

SB 245 Referendum: Volunteer Social Media Toolkit

Goal: Educate neighbors about the unfairness of SB 245, drive traffic to the petition map, and recruit new volunteers. In addition to creating your own posts, also be sure to share posts from organizations and the campaign itself through the next few months! **Key Hashtags:** [#RejectTheRentersTax](#) [#Taxes](#) [#SB245](#) [#SDFairTaxes](#) [#SouthDakota](#)

Visual Guide (What to Post)

Don't just post text! Use images to stop the scroll.




- **Option A:** A campaign photo from the website or social media (being developed!)
- **Option B:** A selfie of you holding a petition clipboard with the caption "Carrying petitions in [Your Town] today!"
- **Option C:** A screenshot of the **Petition Map** (www.sd4fairtaxes.org) showing locations near you.
- **Option D:** A photo of a local teacher, farmer, or small business owner (with permission) to humanize the "working family" angle.

Ready-to-Post Captions


Option 1: The "Wake Up Call" (General Education)

Best for: Introducing the issue to people who don't know about SB 245 yet.

Headline:  Is this really "tax relief"?

SB 245 passed in the final days of the legislative session claiming to help homeowners. But look closer:  It uses money from a sales tax hike that **EVERYONE** will pay (4.2% → 4.5%).  It gives property tax relief **ONLY** to single-family homeowners.  The bigger the home, the bigger the relief.

This isn't relief. It's a **wealth transfer** from working families, renters, and farmers to the state's wealthiest homeowners. Renters pay the tax hike but get \$0 back. Farmers pay more on equipment but get no relief.

We need to say NO to this unfair shift. We need you to **SIGN THE PETITION** to put this on the November ballot!  **Find a petition drive near you:** www.sd4fairtaxes.org

#RejectTheRentersTax #SB245 #SDFairTaxes #SouthDakota #TaxJustice

Option 2: The "Renters & Farmers" Angle (Targeted Empathy)

Best for: Reaching renters, young families, and rural communities.

Headline: 🏠 Renters & Farmers: This bill leaves you out.

Did you know SB 245 ignores 30% of South Dakotans? If you rent, you pay the new sales tax hike, but you get **ZERO** property tax relief. In fact, landlords will likely raise rents to cover their increasing property tax costs, meaning you pay twice!

If you farm, you pay higher sales taxes on expensive equipment and inputs, but agricultural land is excluded from the relief fund.

Meanwhile, million-dollar mansions get the biggest tax breaks.

Help us stop this unfair transfer. 🙌 **Sign the petition here:** [Link] 🗺️ **Find a signing location near you:** www.sd4fairtaxes.org

#RentersRights #SDAg #SDFairTaxes #SB245 #SouthDakota

Option 3: The "Call to Action" (Recruiting Volunteers)

Best for: Getting people to carry petitions or attend drives.

Headline: 📋 We need YOUR help to stop SB 245!

We are collecting **22,000 signatures** by June 29 to put this unfair tax shift on the November ballot. We can't do it without you!

How you can help TODAY: **1** **Carry a petition:** Grab a clipboard and hit the streets in your neighborhood. **2** **Host a drive:** Set up a table at a coffee shop or local event, and register it with our map. **3** **Spread the word:** Share this post and tag friends who care about fairness.

📍 **Where are we signing?** Check our interactive map to find a drive near you or to sign up as a host! 🔗 www.sd4fairtaxes.org

Let's make sure ALL South Dakotans have a voice. #CarryThePetition #RejectTheRentersTax #SB245 #SDFairTaxes

Option 4: The "Event Reminder" (Driving Traffic to Drives)

Best for: Promoting specific local petition drives.

Headline: ☕ Come say hi and sign the petition!

We are hosting a petition drive for the SB 245 referendum right here in [City/Town Name]! 📅 **When:** [Date & Time] 📍 **Where:** [Location, e.g., Main Street Coffee Shop]

Come learn why SB 245 is a "Renters Tax" and how it shifts wealth to the wealthy. Bring a friend, [grab a coffee], and help us get this on the ballot!

Can't make it? Find another drive near you on our map: www.sd4fairtaxes.org

#SignThePetition #RejectTheRentersTax #FairTaxes #SB245 #[YourCityName]



Story/Reel Ideas (15-30 Seconds)

- "The Math" Reel:**
 - Visual:* You holding a calculator.
 - Audio:* "Everyone pays the sales tax hike. Only homeowners get relief. The bigger the house, the bigger the check. That's not fair. Sign the petition to stop SB 245."
 - Text Overlay:* "SB 245: The Wealth Transfer."
- "Meet the Team" Reel:**
 - Visual:* Quick clips of volunteers carrying petitions, laughing, and talking to neighbors.
 - Audio:* Upbeat music.
 - Text Overlay:* "Join the fight for Fair Taxes in [County Name]. Link in bio to volunteer!" (www.sd4fairtaxes.org/volunteer)
- "Fact Check" Story:**
 - Visual:* A photo of the bill text or a headline.
 - Text:* "Myth: SB 245 helps everyone. Fact: It ignores 30% of SD who rent and farmers. Sign the petition to vote NO."

Need more help? If you need graphics created or have questions about the talking points, email us at info@sd4fairtaxes.org

Together, we can stop the tax shift! South Dakotans for Fair Taxes