



Creator Program: Content Brief

THE FINAL PUSH · ELECTION DAY IS NOVEMBER 3

Prepared by Atlas Media Strategies for participating volunteer creators, October 2026

First: **thank you.** We found your content ourselves. You're already doing this work, and you said yes to doing a little more of it for free in the most important week of the year. We don't take that lightly.

This brief gives you the facts, the receipts and a few hooks. Everything else is yours.

THE ASK

- **Post at least one piece of content** between now and Election Day, **Tuesday, November 3**. More is amazing. Earlier is better, because early voting ends this weekend.
- **Pick any of the three priorities below** (or all of them). Pick the one you actually care about. Your audience can tell.
- **Your voice, your way.** No approvals, no edits, no scripts to read. Use the facts here and make it sound like you.
- **Send us the link when it's live** by replying to our email or text, or just **DM Atlas Media Strategies on whichever platform you posted on**. Then **share your analytics by November 10**. That's it.

We're not selling anything. We're making sure the people who follow you know what's at stake and how to vote before it's too late.

THE THREE PRIORITIES

These are the races where Florida is closest and where you matter most. Each one has the facts and the sources, so you can link or screenshot them. Say it your way.

I. The governor's race

The race for governor is statistically tied. Byron Donalds' record comes down to one question: who does he answer to, and who pays for it?

CENTER COST AND CORRUPTION IN EVERYTHING

- **Your costs keep going up because Byron Donalds is working for his wealthy donors and corporations, not for you.**

STOCK TRADES

- Donalds failed to promptly report **more than 100 stock trades by him and his wife, worth up to \$1.62 million**, according to an ethics complaint from the nonpartisan Campaign Legal Center. In 2022 he called lawmakers who broke that same law **"disgraceful."**

- Donalds pressed the IRS for more favorable cryptocurrency tax rules. **That same day, his wife Erika bought between \$50,001 and \$100,000 in bitcoin.** (NOTUS / The Washington Sun)

AI DATA CENTERS: WHO PAYS

- **AI billionaires are spending millions to elect him.** A super PAC backed by OpenAI's co-founder and the founders of Andreessen Horowitz pledged about \$5 million for his campaign. (NBC News)
- He **opposes pausing data-center construction** in Florida, while 19 Florida local governments have already paused or banned them. (FOX 13; Florida Phoenix)

HEALTH CARE

- He voted for the 2025 federal budget law that **cuts more than \$800 billion from Medicaid** to help pay for **tax breaks for the wealthy.** CBO puts the Medicaid cut at \$911 billion over 10 years. (KFF; CBO)
- In his own words: **"Obamacare needs to go away."** (Fox News Radio)

IMMIGRATION

- He rejects any path to legal status, says people whose **TPS expires will be deported**, and calls due process **"a privilege reserved for American citizens."** (N+ Univision; La Nación; Florida Politics)

"Follow the money. AI billionaires, crypto, stock trades. Now look at who pays for it: your Medicaid and your power bill."

On the stock trades and crypto, frame it as an ethics complaint and a bad look. Don't say he committed a crime or was charged.

2. Vote NO on Amendment 3

Keep it simple. Pick a line, say it your way, and point people to the facts.

Amendment 3 would slash funding for local communities. That's why Florida's sheriffs, teachers, firefighters and police have come out against it.

Amendment 3 would slash funding for local communities. That's why community leaders across party lines have come out against it.

If Amendment 3 passes, you will either pay more through new, higher taxes and fees, or face major cuts to the services you depend on.

Amendment 3 is a scam that cuts essential local services.

Want the receipts? Amendment 3 would cut local revenue by **roughly \$12 billion every year.** Read more: floridapolicy.org/initiatives/amendment-3-florida

"Amendment 3 is a scam. It cuts the services you count on, and your sheriff and your fire department know it. Vote NO on 3."

3. Get out the vote

This race is statistically tied. **If young people and people of color show up, we decide it. Mission critical this week: mail ballots need to be dropped off, not mailed.**

GOT A MAIL BALLOT? DROP IT OFF

- **Your mail ballot must arrive by 7 p.m. on Election Day or your vote won't count.** It may be too late to mail it.
- **Drop off your ballot today at the location closest to you!** Find that location at **DropOffMyBallot.com.**

- Drop it at an early voting site or your Supervisor of Elections office. You can't drop it at your polling place on Election Day.

