

THE CAMPAIGN WORKSHOP

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To: LSSC and Interested Parties
From: Joe Fuld, Sophie Thurber and Shelley Rees, The Campaign Workshop
Date: 8/13/2020
Re: Use of Toolkit Creative

The Local Solutions Support Center (LSSC) is a coordinating hub that provides local governments, elected officials and advocates with the strategies, tools and assistance needed to defend local democracy and discourage the use of preemption that limits the ability of cities to protect people's civil rights, solve problems, and improve lives.

LSSC has partnered with The Campaign Workshop to create a message-tested toolkit to provide local partners with messaging insight and creative options that we believe will move the preemption conversation forward and help to build real understanding of the issues at a grassroots level.

Leveraging messaging research LSSC conducted with PerryUndem in the summer of 2019, we conducted deep testing of messaging, ads and video content to ensure that we produced the most effective replicable content for use in state campaign efforts. For more insight into the latest preemption messaging, download LSSC's latest [messaging guide](#) and our [COVID-19 update](#).

The toolkit includes English and Spanish language versions of both [video content](#) and static ads. There are a few ways local partners can use the toolkits:

1. They can serve as inspiration for you to build your own creative to deploy in your own digital campaigns.
2. You can work directly with The Campaign Workshop to customize the ad content to fit your specific context.
3. You can purchase the images used in the ads and work with another vendor of your choice to customize the ads. Please note that the images **MUST** be purchased on your end of things in order to comply with image licensing requirements. We are happy to provide information about the images we purchased for this toolkit.

If you have any questions about using LSSC's digital toolkit, please contact LSSC Deputy Director Katie Belanger at katie@supportdemocracy.org.

LSS2001_Curve



[Link to stock photo](#)

LSS2012_ES_Curve



[Link to stock photo](#)

LSS2002_Voices



[Link to stock photo](#)

LSS2013_ES_Voices



[Link to stock photo](#)

LSS2003_Decision



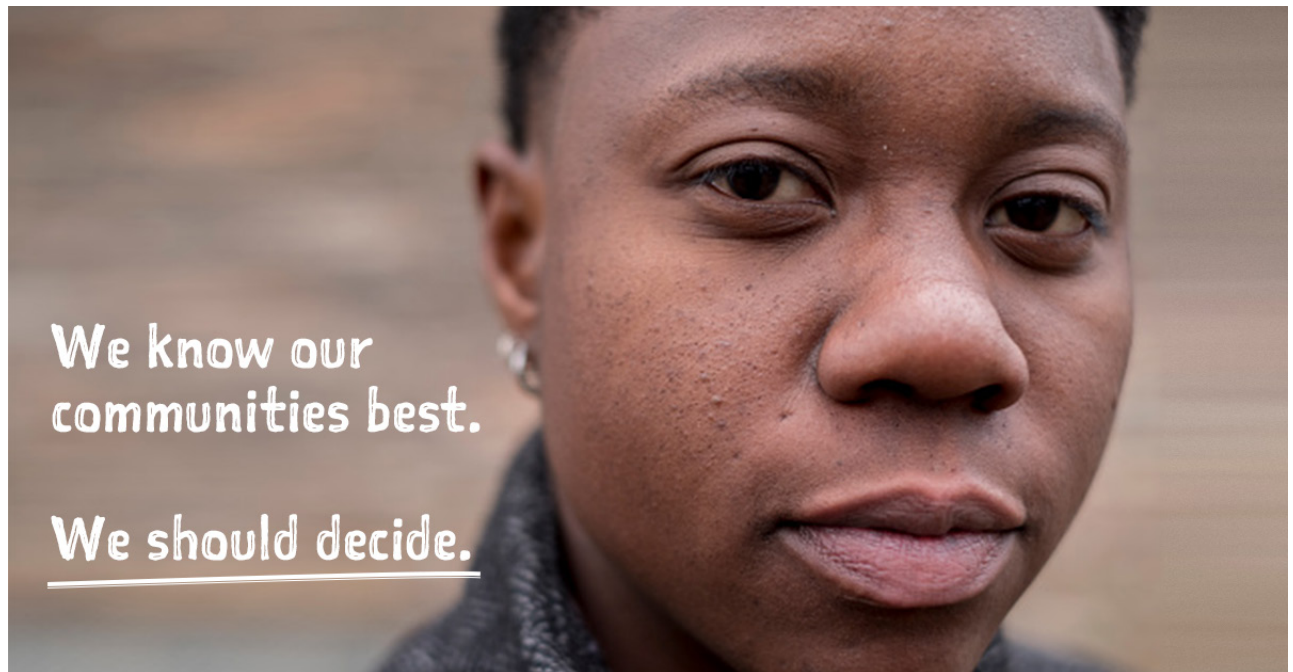
[Link to stock photo](#)

