Media Partner Messaging Guide

Thank you for agreeing to be a Spark The Vote campaign media partner.

Getting cannabis consumers registered and active in the political process is a crucial part of legalizing cannabis across the country and ending the war on drugs.

Here are a few things you can do right now to immediately start making an impact.

- Tag friends in the following tweet: *I'm registered to vote, are you? Register today at www.sparkthevote.org #SparkTheVote*

- Record and share a personal testimonial video to post social media. For the video we ask that you that you record yourself finishing the following sentence:

  - "This year I'm voting because…"
  - Conclude the video with: "I'm voting, are you?"
  - At the end tell them to go to www.sparkthevote.org to register today!

- Post an image to your Instagram and share the attached picture as the "second slide". Sample language for your first post about the Spark The Vote campaign is below:

  - *This year I am working with the Spark The Vote campaign to make sure cannabis consumers register to vote and get active in local elections. Go to www.SparkTheVote.org to find out how you can get involved. #SparkTheVote #VoterEducation #LocalElections #VoteEarly #CCPC #cannabisvotes, #cannabis #GOTV2020*

- Complete the Spark The Vote Challenge. The challenge is to use your social media network to see how many people you can get registered to vote at SparkTheVote.org in 4 hours and 20 minutes. Here's how:
  - Go live on instagram or create a post explaining the Spark the Vote challenge offering to answer a question from every fan or follower that tags you in a screenshot showing they're registered to vote.
  - Monitor your social media for 4 Hours 20 Minutes to engage your following consistently.
  - Compete with fellow media ambassadors to see who can register the most voters in 4 Hours and 20 Minutes!

- ○ After you do it, you challenge a friend to do the same thing.

- Make sure to use these hashing tags: *#SparkTheVote #LocalElections #VoteEarly #cannabisvotes, #GOTV2020*