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FLORIDA
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Florida's State Association For Nonprofits

Amendment Three Message Framework



What's Included

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2. Where the Research Comes From
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The Framework

Your guide for communicating what's at stake for Floridians who rely on nonprofits if Amendment 3 passes.

The Approach

Built around one key message and three supporting pillars that together explain why cutting property taxes harms Floridians who rely on nonprofits.

What's in a Message

- A message is built from three parts: an **umbrella** (the one thing to remember), **pillars** (the key supporting ideas, ordered to match your audience) and **talking points** that make it resonate.
- Message discipline: use it consistently and repeatedly across every person and channel that speaks for you.
- This is suggested language, not dictation. Say it in your own voice.



Where the Research Comes From

We used insights from our Florida nonprofit survey and relevant state and national polling to shape these messages. The takeaway is clear: emphasize what Amendment 3 could mean for community members, not just nonprofits.

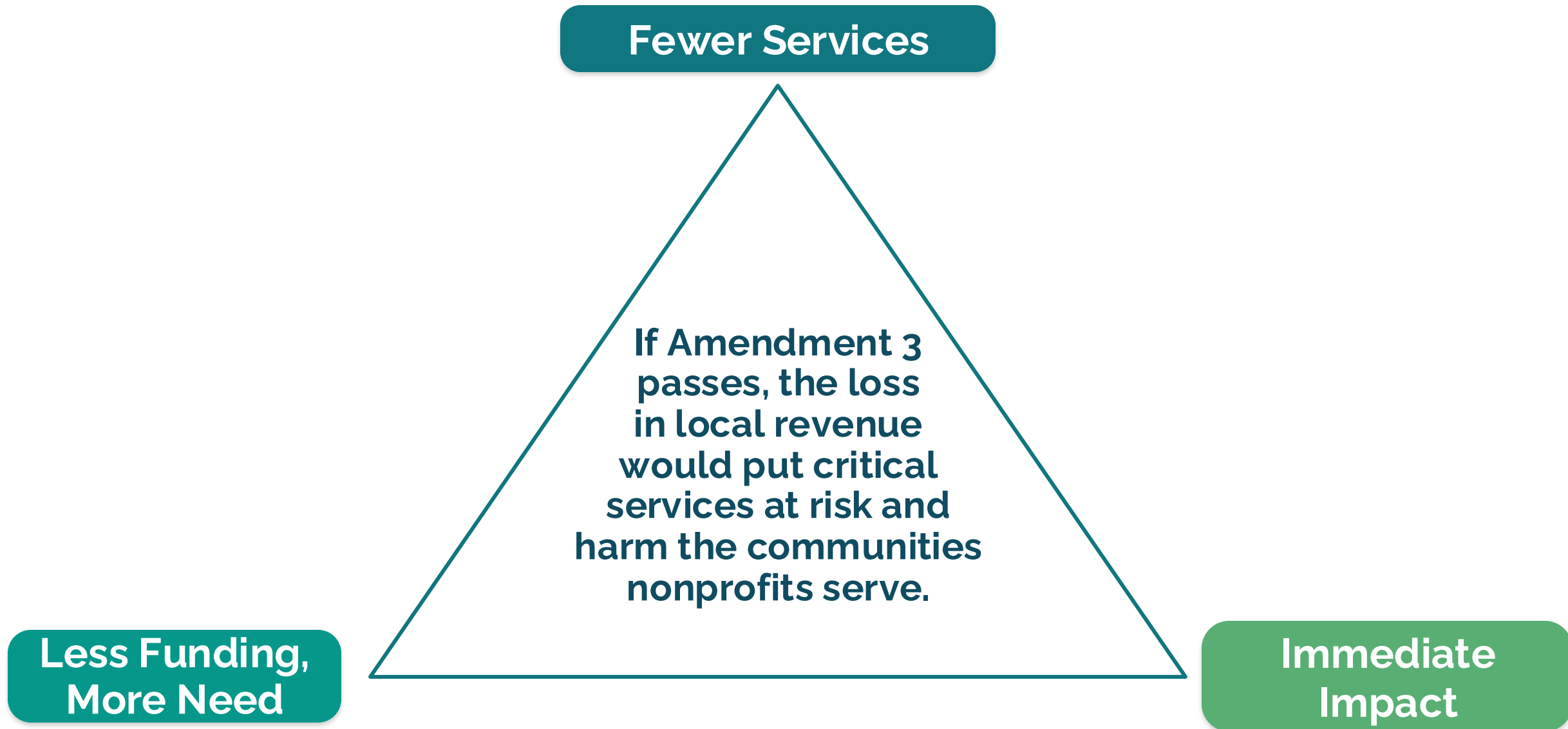
Part 1

THE MESSAGE FRAMEWORK



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The Message Triangle *for Florida nonprofits*



The Message Framework

UMBRELLA MESSAGE

If Amendment 3 passes, the loss in local revenue would put critical services at risk and harm the communities nonprofits serve.

Fewer Services

Fewer affordable options for childcare and healthcare. Longer waits at medical clinics. Fewer places for domestic violence victims to turn.

Less Funding, More Need

More people will need assistance at the exact moment nonprofits will be unable to provide it.

Immediate Impact

Floridians will feel it almost right away. Governments and nonprofits are already planning cuts.



Pillar 1: *Fewer Services*

Key Message: Floridians who rely on nonprofits for affordable healthcare and medication, after-school care and summer camps, disability services and other services will have fewer places to turn.

Talking Points

- If Amendment 3 passes, the [people we serve] won't have the same access to [service we provide].
- It is not just us.
 - Domestic violence survivors will have fewer safe places to turn and less support as they navigate the medical and legal systems.
 - Families in crisis won't have access to early intervention services, leaving more children at risk of abuse.
 - Families and children struggling with mental health challenges won't have the same care options.
 - People with disabilities will have fewer opportunities for home- and community-based care.
 - Animal shelters will have fewer resources to care for cats and dogs.

