

# Guidelines for Writing a Strong Letter to Governor Abbott

## 1. Be Respectful and Professional

- Use a calm, serious tone — even if you're angry or emotional.
- Avoid insults, sarcasm, or profanity.
- Remember: This is a formal letter to the Governor of Texas.

## 2. Start with Who You Are

- Introduce yourself and if you're in the industry - your business/role in the hemp industry
- Include how long you've been operating, how many employees you have, and what your business contributes to your local community.
- Example: "My name is Sarah Mendoza, and I own a hemp wellness store in San Marcos that employs 12 Texans and serves hundreds of customers weekly."

## 3. Explain the Impact SB3 Will Have on You

- Describe what will happen to your business, employees, and customers if this bill becomes law.
- If not in the industry - describe how this ban will affect you.
- Be specific: Will you have to shut down? Lay off staff? Lose income?
- Example: "If SB3 is signed, 100% of my revenue disappears overnight. I will have to close, lay off my staff, and forfeit the \$250,000 I've invested building this business legally."

## 4. Emphasize That Texans Want Regulation, Not Prohibition

- Reinforce that you're not against regulation — you support clear rules, safety standards, age limits, and enforcement.
- SB3 is not regulation — it's a ban.

## 5. Appeal to Shared Values

- Speak to Governor Abbott's values: economic growth, limited government, veterans, Texas freedom.
- Mention how this bill contradicts those principles.
- Example: "This bill doesn't reflect conservative values — it destroys small business and expands government control over lawful commerce."

## 6. End With a Clear Ask

- Politely but firmly request that he veto the bill.
- Thank him for his time and service.
- Example: "I respectfully urge you to veto SB3 and protect my right to operate a legal, tax-paying business in the state of Texas."