Sample Post-Campaign Launch Action Alert

**Youth Justice InsertYourState Action Alert!**

Dear friend,

Thank you to those who were able to attend our event yesterday as we officially launched the Youth Justice YourState campaign! Hundreds of youth, families, and other advocates gathered on the steps of the YourState capitol building, calling for legislators to close Rand and West Oak prisons and invest in a community-based continuum of care. Attendees, including numerous legislators and media outlets, heard personal stories of how the juvenile justice system in YourState fails youth and families, and what we need to do to truly meet the needs of our youth and communities. It was a powerful event, and a perfect public introduction to our work.

We ask you to help us build on the momentum of this incredible event by taking a few simple steps:

**Today:** Share the information about our campaign and yesterday's launch event with your networks over social media and by e-mail. Visit our website for more information, or follow and repost from our Twitter and Facebook accounts.

**Tomorrow:** Call your legislators and ask them to close Rand and West Oak, and reinvest the savings in community-based services and supports. Visit [www.yourstate.gov/legislature](http://www.yourstate.gov/legislature) to find your representative's’ contact information.

**Next week:** Join us at another event. Youth Justice YourState will be at community events in Easton and Longview next week. Visit our website for details and to RSVP. If your community has an upcoming event Youth Justice YourState should attend, please e-mail [Rhonda.Jackson@YouthJusticeYS.org](mailto:Rhonda.Jackson@YouthJusticeYS.org).

**Every day:** Talk about the Youth Justice YourState campaign, and your efforts to support it, with friends, family, and co-workers and encourage them to learn more and get involved at [www.YouthJusticeYS.org](http://www.youthjusticeys.org). Keep an eye out for future updates and requests for action!

Thank you for your help creating a YourState where all young people are given the opportunity to grow into successful adults!

Sincerely,

The Youth Justice YourState Team