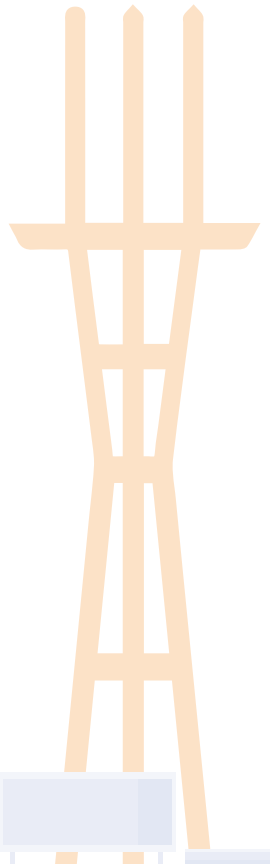




SUPPORTER TOOLKIT

Thank you for your support of Proposition H.

We need your help to get the word out about the importance of this measure to save San Francisco's small businesses. This Toolkit provides background information on Prop H as well as messaging, social media tools, and calls to action.



Prop H Overview

The pandemic and recession have had a devastating impact on San Francisco's small businesses. We all know beloved restaurants and shops that have closed permanently. Per the Golden Gate Restaurant Association, half of San Francisco's restaurants are expected to close by the end of this year.

Small businesses are the heart and soul of San Francisco, and we need to take action now to save them. Proposition H will streamline permitting for small businesses along commercial corridors, so that we can support workers, owners and their families in getting through the pandemic.

What Prop H Does



Permitting time streamlined down to 30 days. It can take years for a new small business to open due to long waiting periods for permits (typically a year). During this waiting period, small business owners are frequently paying rent without any income and storefronts sit empty. Prop H will cut down this time so that existing small businesses can pivot operations to survive the pandemic, and new small businesses are incentivized to open.



Bring vibrancy and people back to empty and vacant merchant corridors. Prop H will bring foot traffic to commercial corridors by making it easier for nonprofits and arts activities to open and operate in vacant ground floor storefronts, while also making it easier for professional service small businesses like lawyers, accountants, etc. to open and operate in upper floors.



Improve outdated zoning laws. Prop H includes updates to allow retail stores to serve food, and letting restaurants offer outdoor seating.



Ways You Can Help Pass Prop H

Peer contact is the most effective way to build awareness of and support for Prop H.

- **Send an Email to Your Network.** Please see the email template in this tool kit and send an email to your members, coalition partners, friends, and family in SF.
- **Post on Social Media.** Please see the sample social posts in this toolkit



Do This Now

- Put up a Yes on H sign at your home, business, office, etc. Request a sign via this form.
- Follow Yes on H on social media and use the following hashtags:
 - f Facebook logo [@SFYesonH](#)
 - Instagram logo [@SFYesonH](#)
 - Twitter logo [@SFYesonH](#)
 - # Hashtags: #VoteYesonH #SaveSFSmallBiz
- Volunteer with the campaign to get out the vote on H. Sign up via this form.
- Sign up for Yes on H email to stay-up-to-date on the latest from the campaign.

Please reach out to nadia@sfsmallbusiness.com with any questions.



Sample Social Posts

- Join me in voting Yes on Prop H to save San Francisco's small businesses!
[#VoteYesonH](#) [#SaveSFSmallBiz](#)
- The pandemic and recession have had a devastating impact on small businesses in San Francisco. We all know beloved restaurants and shops that have closed permanently. Vote Yes on Prop H to help save the SF small business community.
[#VoteYesonH](#) [#SaveSFSmallBiz](#)
- Did you know that small businesses employ nearly half of the workforce in San Francisco? These people and their families need the income and healthcare small business jobs provide. Vote Yes on Prop H to save SF's small business jobs.
[#VoteYesonH](#) [#SaveSFSmallBiz](#)
- You've heard about how difficult it is to operate as a small business in San Francisco. The pandemic has made it so much harder for our small businesses to survive. Save the heart and soul of SF by voting Yes on Prop H to save SF's small businesses.
[#VoteYesonH](#) [#SaveSFSmallBiz](#)
- Proposition H saves SF's small businesses by cutting permitting time down to 30 days (currently 10 months), fills vacant storefronts, and brings people back to merchant corridors. Help SF's small businesses survive by voting YES on H.
[#VoteYesonH](#) [#SaveSFSmallBiz](#)

Social Media Best Practices

1. Tag the campaign in your post. ([@sfyesonh](#) across all platforms)
2. Use the campaign hashtags: [#VoteYesonH](#) [#SaveSFSmallBiz](#)
3. Always use images or graphics to accompany caption text in your social posts to ensure the posts register with people.
 - Graphics and photos are available on the campaign's social media pages.
 - Email nadia@sfsmallbusiness.com for campaign graphics if you need assistance.

Sample Email Template

Hi [add contact name],

I am reaching out to ask for your support for Proposition H, the Save Our Small Businesses ballot measure. This measure was placed on the ballot by Mayor London Breed to cut the bureaucracy and high costs our small businesses face. Prop H is even more critical as we face the devastating impact of the pandemic on San Francisco's small businesses.

How Prop H Helps Small Businesses

Streamlines Small Business Permitting Down to 30 Days

Proposition H streamlines permitting down to 30 days and removes duplicative neighborhood noticing for uses allowed by zoning along our City's commercial corridors. By making restaurants permitted uses, for example, the time required to secure a permit is reduced to a month from what is currently a year, allowing these businesses to shift operations to survive the pandemic, saving time and money and getting people to work more quickly.

Fill Vacant Storefronts and Bring People Back into Merchant Districts

Prop H will bring commercial corridors back to life through increased foot traffic by making it easier for nonprofits and arts activities to open and operate in vacant ground floor storefronts, and making it easier for professional service small businesses like lawyers, accountants, etc. to open and operate in the upper floors of storefronts. Learn more about Proposition H at sfsmallbusiness.com.

Endorsers

The measure is endorsed by the San Francisco Democratic Party, the Golden Gate Restaurant Association, the San Francisco Chamber of Commerce, the Alice B. Toklas LGBT Democratic Club, the San Francisco Women's Political Committee and the San Francisco Council of District Merchants, Mayor London Breed, and Supervisors Matt Haney, Gordon Mar, Rafael Mandelman, Hilary Ronen, Ahsha Safaí, and Catherine Stefani.

Easy Ways You Can Help Build Awareness of Yes on Prop H

- Follow Yes on H on social media: [Facebook](#), [Instagram](#), [Twitter](#)
- Put up a Yes on H sign. [Request a sign via this form.](#)
- [Sign up for Yes on H](#) email to stay-up-to-date on the latest from the campaign.
- Vote Yes on H when you receive your ballot and encourage your friends and family to do the same by sharing your support on H via social media and email.

Remember everyone will be receiving a vote-by-mail ballot this year. Vote Yes on H, sign the envelope, and mail your ballot as soon as possible – no postage needed.

Sincerely,
Your Name



Please direct any questions or requests to
nadia@sfsmallbusiness.com



sfsmallbusiness.com | [f](#) [i](#) [t](#) [@sfyesonh](#)

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1. Michael Moritz (\$100,000)
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