



Amendment 2: Stakeholder Toolkit

Early voting: March 15-22, 2025 | Statewide ballot: March 29, 2025

About: This toolkit is designed to equip stakeholders with the key messaging, resources and materials needed to effectively communicate the importance of Amendment 2 ahead of the statewide vote on March 29, 2025. Amendment 2 is a critical step in Louisiana's historic tax reform efforts, aimed at fostering a more competitive business climate, strengthening our economy and ensuring long-term prosperity for all residents.

Inside this toolkit, you'll find:

- **Key Messaging & Talking Points:** Clear, concise language to help explain the benefits of Amendment 2 to various audiences.
- **One-Pager & Push Card:** Quick-reference materials and shareable overview document
- **Social Media Content:** Pre-written posts and graphics to easily share on your channels.

We encourage you to use these resources to spread awareness, educate your stakeholders, and help drive support for Amendment 2. With your help, we can position Louisiana to win!

Key Messaging & Talking Points

This section provides key messages and concise explanations of Amendment 2's benefits. Use these talking points in conversations, meetings, media interviews and presentations to ensure a consistent and compelling message about why this amendment is crucial for Louisiana's future.

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Passing Amendment 2 makes Louisiana a more attractive place for business investment and expansion, allowing us to grow our economy for the benefit of all Louisianans.

This is the next critical component of 2024's historic tax reform and will make our state more competitive, improve our tax climate and position Louisiana to win.

- The 2024 special session on tax reform resulted in the most sweeping package of tax cuts and structural fiscal reforms in state history, which will benefit the state for generations.
- The final step to solidify this once-in-a-generation change is a public vote on the components of the plan that are in the state Constitution.
- This vote is a chance for Louisianans to help bring our state's antiquated, Huey Long era fiscal policy into the current age and transform it into something that works with the modern economy and for today's people.
- Passage of Amendment 2 would update Article VII in the Constitution, something many government reform advocates and job creators have advocated for decades.

A Yes vote means:

- A reduction of Louisiana's maximum income tax rate, making Louisiana more competitive with our neighbors while delivering real relief to workers.
- Parishes may phase out the burdensome inventory tax, which only 10 U.S. states impose
- A preserved homestead exemption for Louisiana homeowners
- State flexibility to increase funding for critical infrastructure
- Permanent pay raises for teachers and school staff

This is the next piece in changing the narrative, perception and reality of the state's relentless efforts to build a stronger, more competitive business ecosystem.

- Simply put, this is the next step in positioning Louisiana to win.
- We have wisely used the Super Bowl to promote the state as a great place to do business. Now we need to prove that we're a truly great place to do business.
- Amendment 2 is a generational opportunity to improve Louisiana's competitiveness and appeal as a state to live, work and raise a family.
- By modernizing our tax structure, we remove barriers to investment, attract new industries, and create quality jobs — all while strengthening our communities.
- Strengthens our jobs and investment ecosystem, and raises Louisiana out of the Tax Foundation's bottom 10 for competitiveness
- Our neighboring states have already adopted similar policies, so passing this amendment gets us on a more level playing field. We need to get these pieces in place so we can start on the track to being the No. 1 state to live, work and raise a family.

One-Pager

This quick-reference document summarizes the most important details of Amendment 2 in an easy-to-read format.

It's perfect for distributing at events, sending to stakeholders, or using as a leave-behind resource when meeting with business and community leaders.

[Click to Download Here](#)

Constitutional Amendment 2 POSITIONS LOUISIANA TO WIN

Early voting March 15-22 | Statewide Ballot March 29

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Why it matters:

- A generational opportunity to improve Louisiana's competitiveness and appeal as a state to live, work and raise a family
- Strengthens our jobs and investment ecosystem, and raises Louisiana out of the Tax Foundation's bottom 10 for competitiveness
- Builds on 2024's historic tax reform and positions Louisiana to win

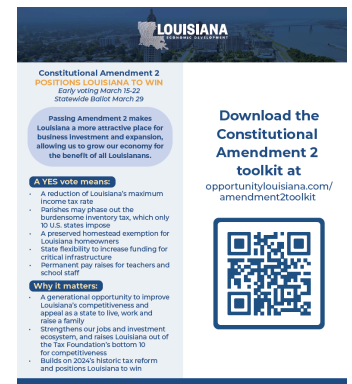


Push Card

This card is sized for easy carrying and reference. LED has these cards professionally printed in a limited quantity.

Contact Andrew Bays at andrew.bays@la.gov if you would like copies mailed to you.

[Click to Download Here](#)



Social Media Posts

Pre-written social media posts and shareable graphics are included to help you easily spread awareness about Amendment 2. Whether posting on Facebook, X, LinkedIn or Instagram, these ready-to-use materials will help engage your audience.

Caption	Graphic
<p>Louisiana has a once-in-a-generation opportunity to create lasting change, make our state more competitive, attract new jobs and strengthen our economy.</p> <p>Early voting: March 15-22 Election Day: March 29 🗳️</p> <p>#PositioningLouisianaToWin</p>	



**A reduction of Louisiana's
maximum income tax rate**






**Parishes may phase out the burdensome
inventory tax, which only 10 U.S. states
impose**



**A preserved homestead
exemption for Louisiana
homeowners**



	<div data-bbox="824 210 1421 703">  <p>✓ State flexibility to increase funding for critical infrastructure</p> </div> <div data-bbox="824 714 1421 1207">  <p>✓ Permanent pay raises for teachers and school staff</p> </div> <div data-bbox="824 1218 1421 1249"> Download Graphics </div>
<p>Louisiana can compete and win. 🏆</p> <p>#DYK passing Amendment 2 would allow parishes to eliminate burdensome inventory taxes, bringing us in line with 40 other states and making Louisiana a more attractive place for business investment and job creation.</p> <p>A stronger economy starts with smart tax reform. #PositioningLouisianaToWin</p>	<div data-bbox="824 1281 1421 1774"> <p>Constitutional Amendment 2</p> <p>WOULD REDUCE THE MAXIMUM INCOME TAX RATE</p> <p>BY PROHIBITING THE STATE INDIVIDUAL INCOME TAX RATE FROM EXCEEDING 3.75%</p>  </div> <div data-bbox="824 1785 1421 1816"> Download Graphic </div>

Louisiana is on the brink of historic change.



Constitutional Amendment 2:

- ✓ Reduces the current maximum income tax rate
- ✓ Allows for elimination of the inventory tax
- ✓ Keeps the homestead exemption
- ✓ Provides flexibility for infrastructure investment
- ✓ Permanent pay raises for teachers

Let's build a better, more competitive Louisiana for future generations.

#PositioningLouisianaToWin

DID YOU KNOW?

Constitutional Amendment 2

- ✓ A reduction of Louisiana's maximum income tax rate
- ✓ Parishes may phase out the burdensome inventory tax, which only 10 U.S. states impose
- ✓ A preserved homestead exemption for Louisiana homeowners
- ✓ State flexibility to increase funding for critical infrastructure
- ✓ Permanent pay raises for teachers and school staff



[Download Graphic](#)

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