



Supporter Tool Kit

Thank you for your support of the 2022 Vote Yes for City Bonds campaign! This tool kit is a resource for you to share your support of the 2022 City of Charlotte bond referendum through your organizations and on your personal social media accounts. Prior to sharing, make sure to follow us on Facebook, Instagram and Twitter or sign up for our [newsletter](#) to stay up to date on campaign information.

Facebook: [@VoteYesForBonds](#)

Instagram: [@voteyesforbonds](#)

Twitter: [@VoteYes4Bonds](#)

Newsletter/Website Copy

If your organization would like to share information about the bonds, the below is an in-depth overview of the 2022 City of Charlotte bond referendum.

In 2022, the Charlotte City Council approved the FY2023-2027 Capital Investment Plan (CIP), a comprehensive program for capital improvement projects across the city over the next five years. This long-range plan builds on investments from the city's previous CIP (2014-2020) and is designed to support the growth and vitality of the community. The plan specified improvements to transportation corridors and neighborhoods and building workforce housing. Funding for the CIP comes primarily from issuing bonds with the approval of city voters.

On November 8, City of Charlotte voters will consider \$226 million in bond referendum. If approved, these funds will continue to:

- Upgrade and enhance streets, bridges, sidewalks and bikeways (\$146.2 million)
- Build housing for low- to moderate-income individuals and families (\$50 million)
- Improve infrastructure in the city's older neighborhoods and emerging high-growth areas (\$29.8 million)

The financing costs for these bonds are included in the current city budget. No additional property tax increase will be required to pay for these bonds. For more information on others way you can get involved visit voteyesforbonds.com/get-involved.

Social Media Assets

Once you click any of the links below, right-click and choose "Save Image As..." to download.

- [Facebook Cover Image](#)
- [Twitter Header Image](#)
- [Zoom/WebEx Background](#)
- [Horizontal Social Image](#)
- [Square Social Image](#)
- [Vertical Image for Stories](#)

Sample Social Media Posts

The below posts are designed to be copy and pasted, but you are free to edit to reflect your own tone or any extra context you'd like to share. Our Twitter handle differs from our Facebook and Instagram handles, so there are two versions of each post below to use across your accounts.

Post 1: Generic

Facebook/Instagram: I'm voting YES for the 2022 City of Charlotte Bonds! There are \$226 million in bond referendum on the ballot this November that will go towards improving Streets, Housing and Neighborhoods. Visit voteyesforbonds.com to learn more.
#VoteYesForBonds

Twitter: I'm voting YES for the #2022CLTBonds! There are \$226 million in bond referendum on the ballot this November that will go towards improving Streets, Housing and Neighborhoods. Visit voteyesforbonds.com to learn more. #VoteYesForBonds

Post 2: Housing

Facebook/Instagram: 🗳️ City of Charlotte voters 🗳️ At the end of your ballot, you will have the chance to vote YES for the \$50 million City of Charlotte Housing Bonds, which will help provide affordable housing for low- to moderate-income individuals and families. Follow @VoteYesForBonds to learn more about the Housing Bonds and make sure to #VoteYesForBonds on Election Day. 📬

Twitter: 🗳️ City of Charlotte voters 🗳️ At the end of your ballot, you will have the chance to vote YES for the \$50 million Housing Bonds, which will help provide more affordable housing in Charlotte. Follow @VoteYes4Bonds to learn more about the #2022CLTBonds.

Post 3: Streets

Facebook/Instagram: \$146.2 million of the #2022CLTBonds will go toward Streets to improve:

- ✓ Roads and Intersections
- ✓ Sidewalks and Pedestrian Safety
- ✓ Traffic Flow

and MORE! Follow @VoteYesForBonds to learn more about the Streets Bonds. And join me in voting YES at the end of the ballot on November 8. 🗳️

Twitter: #DYK: \$146.2 million of the #2022CLTBonds will go toward Streets to improve...

- ✓ Roads and Intersections
- ✓ Sidewalks and Pedestrian Safety
- ✓ Traffic Flow

and MORE! Join me and @VoteYes4Bonds at the end of your ballot on November 8. 🗳️

Post 4: Neighborhoods

Facebook/Instagram: Charlotte friends, the \$29.8 million Neighborhoods Improvements Bonds will fund capital projects and address immediate infrastructure needs as well as support Charlotte's Corridors of Opportunity. If you want to support the ongoing growth in our community, make sure to #VoteYesForBonds ✓ in the upcoming general election. @VoteYesForBonds.

Twitter: Charlotte friends, the \$29.8 million Neighborhoods Improvements Bonds will fund capital projects and address immediate infrastructure needs. Want to support the ongoing growth in our community? Make sure to #VoteYesForBonds ✓ in the upcoming general election. @VoteYes4Bonds

Post 5: Vote Early (October 20)

Facebook/Instagram: Early Voting in North Carolina starts today! 🗳️ You can visit any early voting site in Mecklenburg County now through November 5 to cast your vote. I will be voting YES for the three City of Charlotte bonds at the bottom of my ballot this election, and I hope you'll join me. Visit voteyesforbonds.com or follow @VoteYesForBonds for more information.

Twitter: Early Voting in NC starts today! 🗳️ Visit any early voting site in @MeckCounty now through November 5 to cast your vote.

I will be voting YES for the #2022CLTBonds at the bottom of my ballot, and I hope you'll join me! Visit voteyesforbonds.com for more information.

Post 6: Election Day (November 8)

Facebook/Instagram: It's Election Day, which means it's time to get out and VOTE if you haven't already! To my City of Charlotte friends, #VoteYesForBonds at the end of your ballot today! There are three bonds totaling \$226 million that will go towards Streets, Housing and Neighborhoods to help improve our city! @VoteYesForBonds

Twitter: It's #ElectionDay, which means it's time to get out and VOTE if you haven't already! City of Charlotte friends, #VoteYesForBonds at the end of your ballot today! The \$226 million for Streets, Housing and Neighborhoods Bonds will be used to improve our city! @VoteYesForBonds