LSS2014_ES_Decision



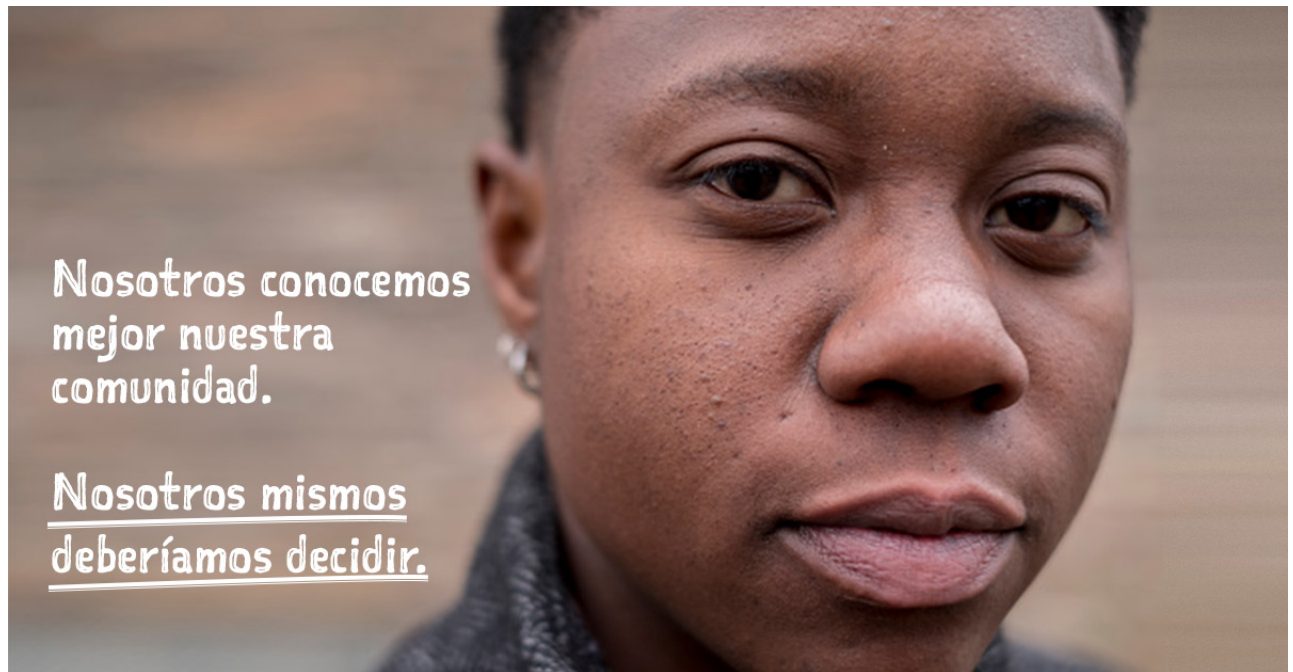
[Link to stock photo](#)

LSS2004_Local



[Link to stock photo](#)

LSS2015_ES_Local



[Link to stock photo](#)

LSS2005_Look



[Link to stock photo](#)

LSS2016_ES_Look



[Link to stock photo](#)

LSS2006_Who



[Link to stock photo](#)

LSS2017_ES_Who



[Link to stock photo](#)

LSS2007_Politicians



[Link to stock photo](#)

[Link to stock photo](#)

LSS2018_ES_Politicians



[Link to stock photo](#)

[Link to stock photo](#)

LSS2008_COVID



[Link to stock photo](#)

LSS2019_ES_COVID



**Los líderes de la comunidad
están tratando de
mantenemos a salvo
del COVID-19.**

**Los líderes
estatales se niegan.**

[Link to stock photo](#)