Pillar 2: *Less Funding, More Need*



Key Message: Amendment 3 would increase the number of people needing assistance while dramatically reducing the resources available to help.

Talking Points

- Less government funding for a program means more people in need, and nonprofits cannot fill the growing gap.
 - It is a one-two punch: less money and more people relying on services.
 - Families in need of low-cost healthcare will go to clinics trying to serve more people with less funding.
 - Veterans using services previously provided by local government will turn to nonprofits for assistance.
 - Families stretching their budgets for childcare could begin to require additional support, such as food assistance.
 - People in crisis will struggle with wait times on hotlines and psychiatric care facilities.
 - Animal shelters will be forced to care for fewer cats and dogs.
 - Fewer services for unhoused residents, increasing demands on police and corrections at the same time those budgets are also under pressure.





Pillar 3: *Immediate Impact*

Key Message: Floridians will feel the effects almost immediately, as cities and counties finalize their budgets now. Local governments and nonprofits are already planning cuts to public safety, libraries, healthcare, children's services and more.

Talking Points

- At our nonprofit, we have already discussed [customize] if the measure passes.
- Cuts aren't contingent on Amendment 3's passing. Local governments are already setting their budgets.
- St. Petersburg is weighing a fire assessment to pay for public safety if it loses property tax funding.
- Miami-Dade County could cancel afterschool programs, cut police patrols and scale back hospital services.



Elevator Pitch

Across the state, residents are struggling with high prices. Property tax cuts may sound like relief, but deep reductions in local revenue leave Floridians with fewer of the services that keep families safe, healthy and supported.

Amendment Three's passage would create a one-two punch for Floridians who rely on nonprofits for vital services by increasing need while decreasing resources.

People from all backgrounds, from every part of the state, will feel the effects of Amendment 3's passage. People in crisis will have longer hold times on hotlines, at a moment when minutes make a difference. Domestic violence survivors will have fewer places to turn for safe shelter. Families will have fewer options for affordable healthcare and accessible childcare.

Floridians would feel the squeeze almost immediately through a combination of service cuts and higher local fees and taxes.

Lead With This... Not That

Lead with what happens to people, before any policy or budget language.

Lead with this

What happens to people.

"Families will lose access to affordable healthcare."

"Survivors of domestic violence will find fewer shelter beds."

