

2025 TEXAS DPRIT BALLOT INITIATIVE

Volunteer Engagement Toolkit

#VoteYesOnAlz14

On November 4, Texas voters will face a once-in-a-generation opportunity for Texas to lead the charge against dementia with Proposition 14. If approved, Texas will allocate \$3 billion over 10 years to the Dementia Prevention and Research Fund — creating the largest state-funded research program for Alzheimer's and other dementia in the country.

To help grow support for this critical proposition, the Alzheimer's Association [launched a campaign](#) urging Texans to Vote YES, and **your voice is critical**.

Over 460,000 Texans are living with Alzheimer's today. Without medical breakthroughs, this number is projected to rise. A "YES" vote means hope for millions of Texans.

Vote YES on Proposition 14 to accelerate the fight against Alzheimer's in Texas. This historic, bipartisan measure will bring us closer to effective preventions, treatments and cures for all communities.

You can join the Alzheimer's Association and take action to strengthen the fight against Alzheimer's and other dementia. Commit to voting "YES" on November 4, 2025, and **use the resources below to help spread the word to ensure Texas leads the way to end Alzheimer's**.

- [Background/Talking Points](#) — review to learn more about DPRIT.
- [Mobilization Plan for Volunteers](#) — use this to map out a strategy to establish a DPRIT mobilization team in your community.
- [Social Toolkit](#) — use these messages and included images on your social media channels to grow awareness of Proposition 14 and the Association's campaign.
- alz.org/YesOn14 — link to the campaign website in all of your communications to drive people to [take action](#) and pledge to vote yes.
- [One-Pager \(English\)](#) — hand this out at community events.
- [One-Pager \(Spanish\)](#) — hand this out at community events.
- [Yard Sign 1](#) and [Yard Sign 2](#) — have these printed to display in your yard to raise awareness in your community.
- [Email Banner](#) — add this to your email signature.
- [Zoom Background](#) — use this background for all of your virtual meetings.
- [PowerPoint Slide](#) — use this slide for presentation opportunities.