LSS2010_30-Sec Video



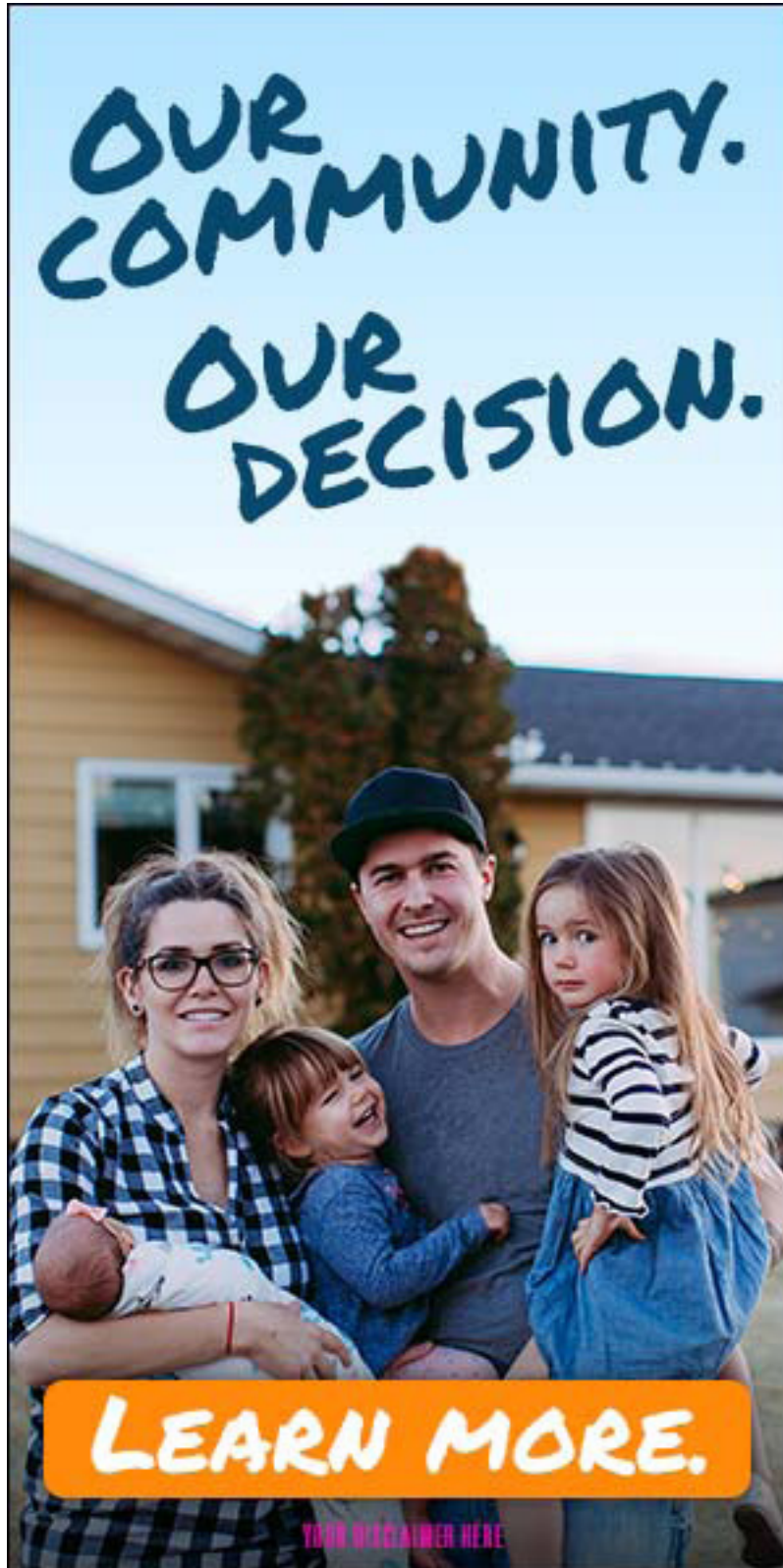
[Link to video](#)

LSS2011_ES_30-Sec Video



[Link to video](#)

LSS1902 Our Community



[Link to stock photo.](#)

LSS1903 Rent



[Link to stock photo.](#)

