**Using Proclamations as a Community-Focused Tool**

Proclamations are not just ceremonial — they are a strategic tool to build relationships, raise awareness, and showcase your commitment to public safety and victim advocacy. By making proclamations a community-focused activity, you enhance trust, collaboration, and recognition of prosecutors' essential role. Below is a step-by-step guide on how to use proclamations as a tool to build relationships, highlight your work, and increase visibility.

 **Step-by-Step Guide**

**Step 1: Customize the Proclamation**

Use the provided proclamation template and tailor it to your needs:

* **Personalize the Language:** Include local statistics, programs, or partnerships that showcase your office’s unique contributions.
* **Highlight Community Impact:** Emphasize efforts such as reducing violent crime, supporting victims, or fostering diversion programs for youth.
* **Focus on Collaboration:** Mention partnerships with law enforcement, victim advocates, schools, or community organizations.

**Step 2: Partner with Local Leaders**

Engage your local elected officials to help issue the proclamation:

* **City or County Officials:** Reach out to mayors, city councils, county commissioners, or boards of supervisors.
* **State Leaders:** Work with governors or state legislators to recognize your efforts at the state level. Reach out to your local representative first to start the process.
* **Victim Advocacy Groups:** Involve local organizations to show how prosecutors amplify the voices of victims and support community safety.

**Step 3: Plan Public Recognition**

Maximize the reading of the proclamation to engage leaders and the community:

* Coordinate with the city/county/state clerk’s office to ensure the proclamation is added to the meeting agenda, along with an official reading and acceptance speech.
* Request the proclamation be read aloud by a state representative, commissioner, or mayor.
* Have a representative from your office (elected DA, preferably) speak briefly about the significance of the proclamation and the role of the prosecutor in the community. Highlight your office’s contributions to public safety, victim advocacy, and crime prevention.

**Step 4: Leverage Media and Public Outreach**

Increase the visibility of the proclamation and the work of your office:

* **Issue a Press Release:** Announce the proclamation and explain its significance. Include quotes from elected officials and community leaders.
* **Coordinate Media Coverage:** Invite reporters to cover the ceremony and offer interviews with prosecutors or other stakeholders.
* **Social Media Engagement:** Post photos, videos, and quotes from the event. Use hashtags like #ProsecutorsDay, #NDAA75, and #[YourCity/State]ProsecutorsDay.
	+ Share a behind-the-scenes look at how your office serves victims and ensures public safety.
	+ Post facts about the impact of prosecutors in your community.
	+ Highlight individual prosecutors and their stories.

**Step 5: Extend Community Engagement**

Use the proclamation as a starting point for broader community activities:

* **Host Educational Events:**
	+ Open Houses: Invite the public to tour your office and learn about your work.
	+ Community Panels: Discuss topics like victim advocacy, crime prevention, or juvenile justice.
	+ School Visits: Educate students about the justice system and career paths in prosecution.
* **Partner with Local Organizations:** Collaborate with victim support groups to host workshops or resource fairs. Work with schools, law enforcement, or nonprofits to promote safety initiatives.
* **Spotlight Local Programs:** Highlight diversion programs, victim advocacy efforts, or successful partnerships. Share success stories to build community trust.

**Step 6: Track and Share Success**

After the proclamation, document and share your achievements:

* **Create a Recap:** Write a summary of the event, including photos and quotes.
* **Celebrate Your Team:** Recognize your staff and their contributions in your internal communications.
* **Submit to NDAA:** Share your proclamation and event details with NDAA to inspire other members and promote your office nationally.

**Sample Timeline**

1. **4-6 Weeks Before the Event:**
	* Identify officials or organizations to partner with.
	* Draft and customize your proclamation.
	* Begin promoting the event and inviting stakeholders.
2. **2-3 Weeks Before the Event:**
	* Confirm the proclamation, meeting date, time, and attendees.
	* Distribute media alerts and start social media teasers.
3. **Event Day:**
	* Attend the meeting/ceremony, ensuring key participants have roles (e.g., giving remarks).
	* Post live updates on social media and engage with attendees.
4. **After the Event:**
	* Share photos, videos, and recaps.
	* Continue the conversation with follow-up events or social media posts.