

**VOTE 4
CHANGE
YES ON 4**

Campaign Strategy to Win

What is Constitutional Amendment 4?

Constitutional Amendment 4 would compensate legislators at New Mexico's median household income (\$65,000), creating a fair and transparent standard tied to the economic reality of working families. This is not just about pay. It is about who gets to serve, who has power at the Capitol, and whether New Mexico can build a Legislature that truly reflects its people.

WHAT YES ON 4 DOES:

Yes on 4 creates a clear, common-sense standard for legislative compensation in New Mexico.

NO BLANK CHECK. NO SPECIAL PERKS. THE SAME STANDARD AS NEW MEXICO HOUSEHOLDS.



1 Limited by the Constitution

Yes on 4 sets a clear limit: legislative compensation would be tied to New Mexico's median household income.



2 Tied to Our Households

If New Mexico household income goes down, legislator compensation goes down too.



3 Everyday New Mexicans Can Serve

Nurses, firefighters, teachers, parents, small business owners, caregivers, and working people should have a real chance to serve.



4 Not Just the Wealthy

A Legislature for all of us should not be limited to people who can afford to work without pay.

Why does it matter for NM?

An unpaid Legislature gives corporate lobbyists and special interests an advantage. They are paid to be at the Capitol every day, while community-rooted legislators are expected to serve without a salary. That imbalance has real consequences for the issues we care about: climate, workers' rights, economic justice, women's leadership, and modernizing democracy. Passing this amendment would remove one of the biggest barriers to public service and help protect the historic gains New Mexico has made in representation.



OUR GOAL:

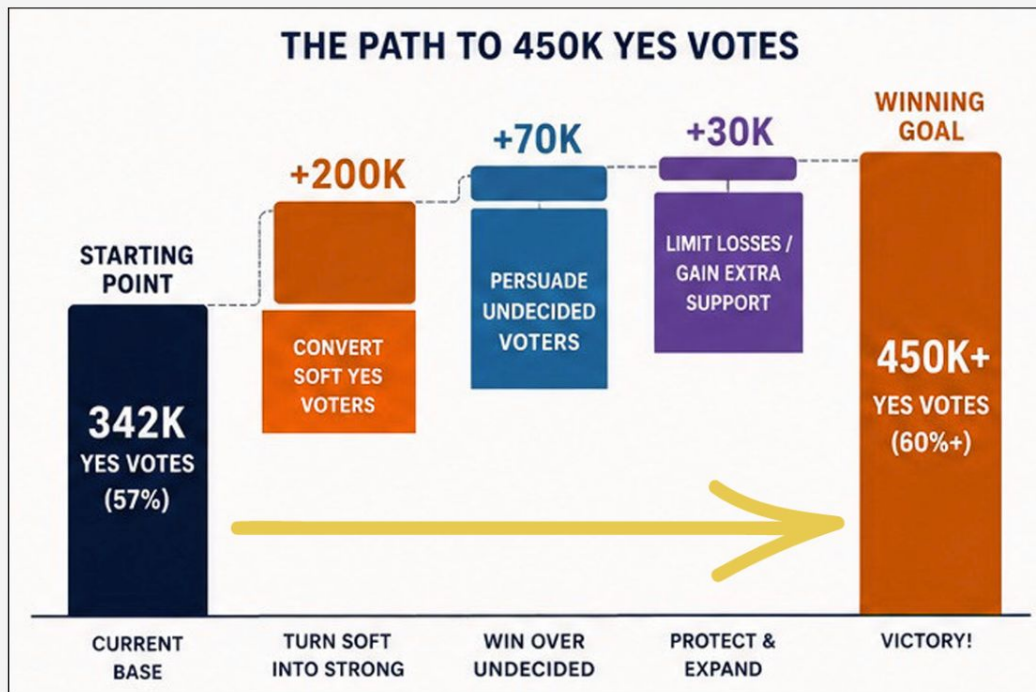
450,000

YES Votes to Win
= 60% **YES** Statewide

WHERE WE START

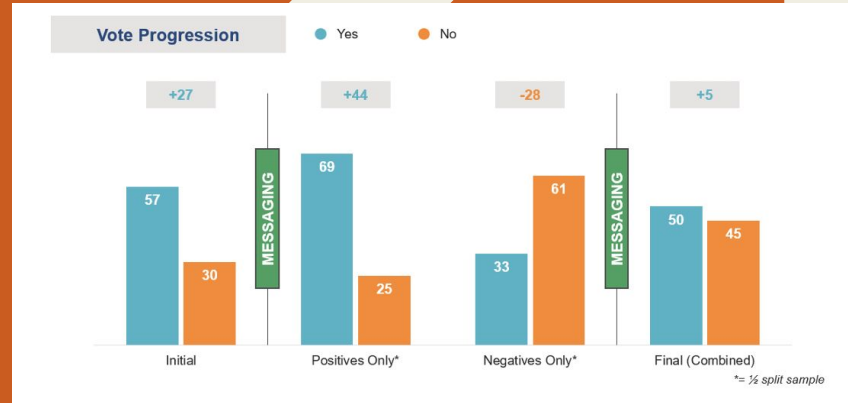
57% YES
18% Strong YES

Voters are soft,
persuadable, and
highly influenced by
messaging



What does the polling say?

The electorate is malleable on the issue of legislative pay. When voters receive only positive messages, the margin expands to +44 (69% Yes, 25% No). In contrast, voters who receive only negative messages shift dramatically away, flipping the amendment's margin to -28 (to 33% Yes, 61% No). After both sets of messages, the gap narrows to just +5.



Arguments for and against 4

- New Mexico deserves a Legislature that reflects the people it serves. This removes the financial barriers for workers.
 - Reduces corporate and lobbyist influence.
 - Ties lawmaker pay to median household income (This is a reform, not a reward)
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- It's a pay raise for politicians. (\$7.6 million cost annually)
 - This will create career politicians.
 - Legislators only work for 30 or 60 days.
 - They already get per diem and pensions.
 - Paying legislators will increase corruption

How you can help pass 4

- There are three crucial counties to pass this amendment: Bernalillo, Doña Ana and Santa Fe. Talk to your friends and neighbors. We will have a fact sheet outside.
- Join our community launch and canvass at 9 am Saturday Sept. 5 at Alameda House, 526 S. Alameda Blvd.
- Write letters to the editor, opinion essays or testimonials. (If you are interested, speak to Sylvia, sylvia@organizenm.org)
- Follow VoteForChangeNM on Facebook and Instragram and like, share and comment on posts.
- Visit the voteforchangenm.com website and donate if you can.