



PROTECT KIDS COLORADO – VOLUNTEER MESSAGING GUIDE

You helped get these on the ballot—now you can help make sure they win! 🔥

Your Role

You are not expected to win debates or know every detail. Your job is to share why this matters, keep it simple, and encourage YES votes.

Golden Rule

Keep it simple: Common sense safeguards, protecting kids, YES, YES, YES. *If it feels like an argument, you're losing.*

Core Message

These measures are about **protecting kids, fairness, and common sense**. Most Coloradans already agree. We are always FOR protecting kids, common sense safeguards, fairness & safety, widely supported issues – not against anything.)

The Measures

- **Prop 133: The Children Are Not For Sale Act**
 - Protect kids from exploitation and trafficking
- **Prop 134: The Protect Girls' Sports Act**
 - Preserve single-sex categories. Keep girls' sports fair and safe
- **Prop 135: The Protect Kids From Irreversible Sex-Change Surgery Act**
 - Protects kids from irreversible medical decisions. Give kids time!

3-Step Conversation

1. Start with shared values (“We should protect all children”)
2. Keep it simple (“That’s really all this does”)
3. End with action (“I’m voting YES”)

Your Personal Story

The most powerful thing you can say is why YOU support this. Example: “As a parent, this matters to me...” *or* “I carried a petition because...”

Common Responses

“This is discriminatory” → “I see it as protecting kids from irreversible decisions.”

“This targets kids” → “Every child deserves respect, and this is about fairness.”

“This is extreme” → “It feels like common sense to most people.”

“This is political” → “These nonpartisan issues were driven by thousands of volunteers from every walk of life.”

Do / Don’t

DO: Be calm, kind, and brief. Listen more than you talk.

DON’T: Argue, get emotional, or over-explain.

Social Media Tips

SHARE!!! Keep posts short and positive. Don’t argue in comments. Share simple messages like: “Protect kids. Keep it fair. YES on 133, 134 and 135.”

Pre-bunk Line

“You may see misleading ads—this is really about protecting kids and fairness.”

Weekly Actions

Share 3 posts, text 5 friends, talk to 3 people, pass out 10 cards, get a yard sign in someone’s hands. **Stay Engaged!** Small actions make a big difference.

Final Encouragement

This campaign is powered by people like you. Your voice matters more than any ad! Just a few weeks to go – WE CAN DO THIS!!! 🔥