



# **National District Attorneys Association**

CELEBRATING 75 YEARS SERVING AS  
THE VOICE OF AMERICA'S PROSECUTORS

# **PROSECUTORS DAY TOOLKIT**

CELEBRATING THE VITAL ROLE OF PROSECUTORS



## Prosecutors Day – Why Local Matters

### What is Prosecutors Day?

---

Prosecutors Day is a dedicated time to recognize and celebrate the critical role prosecutors play in upholding justice, protecting victims, and ensuring public safety. It is an opportunity to highlight their contributions to the community, engage with local elected officials, and build trust with the public.

While [National Prosecutor Advocacy Day will be celebrated on February 5, coinciding with NDAA's National Advocacy Day on Capitol Hill](#), we encourage members to designate their own **City/County/State Prosecutors Day** on a date that aligns with their local community's schedule and priorities.

### Why Have a Local Prosecutors Day?

---

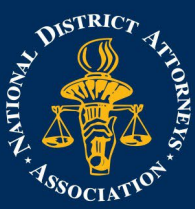
- 1. Engage Your Community:** A local Prosecutors Day allows you to connect with community members, educate them about the prosecutor's role, and foster trust in the justice system.
- 2. Build Relationships with Elected Officials:** Collaborate with city councils, county commissions, or state leaders to issue a proclamation. This strengthens relationships and highlights your office's commitment to public safety and victim advocacy.
- 3. Humanize the Prosecutor's Role:** Use this day to share stories that showcase prosecutors as community advocates who go beyond the courtroom to prevent crime, protect victims, and promote fairness.
- 4. Advocate for the Profession:** Prosecutors Day is an opportunity to reinforce the importance of the profession, address misconceptions, and emphasize the value of fair and ethical prosecution.

### How to Create a Local Prosecutors Day

---

- 1. Choose a Date That Works for Your Community:**  
Select a day that aligns with your local needs and allows for maximum participation by community members and elected officials.
- 2. Work with Local Officials to Issue a Proclamation:**  
Use NDAA's customizable proclamation templates to propose language for your city, county, or state. Coordinate with local councils or commissions to have the proclamation presented during a public meeting.
- 3. Host Community-Focused Events:**  
Plan activities that engage the public and raise awareness of the prosecutor's role, such as proclamation readings at city council or county commission meetings. Consider hosting open houses at your office to educate the public about your work. Panels or workshops on public safety, victim advocacy, or community engagement are also good options.
- 4. Share Stories and Impact:**  
Highlight the work of prosecutors in your jurisdiction. Share case studies, testimonials from victims or community partners, and examples of collaboration with law enforcement or advocacy groups.
- 5. Leverage Media and Social Media:**  
Issue press releases and invite local media to cover the proclamation. Use hashtags like #ProsecutorsDay and #JusticeForAll to amplify your message online. Post photos and videos of events to increase visibility and engagement.





# NATIONAL DISTRICT ATTORNEYS ASSOCIATION

THE VOICE OF AMERICA'S PROSECUTORS



## Support from NDAA

---

NDAA is here to help you make your local Prosecutors Day a success. This Prosecutors Day toolkit includes:

- **Community Engagement Guide:** Step-by-step guide on utilizing a proclamation to build community engagement.
- **Proclamation Template:** Customizable for city, county, or state needs.
- **Press Release Template:** Customizable for local needs.
- **Social Media Samples:** Sample posts and graphics to promote your event.

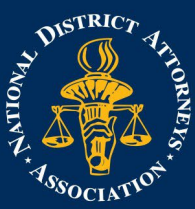
## Join Us Nationally and Locally

---

[Celebrate National Prosecutors Advocacy Day on February 5, 2025, with NDAA in Washington, DC, for National Advocacy Day on Capitol Hill.](#) Then, create a local Prosecutors Day that works for your community's needs and allows you to connect meaningfully with your constituents and elected officials.

Together, we can elevate the voice of prosecutors, build stronger relationships, and ensure the community understands the critical role prosecutors play in keeping our justice system fair and effective.





## 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:

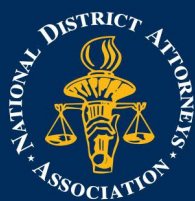
- Coordinate with the city/county/state clerk's office to ensure the proclamation is added to the meeting agenda, along with an official reading and acceptance speech.
- Request the proclamation be read aloud by a state representative, commissioner, or mayor.
- Have a representative from your office (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.
  - o Share a behind-the-scenes look at how your office serves victims and ensures public safety.
  - o Post facts about the impact of prosecutors in your community.
  - o 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:**
  - o Open Houses: Invite the public to tour your office and learn about your work.
  - o Community Panels: Discuss topics like victim advocacy, crime prevention, or juvenile justice.
  - o 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:

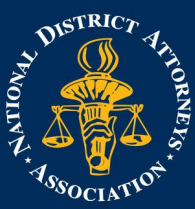
- **Create a Recap:** Write a summary of the event, including photos and quotes.
- **Celebrate Your Team:** Recognize your staff and their contributions in your internal communications.
- **Submit to NDAA:** Share your proclamation and event details with NDAA to inspire other members and promote your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