"Kids will lose afterschool programs."

The effect on Floridians.

Real people in real communities.

Not that

Abstract fiscal or policy language.

"Reduced local government revenue."

"Budget shortfalls."

"Funding mechanisms."

The effect on nonprofits.

The sector, the org, the balance sheet.

Part 2

MESSAGING FOR THE TEAM



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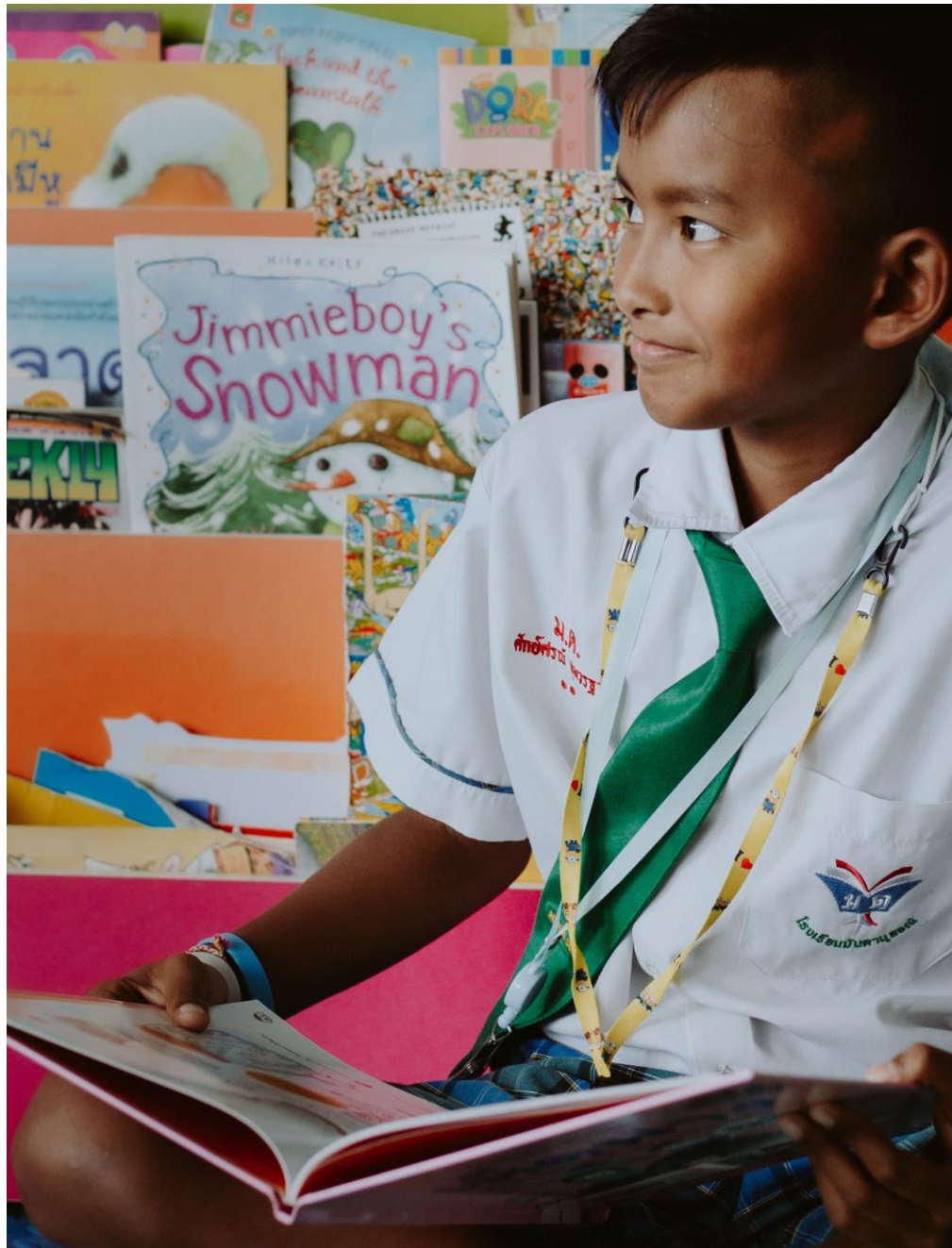


Put the Message to Work

- Know your audience. Lead with what matters most to them and adapt the framework accordingly.
- Make it your own. Internalize the umbrella message and three pillars, then deliver them naturally in your own voice.
- Make it relevant. Connect the pillars, adapt to the setting and ground the message in specific, local facts your audience will recognize.

