

# Texas

# Proposition 14

# Advocacy Toolkit

## Objective

Your voice matters. By engaging your networks and communities about Proposition 14, you can help unlock a historic \$3 billion investment in brain disease research — including Huntington's disease — over the next decade. This toolkit equips you with the resources you need to educate, mobilize, and encourage Texans to vote YES on Proposition 14 this November.

## Overview of Proposition 14

- Proposition 14 will appear on the Texas ballot on November 4, 2025.
- It would dedicate \$3 billion over 10 years to establish the Dementia Prevention and Research Institute of Texas (DPRIT) — supporting research on neurodegenerative diseases including Huntington's disease.
- A **YES** vote unlocks the largest state investment in brain disease research in U.S. history.

## FAQ

**Q:** Who can vote?

**A:** All registered voters in Texas.

**Q:** When is Election Day?

**A:** November 4, 2025.

**Q:** Can I vote early?

**A:** Yes. Early voting runs October 20–31, 2025.

**Q:** Why does Proposition 14 matter for Huntington's disease?

**A:** Proposition 14 ensures that Huntington's disease research will be eligible for major grant funding through DPRIT, helping accelerate breakthroughs in treatments and care.

**Q:** Will this increase taxes?

**A:** No. Proposition 14 uses existing state budget surplus funds — not new taxes or tax increases — to invest in life-changing research that can save lives and reduce long-term healthcare costs.

**Q:** Who supports Proposition 14?

**A:** National and local health organizations — including the Huntington's Disease Society of America, the Michael J. Fox Foundation, and the Alzheimer's Association — along with Texas-based advocates and families living with neurodegenerative diseases.

## Timeline to Election Day

- **Now – October 2025:** Register to vote, educate your community and spread the word.
- **October 20 – 31, 2025:** Early voting window.
- **November 4, 2025:** Election Day — VOTE YES on Prop 14.

## Key Talking Points

- Proposition 14 will provide vital funding for research into Huntington's disease and other neurological disorders.
- It will improve diagnosis, treatment, and care for affected individuals and families.
- Supporting Proposition 14 is an investment in the health and well-being of Texans.
- This is a non-partisan issue with broad support from the medical and research communities.
- A vote for Proposition 14 is a vote for hope and progress.

## Templates & Tools

### Letter to the Editor Template

[Your Name]

[Your Address]

[Your City, State, Zip Code]

[Your Email]

[Your Phone Number]

[Date]

[Editor's Name]

[Newspaper Name]

[Newspaper Address]

[Newspaper City, State, Zip Code]

Dear Editor, This November, Texans have an extraordinary opportunity to advance research into Huntington's disease and other brain diseases by voting YES on Proposition 14. As someone who [lives with Huntington's disease / cares for a loved one with Huntington's disease], I know firsthand how urgently we need progress. Proposition 14 would dedicate \$3 billion over 10 years to groundbreaking research that could transform lives in Texas and beyond.

For thousands of families affected by Huntington's disease, Proposition 14 represents hope. I urge my fellow Texans to vote **YES** on November 4, 2025.

Sincerely,

[Your Name]

[City], Texas

## Sample Social Media Posts

### Facebook/Twitter:

Vote YES on Texas Proposition 14 to support research for Huntington's disease and other neurological disorders! #VoteYesOnProp14 #HDSA

### Instagram:

[Image: HDSA Logo/Image related to Huntington's disease] Support research and care for Huntington's disease by voting YES on Texas Proposition 14. Learn more at [HDSA Website]. #HuntingtonsDisease #Prop14 #HDSA

### LinkedIn:

Texas Proposition 14 offers a critical opportunity to advance research and improve the lives of individuals and families affected by Huntington's disease and other neurological disorders. I encourage all Texans to learn more and vote YES. #Research #Healthcare #Texas #HuntingtonsDisease

## News Article

This November, Texans will have the opportunity to unlock the largest state investment in neurodegenerative disease research in U.S. history. Proposition 14 would dedicate \$3 billion over 10 years to create the Dementia Prevention and Research Institute of Texas (DPRIT) — which includes funding for Huntington's disease research.

## Support Group Script or Email

Hi everyone, I wanted to share some important news about Proposition 14 on the Texas ballot this November. If passed, it would dedicate \$3 billion to research on brain diseases, including Huntington's disease, over the next 10 years. Early voting runs from October 20–31, and Election Day is November 4. This is a historic opportunity for Texas to lead in medical breakthroughs that can change lives. Please make a plan to vote YES on Proposition 14 — and share this with your friends and family!

## Text Message Options

Option 1: Big news for Texans: Proposition 14 is on your ballot Nov. 4. A YES vote = \$3B for brain disease research, including Huntington's disease.

Option 2: Make history this November! Proposition 14 invests \$3B in brain disease research, including Huntington's disease. Early voting: Oct. 20–31.

Option 3: I'm voting YES on Texas Proposition 14 — it will fund \$3B for brain disease research, including Huntington's disease.