



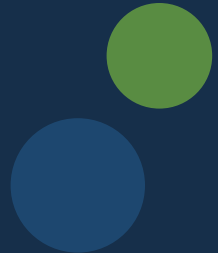
FPPTA × MARIANA ATENCIO

PROPERTY TAX EDUCATION CAMPAIGN

Full Communications Strategy & Playbook

April 2026 — November 2026

by Mariana Atencio



"Nothing is for free."

"Nada es gratis."

Help Floridians understand what's really at stake.

What We'll Cover

This campaign playbook walks through everything FPPTA needs to educate Floridians:

01–02	Strategic Foundation & Campaign Identity	The problem, the mandate, three pillars, and master messages
03	Audience Strategy	Seniors, parents, workers/renters — each with tailored messages and CTAs
04–05	Channel Strategy & Timeline	Facebook, TV, radio, newspapers + three-phase arc (April → June → November)
06	Sample Content	Ready-to-publish social posts, bilingual, plus video script framework
07	Earned Media	Pitch templates for TV, radio, and op-ed frameworks
08–12	CTAs, Framing, Allies & Member Education	Hashtags, opposition framing, coalition partners, internal messaging
13–16	Content Calendar, Media Contacts & Action Plan	Week-by-week plan, first 72 hours, minimum viable campaign, June conference

At a Glance

Client

Florida Public Pension Trustees Association (FPPTA)

Campaign Lead

Mariana Atencio — Communications Strategist & Journalist

Issue

Proposal to eliminate or sharply reduce property taxes in Florida

Campaign Type

Public education (not lobbying) — educate, inform, empower

Primary Goal

Help Floridians understand the full consequences before they decide

Campaign Arc

April 2026 (build) → June 2026 (launch) → November 2026 (ballot)

Languages

English and Spanish (bilingual throughout)

Tagline

"Nothing is for free." / "Nada es gratis."

01

STRATEGIC FOUNDATION

Why this is a communications problem, not just a policy problem.



The Problem We Are Solving




People understand the appeal of eliminating property taxes far better than they understand the cost. The campaign's entire job is to make the invisible visible.

Every message must be rooted in:





- ✓ Facts and consequences — not partisan attack
- ✓ Human and local impact — not budget jargon
- ✓ Questions people should be asking — not answers they didn't ask for
- ✓ Clarity about what's missing — not fear

Campaign Mandate

THIS CAMPAIGN IS NOT

-  A lobbying effort
-  An attack on a specific politician
-  A defense of property taxes as a concept

THIS CAMPAIGN IS

-  A civic education effort for Florida residents
-  A training engine for confident FPPTA messengers
-  A platform to explain the full picture before a ballot
-  An iterative, bilingual, multi-channel effort (Apr–Nov)

02

CAMPAIGN IDENTITY & MESSAGING

The Full Picture / La Historia Completa



The Three Campaign Pillars

PILLAR 1

THE DOMINO EFFECT

One change sets off a chain. Show Floridians how removing property tax revenue ripples through their daily lives.

PILLAR 2

WHERE'S THE PLAN?

The proposal has a promise but no replacement plan. Floridians deserve an answer: what fills the gap?

PILLAR 3

LOCAL POWER MATTERS

This is not only a tax issue. It is about whether local communities keep the power to fund their own future.

Every piece of content should serve one or more of these three pillars.

Headline Messages — Use Anywhere

Property taxes help fund things people use every day — police, fire rescue, libraries, parks, and basic neighborhood services.

The promise of lower taxes is easy to hear. The consequences for your community are harder to see.

No one is saying you must love paying taxes. But people deserve to know what those taxes help pay for before the rules change.

There's still no clear answer: if property taxes go away, what replaces them? And who ends up paying?

"Nothing is for free." When a major source of community funding disappears, it shows up somewhere.

03

AUDIENCE STRATEGY

Three audiences. Three emotional entry points. Three messages.



Primary Audience Segments



SENIORS & RETIREES

You deserve safe neighborhoods and fast emergency response. Those services depend on stable local funding. Before anything changes, you deserve a clear answer.

CTA: Share with a neighbor. Ask your local officials: what's the backup plan?



PARENTS & FAMILIES

Your kids deserve libraries, parks, and safe places to grow up. Those aren't luxuries — they're funded by local taxes. When that funding changes, families feel it first.

CTA: Post about a local park, library, or program that matters to your family.



WORKERS, RENTERS & COMMUNITY

You don't have to own a home to feel this. Police, firefighters, city workers, and local businesses all depend on stable local funding. The ripple reaches everyone.

CTA: Ask the question: if property taxes go away, where does the money come from?

Secondary Audience: FPPTA Members

Some FPPTA members — including fire and police employees who own homes — may initially support eliminating property taxes.



