



2021 KOMBUCHA Act Advocacy Toolkit [[Click Here to Access](#)]

Increase awareness of the bill increasing ABV from .5% to 1.25%, engage customers and get signatures to show Congress it matters

Connect with Us!

Use #ProtectRawKombucha and #KOMBUCHAAct in your posts

Follow & Tag [@kombuchabrewers](#) on Instagram

Like & Follow [Kombucha Brewers International](#) on Facebook

Follow & Tag [@kombuchabrewers](#) on Twitter

Helpful Tips

Logos and Artwork - Need a hand adding a frame or logo to your photos, posting a video, or sharing on social? See “How to Use the Logos and Artwork” below for video tips. Our lobbying coordinator is also available to help.

- **Logos:** Add the Protect Raw Kombucha logo to your photos, emails, menus, posters, or other artwork.
- **Social Media Posts:** Download images, animated video artwork to share Facebook, Instagram, and Twitter.
- **Customizable Photo Frames:** Personalize your posts with photos in our “Protect Raw Kombucha” frame using photo editing software. Use Photoshop, Powerpoint, or a free online tool like [GIMP](#) or [CANVA](#) to layer images. With each of these tools, you can import your image and then place one of these frames over the top. Once finished, save to your desktop and post!



- **Posters and Flyers:** Capture the attention of your customers with these ready-to-print 8.5 x 5.5 and 8.5×11 posters. Customize by adding your logo using Microsoft Word, Microsoft PowerPoint, [CANVA](#), or Adobe Acrobat software.

Advocacy Videos

We have two videos you can share introducing the KOMBUCHA Act and asking for support:

[Join GT Dave in Supporting the Kombucha Act](#)
[KOMBUCHA Act || Sign the Petition](#)

These videos can be shared from YouTube, our social accounts, or upload the file directly to your social media accounts using the following steps:

- [Share the YouTube video on social media or embed it on your website.](#)
- Share the video from our social media channels: [Facebook](#) and [Instagram](#)

Social Media

Prewritten Posts: Choose from a variety of KOMBUCHA Act social media posts that are ready for you to copy and paste and/or customize for your social media accounts.

Instagram: Download the KOMBUCHA Act images and videos to your mobile device, then you'll be ready to share with your followers!

→ [How to post a photo on Instagram](#)

→ [How to post an Instagram Story](#)

Facebook:

→ [How to post to a Facebook business page](#)

How to Use the Logos and Artwork

Customize the artwork and images provided with your business's photos! Don't have Photoshop? No worries. Download a free photo editor like Gimp or Canva to get started OR use Microsoft Word or Powerpoint to customize. Watch videos below for pro tips on how to customize.



Add a KOMBUCHA Act frame to your photo and post on social media.

1. Do it using CANVA – [WATCH VIDEO](#)
2. Do it using GIMP – [WATCH VIDEO](#)

Add your logo to the KOMBUCHA Act flyers

1. Do it using Microsoft Word – [WATCH VIDEO](#)
2. Do it using CANVA – [WATCH VIDEO](#)

Questions?

Want help customizing or posting the artwork? Contact our lobbying coordinator for help.
Email: lgo@kombuchabrewers.org

Not a KBI member? [Join KBI today to connect with kombucha brewers around the world](#)

Kombucha producers: follow Kombucha Brewers International on social media for news, resources, events, and more:

- Twitter: [@kombuchabrewers](#)
- Instagram: [@kombuchabrewers](#)
- Facebook: [Kombucha Brewers International](#)