



21 Simple strategies to help with the Vote YES on 3 Campaign

Local retailers across Massachusetts are supporting the **Vote YES on #3 campaign**. Enactment of Question #3 is game changing for alcohol beverages retail. Not since the end of Prohibition has so much been at stake within the industry. With the help of your store we will win on November 8th!

Simple store strategies that will make a difference:

1. **Donate** to the **Yes on 3** campaign. Mail donations to the **"21st Century Alcohol Retail Reform Committee,"** and send them to **30 Lyman Street, Suite 2, Westborough, MA 01581.**
2. Solicit stores in your area to donate to the **Yes on 3** campaign.
3. Cut and paste the **"Vote Yes on 3"** logo to end of all your store's email communications. The logo is available for download from the "Resources" tab at www.masspack.org.
4. Copy and add the **"Vote Yes on 3"** logo to your store's email signature.
5. Add the **"Vote Yes on 3"** logo to all store email newsletters that get sent to your customers.
6. Add the **"Vote Yes on 3"** logo to your website with a link click to www.yeson3mass.com
7. Extend campaign messaging by substituting your regular advertisements in print publications with a **"Vote Yes on 3"** ad (*Report to info@masspack.org to disclose the "in kind" donation*).
8. Display the **"Vote Yes on 3"** information primer at your store (download at www.masspack.org)
9. Make sure all your employees are versed about **"Vote Yes on 3."**
10. Have all employees wear pins saying, **"Vote Yes on 3"** (see Masspack for pins) and print follow up bullet point handouts to give to customers.
11. Ask employees to help convey the message to **"Vote Yes on 3."**
12. Create **"Vote Yes on 3"** shirts for employees.
13. Convert the **"Vote Yes on 3"** logo into a car magnet for employee and delivery vehicles.
14. Place **"Vote Yes on 3"** bullet point handouts into bags.
15. Have **"Vote Yes on 3"** cling signs in your store's window.
16. Add the **"Vote Yes on 3"** graphic to your LED signs (contact MassPack for the special file).
17. Post **"Vote Yes on 3"** logo on social media, share from official the Facebook page.
18. Stores with their own radio or TV shows can talk about **"Vote Yes on 3"** or ask someone from the campaign to be a guest.
19. Submit a letter to the editor or opinion editorial in support of Question 3.
20. Place a **"Vote Yes on 3"** lawn sign in your parking area.
21. Place a **"Vote Yes on 3"** sign in a highly visible area to the road.

Paid for by the "21st Century Alcohol Retail Reform Committee"
30 Lyman Street, Suite 2
Westborough, MA 01581