"Even if you would benefit from lower property taxes on your home, you are also close to the systems that depend on that funding. You have seen what happens when budgets tighten. That makes your voice the most credible in this conversation — use it."

04

CHANNEL STRATEGY

Do fewer things better.



Channel Overview



Facebook

PRIMARY

Seniors, parents, existing community

Educational posts, short video, shareable graphics, bilingual



Instagram

SECONDARY

Families, younger adults, visual reach

Short reels, infographics, quote cards, cross-posted from FB via Meta



Local TV

PRIMARY

All audiences — especially seniors

Segment pitches, spokesperson appearances



Local Radio (EN+ES)

PRIMARY

All audiences — especially Spanish speakers

30-sec spots, interviews, call-in shows



Local Newspapers

SECONDARY

Civic-minded adults, decision-makers

Op-eds, letters to editor, news placements



Member Networks

PRIMARY (int)

FPPTA members, pension trustees

Talking points, email updates, workshop materials

05

CAMPAIGN TIMELINE

April → June → November: Build, Launch, Activate.



Three-Phase Campaign Arc

PHASE 1 | APRIL

Build: Train, Draft, Test

- Deliver April 13 workshop (done)
- Draft 10–15 core messages (EN + ES)
- Build Florida media contact list
- Launch/refresh FPPTA Facebook
- Post first wave of bilingual content
- Identify potential spokespeople

PHASE 2 | MAY–JUNE

Launch: Sharpen, Amplify, Go Public

- Analyze April content performance
- 42nd Annual Conference (June 28–July 1)
- Proactive media outreach to FL TV/radio
- Op-ed and letter-to-editor placements
- Surge Spanish-language radio outreach
- Coordinate with League of Cities allies

PHASE 3 | AUG–NOV

Activate: Ballot Season Mobilization

- Full campaign activation for ballot
- Daily/weekly messaging cadence
- Surge earned media in every FL market
- Member networks activated
- "Nothing is for free" as central message
- Spanish-language saturation statewide

06

SAMPLE CONTENT

Social media posts ready to publish or adapt.



Communication Principles (From the Workshop)

POWER INTRO

Open every message with Name + Title + Your Story + Impact. Earns trust in 15 seconds.

SMART BREVITY

Start with your verdict. Use concrete examples (police, fire, libraries — not 'municipal services'). 60 seconds max.

SEQUENCE EFFECT

Tell people how many things you're about to say. Signals clarity before you begin.

POWER OF THREE

People remember threes. Three feels complete, clear, manageable. Say what matters most.

Sample Post: General Audience (English)

FB

FACEBOOK / INSTAGRAM

I'm [Your name], a pension trustee in Florida. I've seen how local funding supports the services people count on every day — and that's why I think people deserve the full picture before major changes are made.

There are two things people need to understand about the proposal to eliminate property taxes in Florida.

First: those taxes help fund things people use every single day — police and fire rescue, libraries, parks, and basic neighborhood upkeep.

Second: there's still no clear answer to the most important question. If that funding disappears, what replaces it?

People deserve more than a promise. #NothingIsFree

#FloridaCommunities #AskWhatComesNext #FPPTA

Ejemplo: Audiencia General (Español)

FB

FACEBOOK / INSTAGRAM — ESPAÑOL

Soy [Tu nombre], fideicomisario de pensiones en Florida. He visto cómo el financiamiento local apoya los servicios en los que la gente confía todos los días — y por eso creo que la gente merece la historia completa antes de que se hagan grandes cambios.

Hay dos cosas que la gente necesita entender sobre la propuesta de eliminar los impuestos a la propiedad en Florida.

Primero: esos impuestos financian cosas que la gente usa todos los días — policía y bomberos, bibliotecas, parques y el mantenimiento básico del vecindario.

Segundo: todavía no hay una respuesta clara a la pregunta más importante. Si ese financiamiento desaparece, ¿qué lo reemplaza?

La gente merece más que una promesa. #NadaEsGratis

#ComunidadesDeFlorida #PreguntaQuéVieneDespués #FPPTA

Sample Post: Seniors (English)

I'm [Your name], a pension trustee in Florida. I've seen how local funding supports the emergency services and community programs people depend on most as they get older — and that's why I believe seniors deserve a clear answer about what could change.

If you've lived in your community for years, you already know what it looks like when services disappear. Two things come to mind right away: First, slower emergency response, and second, fewer community programs.

Property taxes help pay for all of those. Before they change in a major way, there's one question that still hasn't been answered: what fills the gap?

Nothing is for free. The question is who ends up paying — and how.

#FloridaSeniors #NothingIsFree #CommunityServices #FPPTA

Sample Post: Parents & Families (English)

I'm [Your name], and I work closely with public pension systems in Florida. I've seen how budget decisions show up in the places families count on — and that's why parents deserve to know what may be at stake for their communities.

