

# THE CAMPAIGN WORKSHOP

---

900 17th Street, NW | Suite 950 | Washington, DC 20006  
202-223-8884 | [www.TheCampaignWorkshop.com](http://www.TheCampaignWorkshop.com)

**To:** LSSC and Interested Parties  
**From:** Joe Fuld, Sophie Thurber and Elena Veatch, The Campaign Workshop  
**Date:** 9/19/19  
**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 these 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](#).

The toolkit includes both video content (cut to :15 and :30 lengths) and static ads. The ads are on the following pages of this document and you can [view the videos online](#).

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 if you plan to alter them in any way with another vendor 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](mailto:katie@supportdemocracy.org).

LSS 1902



OUR  
COMMUNITY.  
OUR  
DECISION.

LEARN MORE.

LSS 1903



WHO SHOULD DECIDE  
THE RENT IN OUR  
NEIGHBORHOOD?  
NOT STATE  
LOBBYISTS.

[LEARN MORE.](#)

**WE NEED  
A RAISE.**

**LOBBYISTS WON'T LET THAT HAPPEN.**

**LEARN MORE.**

LSS 1906



LSS 1907



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

**LEARN MORE.**

LSS 1913

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



**LEARN MORE.**