

Having your city council, state assembly, or governor proclaim June 21st as National ASK Day is an important way to spread the ASK message in your community.

Be sure to start EARLY! Proclamations need to be internally reviewed, so start the process at least 6 WEEKS before ASK Day.

What You Need:

- A draft text of the proclamation ([see Additional Resources](#))
- **Important Note:** Many local government offices have specific formats they require for proclamations — check your local government office’s website before submitting yours
- A Cover Letter describing why you are requesting the proclamation (include the date you need the proclamation by), its purpose, and its importance ([see Additional Resources](#))
- Your Contact Information (including name, phone number, and email address)

Steps to Getting a Proclamation:

1. Reach out to your local government office
 - i. You can find your local government’s information here: <http://www.usa.gov/Agencies/Local-Government/Cities.shtml>
 - ii. Contact their office and ask to speak to someone with a thorough understanding of proclamations
 - iii. Find out how long the application process takes
 - iv. Confirm information and formatting requirements (e.g. word count) for proclamation application
 - v. Find out where to send your proclamation application
2. Complete your Application
 - i. Personalize the Cover Letter to include information relevant to your state or community
 - ii. You may want to include a relevant, local story where appropriate
 - iii. Customize the Sample Proclamation text to your local community
 - iiii. Proofread your Cover Letter and Sample Proclamation text
3. Send in your Application
 - i. Submit the Cover Letter and Sample Proclamation to your local government office
 - ii. Include any specific information required
 - iii. Follow up as needed to secure your proclamation!

Four Ways to Make the Most of Your ASK Day Proclamation

A proclamation is an official recognition of a person, place, occasion, or event by a government official. Proclamations are granted at the discretion of the government and often involve “naming” a day or period of time in recognition — in this case ASK Day. If all goes well this year, do it again next year and so on and so on!

GETTING A PROCLAMATION

1. **Host an event on or before National ASK Day.** This year National ASK Day is June 21, 2015. Present the proclamation at a press conference or other event. Invite an official to present the proclamation at a public event that offers potential for press coverage. Invite other community members to speak at your event, such as a local pediatrician and/or a law enforcement officer. Be sure to invite the press!
2. **Submit an op-ed or a letter to the editor to your local paper.** Write to your local paper to thank your local city official and to announce your official unveiling ceremony. This is a great way to build momentum for the event.
3. **Engage on social media.** Use social media to spread the message of the proclamation to a wider audience. Visit your elected official's Facebook page to post your gratitude. Make sure to send a tweet to your elected official who issued the proclamation.
4. **Renew your proclamation every year.** Remember that most, if not all governments, will only issue proclamations for the current year. Term limits and elections will also place new leaders in local government positions; therefore, you will want to obtain a proclamation each year.

How to Get Media Attention for Your ASK Day Proclamation Event

Holding a media event is a great way to draw news attention to ASK Day as you raise public awareness of your campaign efforts.

Here are a few steps to take to ensure your media event is a success.

Steps to Take Before Your Event

- Draft and distribute your proclamation to appropriate local government officials 6 weeks before ASK Day
- Reach out to reporters: TV, print, radio, and bloggers, and build your press distribution list
- Scout your location and work through costs and logistics
- Confirm and prep your speakers and participants
- Send your media advisory 3-5 days in advance
- Draft your press release
- Finalize your press and visual materials

Steps to Take the Day of Your Event

- Resend your media advisory to local reporters
- Publicize event on social media
- Arrive to your event 30 minutes early to prepare
- Have a sign-in sheet for reporters
- Distribute proclamation digitally and onsite
- Distribute your press release digitally and onsite

Steps to Take After Your Event

- Monitor media outlets for your coverage
- Do one-on-one and follow-up interviews as needed
- Follow up with reporters who attended event

Sample Proclamation Cover Letter to Your Local Government Office

Date

Mailing Address

Dear [Insert Official's Title & Name],

I am writing to request that you proclaim Sunday, June 21st, 2015 ASK Day in the [City, Neighborhood, State] of [State]. Your proclamation would join others in cities and states across the country to promote the importance of asking about unlocked guns in homes where children play.

[Insert local story regarding gun violence, if appropriate, here]

Every time we lose another child to gun violence, we hear outrage at the senselessness of the tragedy, but rarely do we hear about a concrete solution to prevent more children from dying. The ASK Campaign promotes such a plan.

One out of three homes with children has guns, many left unlocked or loaded. Yet, many parents never think to ask about the presence of guns where their children play.

This is the simple idea behind the Asking Saves Kids (ASK) Campaign, which was created in collaboration with the American Academy of Pediatrics.

Just as it has become common for parents to ask safety questions about nut allergies or how children will be supervised, parents can take an important step to ensure the safety of their children simply by asking, "Is there an unlocked gun where my child plays?"

On Sunday, June 21, 2015 organizations and individuals around the country will celebrate National ASK Day. Held annually on the first day of summer, ASK Day reminds parents about the importance of asking if there are unlocked guns in the homes where their children play.

I hope you will consider having [City, Neighborhood, State] of [State] join this life-saving initiative. We request that you return the Proclamation by June 14, 2015. Thank you in advance.

Sincerely,

Your Name

Title (if applicable)

Address

Contact Phone Number

Contact Email Address

Sample Proclamation

WHEREAS, the epidemic of gun violence is plaguing our nation's children and claiming seven lives a day; and

WHEREAS, children in the United States are more likely to die of gun violence than from cancer and heart disease; and;

WHEREAS, one in three American homes with children has guns, and 1.7 million children live in a home with an unlocked, loaded gun; and

WHEREAS, the ASK (Asking Saves Kids) Campaign encourages parents to add one more safety question to conversations before their child visits other homes, "Is there an unlocked gun in your house?" and

WHEREAS, asking this simple question before sending your child to another home could help save your child's life; and

WHEREAS, the hope is that asking will become a common health and safety question; offering a real, immediate solution that all Americans can adopt to help protect their families and children from injury and death; and

WHEREAS, the power of the ASK Campaign is that it brings together all Americans concerned with the welfare of children, including gun owners, and makes the solution to gun violence a discussion about public safety and good parenting; and

WHEREAS, the first day of summer, the season in which kids typically spend more time at the homes of friends and family, is designated as National ASK Day;

BE IT RESOLVED, that the [City/State/County] of [Name] therefore does hereby proclaim June 21, 2015 to be "ASK Day" and calls upon the people of [State/City/County] to recognize this special observance with appropriate ceremonies and activities.