Think about three places your kids use every week: the library where they read, the park where they play, and the community center where they stay out of trouble after school.

Those places are not free. They are funded by local taxes. Before Florida eliminates or sharply cuts property taxes, there's one question parents should be asking: what happens to those places if that funding disappears?

Ask the question. Share this post.

#FloridaFamilies #NothingIsFree #LocalServices #FPPTA

Sample Post: Workers & Renters (English)

I'm [Your name], a pension trustee in Florida. I've seen how a change in local funding ripples outward — through city services, through the people who provide them, and through the neighborhoods that depend on them.

Here are three things to understand about eliminating property taxes in Florida.

First: you don't have to own a home to feel this. Public workers, renters, and local businesses are all connected to what local governments can afford.

Second: when a city loses a major source of revenue, something has to give — services, staffing, or upkeep.

Third: nobody has answered the most important question yet. If that money disappears, what replaces it? Who pays instead?

Nothing is for free.

#NothingIsFree #FloridaPropertyTax #AskWhatComesNext #FPPTA

90-Second Video Script Framework

0:00–0:15

POWER INTRO

Name + Title + Your Story + Impact

0:15–0:25

HOOK

"Have you heard the proposal to eliminate property taxes? It sounds like great news. But here's what most people are not being told."

0:25–0:50

THE ISSUE

"Property taxes help fund things people use every single day. Police and fire rescue. Libraries. Parks. If that funding disappears, people need to understand what comes next."

0:50–1:10

THE QUESTION

"If this revenue disappears, what replaces it? And what happens to your community in the meantime? People deserve that answer before a major decision is made."

1:10–1:20

CTA

"Nothing is for free. Follow FPPTA for the full picture — in English and Spanish."

07

EARNED MEDIA

Pitch templates for TV, radio, and print.



TV / Radio Pitch Template (English)

Subject: Property Tax Elimination — The Question Florida Isn't Answering

[Reporter name],

Governor DeSantis's proposal to eliminate property taxes in Florida has gotten a lot of attention. But one critical question hasn't been answered publicly: if that funding disappears, what replaces it — and what happens to local services communities depend on?

We'd like to offer you a spokesperson who can explain the full picture — simply, clearly, and without political spin. [Name], [title], has seen how property tax revenue flows through community budgets and can speak to what may change for families, seniors, and workers if this proposal moves forward.

We can offer an interview on short notice. Happy to provide background data and talking points in advance.

[Your name | FPPTA | Contact information]

Op-Ed / Letter to Editor Framework

Keep to 400–600 words. Lead with local, personal, and factual.

1

OPENING

A real, local, concrete example of what property taxes fund. Make it feel immediate and familiar.

2

THE ISSUE

The proposal sounds appealing — but residents deserve to understand what those taxes actually pay for.

3

THE QUESTION

No one has explained what replaces that revenue or what happens to services if funding changes significantly.

4

THE CALL

Floridians deserve the full picture before this reaches a ballot. Nothing is for free. The question is who ends up paying.

5

SIGNATURE

[Name], [Title], FPPTA — Florida Public Pension Trustees Association

08

CALLS TO ACTION & FRAMING

What we push for. What we push against.



Campaign Hashtags & Calls to Action

Campaign Hashtags

#NothingsFree

#NadaEsGratis

#AskWhatComesNext

#PreguntaQuéVieneDespués

#TheFullPicture

#LaHistoriaCompleta

#FloridaCommunities

#ComunidadesDeFlorida

#FPPTA

#FPPTA

Core Calls to Action by Audience

General

Follow FPPTA for updates. Share this with someone who needs the full story.

Seniors

Share this post. Ask your local official: what's the backup plan?

Parents

Tag a parent who should know. Ask what happens to your libraries and parks.

Workers

You don't have to own a home to feel this. Learn more. #NothingsFree

Framing the Opposition

FPPTA cannot oppose a politician. But it CAN educate against these three frames:

FRAME 1: MISINFORMATION

The public isn't getting the full picture. FPPTA fills in what's missing.

"The proposal is getting attention. The consequences are not. That's the information gap we're here to close."

FRAME 2: NO REPLACEMENT PLAN

The proposal has a promise but no funding solution. Ask loudly, persistently, in every market.

"If property tax revenue disappears, what replaces it? And who ends up paying?"

FRAME 3: LOSS OF LOCAL CONTROL

When local funding disappears, local decision-making goes with it. Power moves to Tallahassee.

"Local communities should decide how to fund their own future."

What FPPTA Never Does



Never attacks an individual politician by name



Never frames the campaign as being in favor of taxes



Never uses language that sounds partisan or ideological



Never promises specific policy outcomes



Never goes beyond the educate-not-lobby mandate

10

COALITION & ALLIES

FPPTA is not alone in this conversation.



