organizations and elected officials endorsing #Prop123. Together, we can solve our #housingcrisis by voting #yeson123co. Click to learn more <https://yeson123co.com>
- Housing costs are forcing teachers, firefighters, nurses, small businesses & seniors out of their communities. It's devastating Colorado. Without raising taxes, we can solve our #housingcrisis this fall. It's why I'm voting #yeson123co. Click to learn more <https://yeson123co.com>
- Teachers can't afford 4 out of 5 Colorado homes & only 1 other state has a larger nursing shortage. We must address our #housingcrisis to solve these issues. I'll vote #yeson123co, because it allows us to do just that—w/o raising taxes. Click to learn more <https://yeson123co.com>

SHAREABLE VISUAL CONTENT

VIDEO

- **Campaign Overviews**

- [People you know and trust are voting yes on Prop 123](#)
- [Seniors are voting yes on Prop 123](#)
- [Vote yes on Prop 123 for teachers, nurses and firefighters](#)
- [Colorado's housing crisis has no end in sight. Prop 123 can solve it.](#)
- [We must make Colorado affordable for hardworking Colordans](#)



- **Testimonials**

- **Square Video:** Testimonial of Rep. Lone Tree Mayor Jackie Millet
 - [30-second Mayor Video](#) and [15-second Mayor Video](#)
- **Square Videos: 15-second testimonials**
 - [Gail Klapper, Colorado Forum](#)
 - [Kyle Schlachter, Mayor of Littleton](#)
 - [Valerie Nosler Beck, Wheat Ridge City Councilmember](#)
- **Vertical Video: 60-second testimonials**
 - [Jordan McDonald, Aurora teacher with long commute](#)
 - [Alison Coombs, Aurora City Council](#)
 - [Brian Reilly, Volunteers of America](#)
 - [Denise Maes, Servicios de la Raza & Village Exchange Center](#)
 - [Heather Lafferty, Habitat for Humanity of Metro Denver](#)
 - [Rev. Thomas Mayes, Living Water Christian Center](#)

GRAPHICS

- **Designed Graphic:** [Quote from Yampa Valley Medical CEO Soniya Fidler](#)
- **Designed Graphic:** [Quote from Jed Reddin, Western Slope Firefighter](#)
- **Designed Graphic:** [Story on affordable housing study in Craig, CO](#)
- **Designed Graphic:** [Quote from State Sen. Julie Gonzales on how affordable housing transformed her life](#)

GIFS & OTHER OPTIONS

- **GIFs:** Interactive GIFs that illustrate Colorado's housing crisis
 - [Wages have stagnated while housing prices have doubled](#)
 - [Half of CO can't afford to live here](#)
 - [86% of CO says we must fix our housing crisis](#)
- **Interactive Tool:** [Map from showing lack of housing teachers can afford](#)

NEWS STORIES TO SHARE

- **Durango Herald** - [Endorsed: Housing measure a sustainable solution](#)
- **Boulder Camera** - [Endorsed: Affordable housing must start now](#)
- **Grand Junction Sentinel** - [Endorsed: Time is right to take on housing](#)
- **Associated Press** - [CO takes housing into its own hands with initiative](#)
- **Denver Post** - [Prop 123 seeks 1st-of-its-kind affordable housing approach](#)
- **Colorado Public Radio** - [Coloradans will vote on whether to increase affordable housing funding this fall](#)
- **Vail Daily** - [Eagle County leaders support housing ballot measure](#)
- **Colorado Springs Gazette** - [Backers launch campaign to set aside \\$300 million a year in TABOR funds for affordable housing](#)
- **Pueblo Chieftain** - [Measure would invest millions in affordable housing](#)



DOWNLOADABLE LOGOS



KIT DE HERRAMIENTAS DIGITALES - PUBLICACIONES SUGERIDAS EN REDES SOCIALES

- El 50 % de los habitantes de Colorado no puede permitirse vivir aquí y el 86 % dice que el costo de la vivienda es una gran preocupación. Sin aumentar los impuestos, la Proposición 123 requiere que se reserve una pequeña porción del presupuesto de CO para resolver nuestra [#crisisdevivienda](#). Estamos votando [#sial123co](#). Haga clic para obtener más información <https://yeson123co.com>
- Estamos orgullosos de formar parte de una creciente coalición de más de 170 organizaciones de Colorado y funcionarios electos que respaldan la [#Prop123](#). Juntos, podemos resolver nuestra [#crisisdevivienda](#) votando [#sial123co](#). Haga clic para obtener más información <https://yeson123co.com>
- Los costos de vivienda están obligando a los maestros, bomberos, enfermeras, pequeñas empresas y personas mayores a abandonar sus comunidades. Es devastador Colorado. Sin aumentar los impuestos, podemos resolver nuestra [#crisisdevivienda](#) este otoño. Es por eso que estoy votando [#sial123co](#). Haga clic para obtener más información <https://yeson123co.com>
- Los maestros no pueden pagar 4 de cada 5 hogares de Colorado y solo otro estado tiene una mayor escasez de enfermeras. Debemos abordar nuestra [#crisisdevivienda](#) para resolver estos problemas. Votaré [#sial23co](#), porque nos permite hacer precisamente eso, sin aumentar los



impuestos. Haga clic para obtener más información
<https://yeson123co.com>

NOTICIAS PARA COMPARTIR

- **Telemundo** -
<https://www.telemundodenver.com/noticias/local/propuesta-electoral-iniciativa-para-crear-viviendas-asequibles-en-colorado-sera-sometida-a-votacion/2231657/>