See the companion messaging document for nonprofit-specific talking points.





Prepare, Think, *Plan* Ahead



Ask yourself before you communicate:

- What reaction do you want?
- What is your goal?
- Is this a new audience, or are you correcting a misunderstanding?
- Who exactly are you speaking to?
- What questions are they likely to ask? Practice your answers.

Remember: your goal is to deliver a message, not just answer a question.



Talking with Clients

- I wanted to quickly talk with you about Amendment 3, a proposal on the ballot this year that would change property tax.
- I know we're all struggling with higher costs right now but there are real costs to passing Amendment 3.
 - Towns and cities will need to increase taxes and fees, reduce services or do a combination of both to make up the shortfall.
 - And organizations like ours will receive less funding, making it harder for us to [insert service] for [insert description of clients]. *i.e. making it harder for us to help sexual assault survivors navigate the legal system.*
- Making it even more difficult, we expect more people will need [insert service] because local governments will no longer offer the same support. It'll really stretch our ability to help.
 - It's not just us. Other nonprofits are saying the same things. They're warning that if Amendment 3 passes, they'll need to consider reducing services.
- We're already making plans about what to do if Amendment 3 passes. There are no good options. We're considering [insert options].
- Deciding how to vote is a tough decision. I'm here to answer questions you may have.



Talking with Board Members

- I wanted to quickly talk with you about Amendment 3, a proposal on the ballot this year that would change property tax.
- Amendment 3 would create a one-two punch for nonprofits.
 - With less funding, state and local agencies will cut services for people with disabilities, low-income Floridians, domestic violence survivors and [insert your group or others as needed], so more people will rely on nonprofits for help.
 - At the same time, we'll have fewer resources, leaving us stretched and trying to serve more people with less funding.
 - Here, we expect to see [insert detail].
 - Private philanthropy will not be able to close the gap.
- We're already making plans about what to do if Amendment 3 passes. There are no good options. We're considering [insert options].
- Please let me know if you have questions about Amendment 3 and its effect on nonprofits.



Talking with Community Members

- I wanted to quickly talk with you about Amendment 3, a proposal on the ballot this year that would change property tax.
- I know we're all struggling with higher costs right now, but there are real costs to passing Amendment 3.
 - We'll experience service cuts and higher local taxes and fees or a combination of both.
- As you know, I work at [nonprofit], and we're concerned about a coming one-two punch.
 - Towns and cities will need to increase taxes and fees, reduce services or do a combination of both to make up the shortfall.
 - And organizations like ours will receive less funding, making it harder for us to [insert service] for [insert description of clients]. *i.e. making it harder for us to help sexual assault survivors navigate the legal system.*
- Friends who work at different nonprofits are warning of the same thing.



Talking with Donors

- I wanted to quickly talk with you about Amendment 3, a proposal on the ballot this year that would change property tax.
- As a supporter of XX nonprofit, you know we're committed to providing high-quality service to as many people as possible [customize].
- Amendment 3 will make that more challenging by creating a one-two punch for organizations like ours.
 - With less funding, state and local agencies will cut services for people with disabilities, low-income Floridians, domestic violence survivors and [insert your group or others as needed], so more people will rely on nonprofits for help.
 - At the same time, we'll have fewer resources, leaving us stretched and trying to serve more people with less funding.
 - Here, we expect to see [insert detail].
- We appreciate the funding you and other donors provide, but we know private philanthropy cannot fill this gap.
- We're already making plans about what to do if Amendment 3 passes. There are no good options. We're considering [insert options].

Let's Start Communicating

Questions?

Contact the FNA
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Appendix *Example Talking Points*

- Specific, ready-to-use talking points for each nonprofit are collected in the companion document.
- [Open the appendix.](#) See the linked document for the full set of example talking points, organized by organization and audience.