LSS1904 Raise

**WE NEED
A RAISE.**

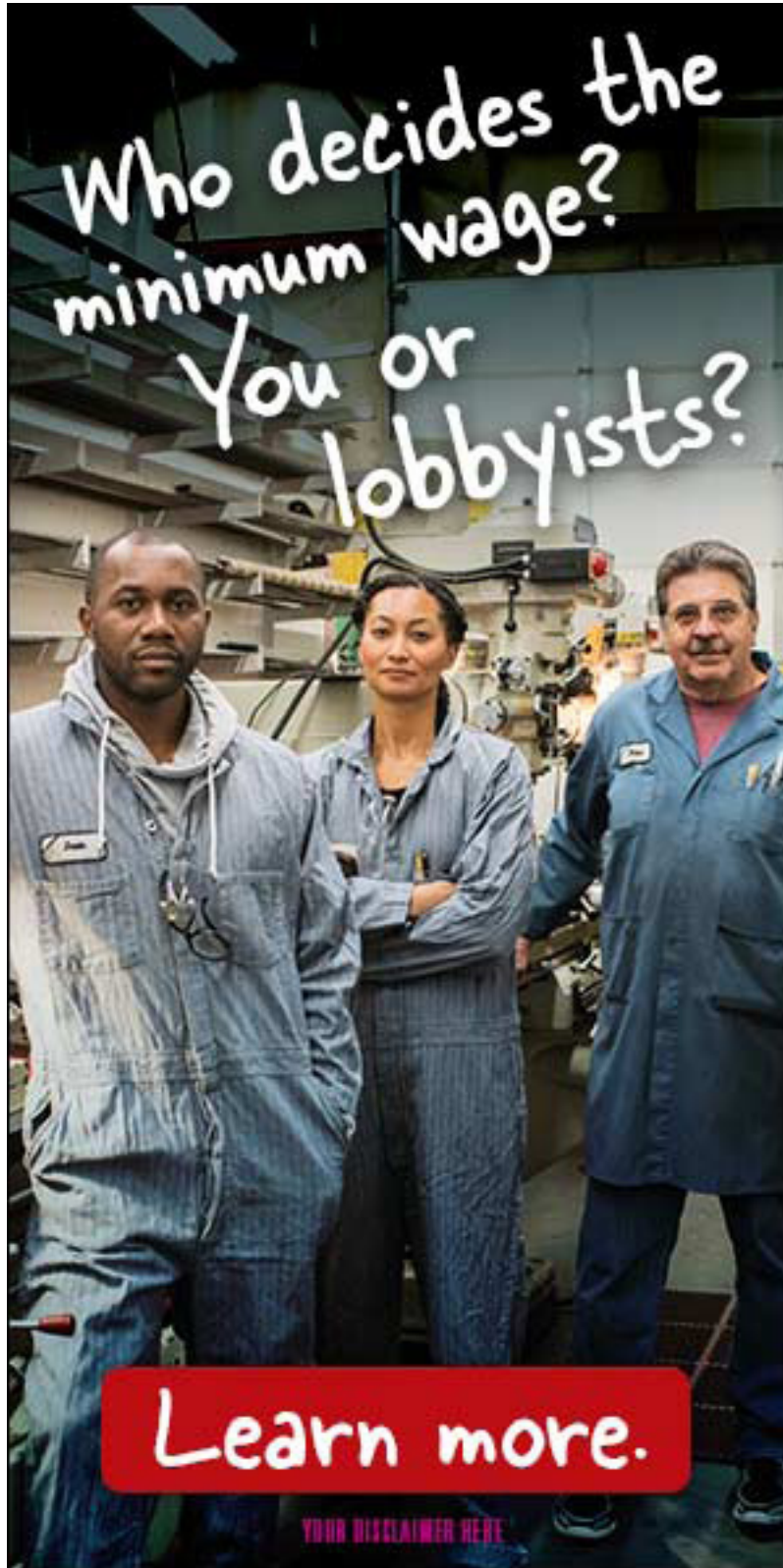
LOBBYISTS WON'T LET THAT HAPPEN.

LEARN MORE.

YOUR DISCLAIMER HERE

[Link to stock photo.](#)

LSS1906 Minimum Wage



[Link to stock photo.](#)

LSS1907 Solve



**LET US SOLVE
LOCAL PROBLEMS,
NOT STATE
LOBBYISTS.**

LEARN MORE.

YOUR DISCLAIMER HERE

[Link to stock photo.](#)

LSS1913 Gun Laws

**WHO SHOULD DECIDE
OUR GUN LAWS—
LOBBYISTS OR US?**



LEARN MORE.

YOUR DISCLAIMER HERE

[Link to stock photo.](#)

[Link to stock photo.](#)