

HOW TO LAUNCH

A PETITION

In an era when Black communities are being crushed under militarized policing and legalized unaccountability, an epoch where hate speech is celebrated, it's critical that we use the internet and social media channels to deploy content raising awareness and support for causes that improve the quality of life for Black people. Digital campaigning tool that positions you to fight back and win for justice.

You should start a digital petition because you want to challenge the status quo. Real change doesn't happen unless someone's willing to fight for what they believe is right. Starting a digital petition campaign is a way to take strategic action with others towards making justice real in the lives of Black people and all people in your community.

If you are already organizing with others on the ground around a specific issue - starting a digital petition campaign can expand and amplify the efforts of the collective and individual members of your campaign.

Starting a petition on OrganizeFor can be quick and simple if you know what issue you want to address and who makes the decisions around that issue.

1. START A PETITION

You can start a petition at www.organizefor.org. Click the Start a petition button and enter the following details:

Title - Engage your audience with a title that let's folks know what's going down

Decision Maker - Name who's responsible for solving the problem

Demand - Explain what the decision maker can do immediately to solve the problem

Share your story - Spill the tea and tell folks why they should take action with you

2. ENTER YOUR INFO

Complete the personal information section so that we can reach out to you to strategize about how you can win your campaign.

3. COLLECT SIGNATURES

Share your petition with networks - friends, neighbors, coworkers and fellow freedom fighters! Also, think about using different social media platforms to collect signatures for your campaign.

GLOSSARY

PETITIONS are written documents that have been used throughout our country's history by everyday people like you. A petition seeks a specific action from an authority figure who has power over whether or not that specific action will occur. For example, you may write a petition asking your local City Council representative to stop a new private prison from being built and instead invest that money in city schools **YOU** can make a difference by **ASKING OTHERS TO JOIN YOU** to insist that justice be served around a specific issue.

A DIGITAL PETITION CAMPAIGN is a structured, creative effort to share the petition on a variety of online channels to engage other people in supporting the petitioner's demand given a specific time and goals. A digital petition campaign focuses on expanding the reach of an individual's efforts through the power of online social networks. It may also include offline actions that increase pressure on the decision maker.

**WINNING
JUSTICE**

THE PROSECUTOR PROJECT
www.winningjustice.org