### Sample Timeline

---

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





## Prosecutor's Day Proclamation Template

### City/County/State Proclamation

---

**WHEREAS**, the National District Attorneys Association (NDAA) marks its 75th year of extraordinary service as the preeminent organization supporting America's prosecutors, delivering comprehensive training, critical resources, and powerful advocacy that upholds justice and protects communities nationwide; and

**WHEREAS**, prosecutors are the essential guardians of our legal system, working diligently to ensure fair and impartial justice by holding individuals accountable, preventing criminal behavior, and safeguarding the fundamental rights and safety of all citizens; and

**WHEREAS**, these dedicated public servants stand as unwavering advocates for victims, amplifying their voices, pursuing meaningful justice, and implementing compassionate strategies to prevent further harm while actively engaging in community-driven initiatives that address the complex underlying factors contributing to criminal behavior; and

**WHEREAS**, the impact of prosecutors extends far beyond courtroom proceedings, encompassing vital collaborative efforts with law enforcement, community organizations, victim support networks, and public institutions to develop comprehensive approaches that strengthen community trust, promote healing, and create sustainable pathways to public safety; and

**WHEREAS**, the City/County/State of [Insert Name] deeply recognizes and profoundly appreciates the exceptional commitment of prosecutors who work tirelessly to protect our families, uphold the principles of fairness, and cultivate stronger, more resilient communities; and

**WHEREAS**, in commemoration of the NDAA's remarkable 75-year legacy and to honor the indispensable contributions of prosecutors in [City/County/State], we stand united in designating [Insert Date] as a day of recognition and gratitude;

**NOW, THEREFORE**, I, [Name], [Title], do hereby solemnly proclaim [Insert Date] as [CITY/COUNTY/STATE] **PROSECUTORS DAY**, calling upon all residents to join in celebrating these extraordinary public servants, to reflect on their crucial role in maintaining justice, and to recommit ourselves to building a community founded on mutual respect, understanding, and collective safety.

**IN WITNESS WHEREOF**, I have hereunto set my hand and caused the Seal of [City/County/State] to be affixed this [Day] day of [Month], [Year].

Signed,  
[Name and Title]





## Prosecutor's Day Press Release Template

For Immediate Release: [DATE]

Contact:

[Your Name]

[Your Title]

[Your Office/Organization]

[Phone Number]

[Email Address]

### **[City/County/State] to Proclaim [Date] as Prosecutors Day to Honor Local Prosecutors' Role in Justice and Community Safety**

[City/County/State] – will officially commemorate [Date] as Prosecutors Day, a landmark celebration recognizing the indispensable contributions of prosecutors in protecting public safety, championing victims' rights, and upholding the fundamental principles of justice. The proclamation will take place during [name of meeting or event] and will shine a spotlight on the critical work prosecutors perform every day to safeguard the community.

Prosecutors are far more than legal professionals—they are compassionate advocates who amplify the voices of victims, ensuring their stories are heard and justice is meaningfully pursued. Through strategic collaboration with law enforcement, community organizations, and public institutions, prosecutors work tirelessly to address the complex root causes of criminal behavior, hold offenders accountable, and foster a sense of trust and safety within the community.

**"Prosecutors represent the very essence of justice in our community,"** said [DA's Name, Title]. **"This proclamation is a testament to the unwavering dedication of professionals who work passionately to protect our most vulnerable citizens and maintain the integrity of our legal system."**

The upcoming official recognition and presentation of the proclamation offer a unique opportunity for community members to gain insight into the multifaceted role of prosecutors. Distinguished local officials and community leaders will deliver remarks highlighting the profound impact prosecutors have on [City/County/State]'s social fabric. Attendees will gain a deeper understanding of the prosecutor's office and its comprehensive approach to victim support, crime prevention, and community engagement.

#### **Official Recognition & Proclamation Reading Details**

Date: [Insert Date]

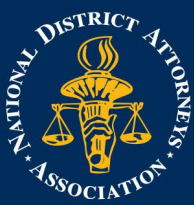
Time: [Insert Time]

Location: [Insert Venue Name and Address]

#### **Community Invitation**

We invite all residents to join this powerful recognition of justice and community resilience. By attending the proclamation reading, citizens can demonstrate their support for the dedicated public servants who work tirelessly to ensure our collective safety and well-being. Prosecutors Day represents more than a ceremonial event—it is an opportunity to strengthen the vital partnerships that make [City/County/State] a safer, more prosperous community for all.





# NATIONAL DISTRICT ATTORNEYS ASSOCIATION

THE VOICE OF AMERICA'S PROSECUTORS



For additional information about Prosecutors Day or the transformative work of the [City/County/State Prosecutor's Office], please contact [Your Office/Organization] at [email address/phone number].