Strategic Allies

Florida League of Cities

Strongly aligned, has data, events, and local relationships

Role: Co-develop talking points, share content, coordinate media

Florida League of Counties

Similar mission — local government funding stability

Role: Amplify messaging through their channels and membership

Public Safety Unions

Firefighters, police — jobs and pensions tied to municipal funding

Role: Member spokespeople, testimonials, earned media

Local Elected Officials

City council, mayors who understand municipal funding pressures

Role: Op-eds, public statements, quotes for media pitches

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SUCCESS METRICS

What good looks like at each phase.



Campaign Checkpoints

PHASE 1 (April)

- ✓ Workshop completed, members equipped
- ✓ First 10–15 posts published (EN + ES)
- ✓ At least one post gets meaningful shares
- ✓ Media list built (40+ contacts)
- ✓ 3+ spokespeople identified

PHASE 2 (May–June)

- ✓ 2–3 earned media placements in FL markets
- ✓ June session completed with clear roadmap
- ✓ Spanish content reaching different audience
- ✓ At least one op-ed published
- ✓ "Nothing is for free" landing in conversations

PHASE 3 (Aug–Nov)

- ✓ Content running across 3+ channels
- ✓ Spokesperson on major FL TV/radio
- ✓ Spanish radio in 2+ markets
- ✓ Members sharing from personal accounts
- ✓ Reporters calling FPPTA for sources

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MEMBER EDUCATION

Address your own people first.



Internal Messaging for Members

The personal benefit is real. The downstream risk is also real.

You may save on your tax bill. But as someone close to public pension systems, you know what happens when local funding tightens.

No replacement plan has been presented.

This is a documented gap. As a trustee, your obligation is to ask hard questions about funding stability.

Your job may be protected. Benefits may not be.

Even without direct layoffs, benefits can be affected when municipal finances are under pressure.

You are the most credible voice.

A retiree who owns a home saying 'I thought about my tax bill too, and here's what concerned me' is more persuasive than any political statement.

Member-Voice Post Templates

Intentionally written to sound like a real person — not a campaign. Authenticity beats perfection.

THE HONEST VERSION

I'll be honest — when I first heard about eliminating property taxes, part of me liked the sound of it. I own a home. I know what that bill looks like. But then I started thinking about what those taxes actually pay for. And then I started asking what would replace them. And nobody had a clear answer. I work close to public pension systems. I've seen what budget pressure looks like from the inside. That's why I think people deserve more than a promise before a big decision gets made. #NothingIsFree

THE UNANSWERED QUESTION

I've been in rooms where this comes up. People hear 'eliminate property taxes' and the reaction is usually positive at first. Then someone asks: okay, but what pays for the fire department? What pays for the parks? What replaces that money in the city budget? And the room gets quiet. That's the question that needs to be answered before this goes any further. #AskWhatComesNext #FPPTA

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MONDAY MORNING ACTION PLAN

A campaign that exists only on paper is not a campaign.



The First 72 Hours After April 13

Mon Apr 14	Committee Chair	Assign a Content Manager for Phase 1
Mon Apr 14	Content Manager	Select first 3 posts to publish this week
Mon Apr 14	CC Member	Start media list spreadsheet
Tue Apr 15	Content Manager	Post #1 on FPPTA Facebook (EN)
Tue Apr 15	CC Member	Identify first 5 media contacts (Miami + Tampa)
Wed Apr 16	Chair	Send internal member briefing email
Thu Apr 17	CC Member	Draft first media pitch using template
Fri Apr 18	Full committee	15-min check-in: what went out, what's next?

Minimum Viable Campaign

If resources are tight, this is the stripped-down version that still moves the needle:

1

One person who owns the Facebook page and posts 3× per week using the templates in this document.

2

One person who sends one media pitch per week to a local TV or radio outlet.

3

A 15-minute committee check-in every two weeks to review what is working.

Perfect execution of a partial plan beats a perfect plan with no execution every time.

16

JUNE CONFERENCE

The bridge between building and activating.



42nd Annual Conference — Session Format

June 28 – July 1, 2026 | Renaissance Orlando SeaWorld

0:00–0:10	Opening	Name the challenge: the public understands the promise far better than the consequences.
0:10–0:25	Phase 1 Results	Share real posts, real numbers, real reactions from April–June.
0:25–0:45	Campaign Intro	Present "The Full Picture" identity, tagline, three pillars, three audiences.
0:45–1:05	Power Intro Practice	Live exercise: each person drafts Name + Title + Story + Impact in 60 seconds.
1:05–1:20	The Ask	Three things before leaving: (1) follow on FB, (2) share one post, (3) use your Power Intro.
1:20–1:30	Q&A & Closing	November stakes: success depends on every person in this room.

**People understand the appeal
far better than they
understand the cost.**

Everything else in this
campaign flows from that.

"Nothing is for free." / "Nada es gratis."

