



## Thank you for joining us in the fight to Unlock Opportunities For All Californians by repealing Prop 209!

In this document you'll find suggested content to use across social media and your email lists. As a coalition member, your voice is critical to winning this fight. Please join by spreading the word online, and feel free to rewrite or pick and choose from the language below to suit your needs.

Questions or feedback? Email [amy@50p1.com](mailto:amy@50p1.com).

### Email

**Subject line:** We're proud to endorse ACA 5 // Rewriting the legacy of exclusion in California // Let's make history in 2020 // Let's create Opportunity for All Californians

FNAME//Friends -- Even as California's economy continues to grow, too many of us are left behind.

Because of Proposition 209, which bans fair opportunity policies in California like affirmative action, too many hard working Californians are locked out of sharing in our state's prosperity -- particularly women, Black and Latino families and low-wage workers.

FNAME, repealing prop 209 is an opportunity for us to stand up for our values and put an end to discrimination in state contracts, hiring and college admissions across race and gender.

California is better than Prop 209, and it's high time we end our state's ban on fair opportunity policies like affirmative action.

[\[Join the Coalition\]](#)

Here's what repealing Proposition 209 will mean for California:

- Hiring more women to positions of leadership and investing in women-owned businesses, which are left out of billions of dollars in government contracts every year
- Creating fair hiring practices in the State of California that give women, Latinos and African-Americans access to public career jobs and good benefits



- Closing the education achievement gaps among communities of color, and ensuring our Public colleges and universities can offer a diverse atmosphere that enhances learning and encourages mutual understanding
- Standing up for California values against the racism and intolerance that national politicians have used to divide the country

This is a historic moment in our country and in California, we have the chance to champion our progressive values and repudiate the racism of the Trump administration by voting to repeal Proposition 209.

**Put plainly, this fight is about equal opportunity for all Californians.**

Together, we can stand up for our values and put an end to gender and racial discrimination in California.

FNAME, our first step to repealing Prop 209 is getting ACA 5 through the State Legislature to qualify for the November ballot.

[Will you contact your legislators and tell them why you support ACA 5?](#)

[\[ACT NOW\]](#)

[Contact Sacramento: http://bit.ly/aca-5](http://bit.ly/aca-5)

Sincerely,

SENDER FIRST NAME

SENDER NAME

SENDER TITLE

SENDER ORGANIZATION

**Graphics (next page)**

**DID YOU KNOW?**

California is one of only 8 states that outlaws policies that promote equal opportunity for all like affirmative action.

**LET'S FIX THAT**

Opportunity for ALL Coalition

Facebook version [here](#)  
Twitter version [here](#)

**LET'S CREATE**  
Opportunity for All Californians

Opportunity for ALL Coalition

**MAKE YOUR VOICE HEARD**

Facebook version [here](#)  
Twitter version [here](#)

**EQUAL OPPORTUNITY FOR ALL**

Opportunity for ALL Coalition

**TAKE ACTION**

Facebook version [here](#)  
Twitter version [here](#)

## Social Media Content (#ACA5 / #OpportunityForAll)

🚫 Say NO to Prop 209 🙋

Did you know that Prop 209 hurts Californians by enforcing gender and racial discrimination? Call your legislator today and tell them to support #ACA5—let's take a stand & protect California's progressive values. Learn more at [repeal209.org](http://repeal209.org)

Did you hear? 📣 #OpportunityForAll will create fair opportunities for all without racial quotas. Contact your legislator today and tell them you support equal opportunities in California for women, Black and Latino families!! <http://repeal209.org> 📞 🗳️

Under Prop 209:

- 👎 Small businesses owned by women & POC lose \$1.1 billion annually
- 👎 Women STILL earn 80¢ for every \$1 a man earns
- 👎 Black & Latino students admitted to UCs decreased between 12 & 60%

Tell your legislator to repeal Prop 209 today! <http://bit.ly/aca-5>

By creating fair hiring practices, expanding access to public higher education, and legalizing affirmative action, California can start to look after those who have been systematically discriminated against. <http://repeal209.org> #OpportunityForAll

Repealing Prop 209 will:

# Opportunity for **ALL** Coalition

👩🏫💡 Grow women-owned businesses

🎓 Expand access to higher education

👤 Create fair hiring practices

Learn more here: <http://repeal209.org> #OpportunityForAll

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Hire women.

Invest in small businesses.

#OpportunityForAll.

Let's legalize equal opportunity policies like affirmative action. Support #ACA5:

<http://bit.ly/aca-5>