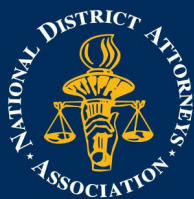
### **About the [City/County/State Prosecutor's Office]**

The [City/County/State Prosecutor's Office] stands as a beacon of justice, committed to protecting victims, holding offenders accountable, and cultivating meaningful partnerships with community stakeholders. Through ethical, transparent, and compassionate prosecution, the office continues to build trust, promote healing, and create a safer, more equitable society.

###



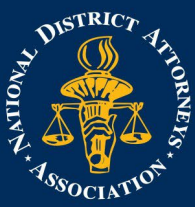




## Sample Social Media Posts – Prosecutor's Day & NDAA's 75<sup>th</sup> Anniversary

- **🌟 Prosecutors: Guardians of Justice 🌟** On [Insert Local Date], we celebrate Prosecutors Day—honoring the unsung heroes who work tirelessly to protect our communities, amplify victims' voices, and uphold the fundamental principles of justice. Their commitment transforms lives and strengthens our society. 🤝🏛️ #ProsecutorsDay #JusticeInAction
- **Beyond the courtroom, prosecutors are compassionate advocates** who breathe life into the promise of justice. This [Insert Date], we shine a spotlight on these extraordinary public servants who work relentlessly to ensure safety, accountability and hope for our most vulnerable communities. 🏛️👜 #ProsecutorsDay
- **Local heroes, global impact.** This Prosecutors Day on [Insert Date], we celebrate the [City/County] prosecutors who transform legal proceedings into pathways of healing and community restoration. Their work goes far beyond prosecution—it's about rebuilding trust, one case at a time. 🌈👤 #ProsecutorsDay
- **📣 Community Spotlight: Prosecutors Day** [Insert Date] Join us at [Insert City Council/County Commission] as we honor the remarkable professionals who stand at the intersection of justice, compassion, and community protection. These dedicated advocates work tirelessly to ensure our streets are safe, our voices are heard, and our communities remain strong. 🏛️❤️ #CommunityJustice
- **Justice Decoded: What Prosecutors Really Do 🔍** Contrary to TV dramas, prosecutors are more than courtroom performers. They're community architects—preventing crime, supporting victims, and building bridges of understanding. This Prosecutors Day [Insert Date] let's recognize their holistic approach to justice. 💡🏛️ #JusticeMatters
- **Prosecutors aren't distant figures in courtrooms.** They're neighbors, parents, volunteers, mentors. This Prosecutors Day, we celebrate the professionals who blur the lines between legal duty and community love. Share how a local prosecutor has made a difference! 💙 #ProsecutorsDay #CommunityHeroes
- Prosecutors are the bridge between legal complexity and community justice. They translate intricate legal principles into meaningful protection, ensuring that the law serves its highest purpose: safeguarding human dignity. This Prosecutors Day, we honor the professionals who **transform legal theory into real-world safety.** 🏛️🏛️ #ProsecutorsDay #LegalProfessionals
- **Local Hero Spotlight 🌟** Meet [Prosecutor's Name], [X] years of unwavering commitment to [City/County]. More than a legal professional—a beacon of hope, a voice for the voiceless, a true guardian of community justice. #ProsecutorsDay
- **When Justice Speaks.** [Share a link to a blog/article/video highlighting a powerful story of a case or community program] This is why we celebrate Prosecutors Day—not just for the legal victories, but for the human stories of resilience, healing, and hope that unfold when justice is served with compassion. #JusticeMatters #ProsecutorsDay














# NATIONAL DISTRICT ATTORNEYS ASSOCIATION

THE VOICE OF AMERICA'S PROSECUTORS



- From survivors to community leaders, **prosecutors transform pain into progress**. Every case is more than a legal file—it's a chance to rebuild, to heal, to restore hope. On Prosecutors Day, we celebrate the architects of justice.  
 #VoiceForVictims #ProsecutorsDay
- **Justice Has a Human Face**  
Before you see a case number, there's a story.  
Before a verdict, there are lives. Before justice, there's understanding.  
Prosecutors don't just prosecute—they listen, they protect, they heal.  
#ProsecutorsDay #CommunityJustice
-  **Prosecutors: By the Numbers** - cases reviewed annually  
[Y%] increase in victim support programs  
[Z] community safety initiatives launched  
Countless lives touched, communities transformed  
More than statistics. Real impact. #ProsecutorsDay #CommunityStats
- **Justice isn't solo work.** Prosecutors collaborate with:  Law Enforcement  Healthcare Providers   
Educators  Community Organizations  
Collective action, shared mission.  
#ProsecutorsDay #CommunityPartnership
- **As our world evolves, so does justice.** Prosecutors are at the forefront of:
  - Restorative justice approaches
  - Trauma-informed prosecution
  - Data-driven crime preventionProsecutors Day celebrates not just where justice has been, but where it's going.  #FutureOfJustice  
#ProsecutorsDay
-  **75 Years of Justice**  Since 1950, NDAA has supported prosecutors nationwide in their mission to uphold the law and protect communities. This **Prosecutors Day**, we celebrate their legacy and honor the prosecutors of [City/County/State] for continuing this vital work. #NDAA75 #ProsecutorsDay