VOTING IN PERSON

- **Early voting** runs through at least **Saturday, Oct 31**, and many counties go through **Sunday, Nov 1**. You can vote at any early voting site in your county.
- **Election Day is Tuesday, Nov 3, 7 a.m. to 7 p.m.** On Election Day you must vote at your assigned precinct.
- Make a plan: **MakeAPlanToVote.com**.

"Still have your mail ballot? Don't mail it. It has to arrive by 7 p.m. on Election Day or it doesn't count. Drop it off today. Find the closest spot at [DropOffMyBallot.com](#)."

Optional early-voting days vary by county, so tell people to check their county's site.

HOOKS: PICK ONE OR BRING YOUR OWN

Hook	Works for
"Nobody's paying me to say this."	Any priority. It's true, and it builds trust.
"Florida's governor race is statistically tied."	Governor's race, turnout
"Follow the money."	Governor's race
"Amendment 3 is a scam. Here's why."	No on 3
"Don't mail your ballot. Drop it off."	Get out the vote

FORMAT: YOUR CHOICE (TELL US WHICH ONE YOU USED)

Talking head to camera · **Street / mic-in** asking people if they've voted · **Stitch or duet** with a news clip · **Green screen** over a headline from the sources list · **Carousel** of the receipts · **Stories** with a countdown to Nov 3.

TIMELINE & REPORTING

When	What
Now through Sat, Oct 31	Best window to post. Early voting is open, and it is too late to trust the mail: push people to drop off mail ballots.
Sun, Nov 1 – Mon, Nov 2	Last early voting in many counties, then final reminders.
Tue, Nov 3	Election Day. Polls open 7 a.m.–7 p.m. A same-day "go vote" post works great.
As soon as you post	Send us the link: reply to our email or text, or DM Atlas Media Strategies on the platform you posted on.
By Tue, Nov 10	Send screenshots of your post insights: views, reach, likes, comments, shares, saves, average watch time, and audience location and age if you have them. We may call, email or text to collect them.

DISCLOSURE

This is volunteer content and you're not being paid for it. Every platform has its own rules about political content and partnerships, so please follow whatever applies to you. We're not lawyers, and we'd rather you check than guess.

Accuracy keeps you safe. Stick to the facts in this brief and link or screenshot the sources when you can. Questions before you post? Reach out to Alexa at alexa@atlasmediastrategies.com, or DM us on any platform. And thank you, again. We can't win this without you.

SOURCES

- Stock-trade disclosure complaint (100+ trades by Donalds and his wife, up to \$1.62M): Campaign Legal Center, Sept 5, 2024: campaignlegal.org
- Donalds called STOCK Act violations 'disgraceful' in 2022: The Capitolist
- IRS crypto letter and Erika Donalds' bitcoin purchase the same day: NOTUS / The Washington Sun, Jan 9, 2026: washingtonsun.com
- AI super PAC Leading the Future pledges about \$5M to boost Donalds: NBC News
- Donalds opposes a statewide data-center pause: FOX 13 Tampa Bay, Sept 28, 2026
- 19 Florida local governments have paused or banned data centers: Florida Phoenix / WLRN, Sept 16, 2026
- 2025 federal budget law cuts \$911B from federal Medicaid spending over 10 years (CBO): KFF: kff.org
- Tax changes favor the wealthiest households (CBO analysis): Patch
- Donalds' vote for the budget bill's Medicaid and SNAP cuts: Democratic Governors Association statement; The Floridian, July 7, 2025
- Donalds: 'Obamacare needs to go away': Fox News Radio via Tampa Free Press
- Donalds on amnesty and TPS: N+ Univision via CiberCuba; La Nación, Aug 2, 2026
- Donalds: due process 'a privilege reserved for American citizens': Florida Politics
- Amendment 3 would cut local revenue by roughly \$12B a year: Florida Policy Institute: floridapolicy.org/initiatives/amendment-3-florida
- Sheriffs, police and firefighters oppose Amendment 3: FinanceBuzz; Florida Phoenix, Oct 21, 2026
- Governor's race statistically tied: UNF Public Opinion Research Lab poll, Oct 12–19, 2026, via FOX 13
- Voting dates and mail-ballot rules: Lee County SOE (lee.vote); Florida Tribune; FIU Votes; VOTE411