

ONE SMALL STEP

APRIL SOCIAL TOOLKIT

“Liberty, when it begins to take root, is a plant of rapid growth.”
-George Washington

“A Plant of Rapid Growth”

April’s toolkit explores one of the most powerful ideas behind the American experiment: innovation flourishes where freedom thrives.

For 250 years, America has been a place where individuals are free to experiment, invent, and build something new. The Founders believed that protecting property rights and limiting government interference would unleash human creativity – and history proved them right.

On April 10, 1790, President George Washington signed the first U.S. Patent Act, establishing a system that protected inventors and encouraged generations of American innovation.

This month, we’re celebrating the inventors, builders, and pioneers who helped shape America’s future – and inviting you to help identify the next great American innovation.

Below you’ll find social media prompts, graphics, and action items to help amplify this message and encourage others to take one small step to keep American innovation growing.

Key Themes for March:

Community Engagement: Celebrate the spirit of American innovation by sharing the most impactful innovator or invention from your state.

Historical Reference: The Patent Act of 1790 – signed by President George Washington – created the legal protections that encouraged American ingenuity and invention.

Call to Action: Participate in the Great American Innovation Contest by voting for the greatest American innovation or sharing an idea that could shape the future.

Ask: Share which American innovator or invention inspires you most – and tell us why innovation matters for the future of freedom.



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Landing Pages:

Main Website (please use for socials, ads, and digital/print products): www.A250Toolkit.com

March Landing Page: <https://americansforprosperity.org/one-small-step-toolkit/april/>

April Graphic: [Click Here](#)

Digital “I Added my Voice for Liberty” Badge: [Click Here to Download](#)

Social Media Prompts:

Use these prompts to spark thoughtful reflection:

- What’s an American invention you use all the time without thinking about it?
- Who is an innovator from your state that changed the way people live or work?
- What’s one idea or invention you think could shape the future?
- What happens when people are free to build, experiment, and create?
- What’s an invention that made your life easier or opened new opportunities?
- If you could invent something to solve a real problem, what would it be?

Potential Facebook Copy:

What’s an invention you use every day but rarely think about?

Behind every innovation is someone who took a chance. Someone who saw a problem, tried something new, and built a better way forward. That’s what the American Dream has always looked like.

For 250 years, America has been a place where people are free to create, experiment, and turn ideas into opportunity. From the first Patent Act signed by George Washington to the innovators shaping industries today, that freedom has opened the door for people to build something of their own.

Vote on what you think the greatest invention is at A250Toolkit.com

Potential X/Twitter Copy:

What’s an invention you use every day but rarely think about?

For 250 years, Americans have had the freedom to build, create, and solve problems.

Now it’s your turn- head to A250Toolkit.com to vote for the greatest American innovation or share your own idea.



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Potential LinkedIn Copy:

What's an invention you rely on every day without thinking about it?

Behind every innovation is an individual who saw an opportunity and built something new. That's a core part of the American Dream- the freedom to turn an idea into something real.

For 250 years, the United States has created an environment where innovation can grow and thrive. Now it's your turn to engage.

Vote for your favorite American innovation at A250Toolkit.com



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