

ADVOCACY TIPS



Advocacy is a means of influencing your community and elected officials to embrace issues you care about. With **over two million Americans incarcerated** and an ever growing number of people being released back to our communities, advocating for the reform of the criminal justice system is more important than ever.

When you advocate for criminal justice reform, be sure you have a compelling argument, facts to back it, relatable background, and a human connection. You can visit www.prisonfellowship.org/justicereform for resources on various criminal justice issues and what's happening in your state and across the country.

ANYONE CAN ADVOCATE!

- **Be a brand advocate:** Talk about your passion for criminal justice reform in your sphere of influence.
- **Donate your signature:** Add your name to criminal justice reform advocacy networks and petitions so you can take action on legislative alerts at the local, state, and national levels.
- **Register to vote:** Be sure your registration has your current address.
- **Vote in every election:** Federal, state, local, municipal, special elections, or primaries—all are important to shaping your world.
- **Learn about your elected officials:** Visit their websites to learn where they stand on your issues.
- **Stay current on issues:** Read local/national newspapers, visit issue-related websites, follow your elected officials on social media, and sign up to receive electronic newsletters.
- **Evaluate your language:** Consider promoting the God-given dignity of each person first and the sin or circumstance second by replacing labels like “felon” with “person behind bars.”

READY TO TAKE THE NEXT STEP AS AN ADVOCATE?

- **Amplify your message** on social media channels
 - /PFMinistries on Facebook AND @justicereform and @prisonfellowship on Twitter
 - /PrisonFellowshipUSA on YouTube
- **Generate press coverage** by blogging, or submitting a letter to the editor or opinion editorial to your local paper
- **Contribute** to Prison Fellowship criminal justice research projects
- **Host awareness-raising events**
- **Meet with your legislator** or his/her staff as a personal lobbyist
- **Become a volunteer** with Prison Fellowship by considering one of the opportunities listed on www.prisonfellowship.org/action.
- **Sign up for our advocacy network**, and Prison Fellowship will notify you of opportunities to reform the criminal justice system. Go to www.prisonfellowship.org/advocacy-signup to sign up today!

If you share our vision for a justice system that restores those impacted by crime and incarceration, please join our growing network of advocates at www.prisonfellowship.org/justicereform. Together we can inspire the Church, change the culture, and advance justice reform!