

Requesting a Proclamation and Sample Request Letter



What is a proclamation?

A proclamation is a formal way to make a public announcement. Mayors, council members, local government administrators, state legislators, and governors write proclamations to commend people or to announce upcoming events. In celebration of LGBT Center Awareness Day (CAD), please ask the elected official's office of your target area to help CenterLink: The Community of LGBT Centers enhance public understanding of the vital services offered by LGBT centers by signing and presenting a proclamation declaring September 15 as CAD.

Why should you have one?

1. It's a great way to have CAD publicly announced and acknowledged locally by elected officials, creating recognition and possible media outreach opportunities.
 - a. While proclamations are normally presented at the elected official's office or at legislative meetings, you should always request that it be presented at a center event, leveraging the elected official's presence as publicity for your center.
 - b. If you are not having a specific CAD event, the signing at the elected official's office can be an event in and of itself. Be sure to use the photo opportunity to publicize for your center using local media outlets.
2. The document itself is a great memento that can be used at a later date.

How do you go about getting one?

1. Contact your elected official's office to request the procedures in procuring a proclamation.
2. They will use their own language and format but will need as much information as possible. Make it easy for them by supplying the attached samples with your request (letter, email, fax, however they prefer).
3. Make an appointment to meet with the mayor for the signing of the proclamation, again, suggesting a CAD event (or other center event as described above) as a means to publicize his/her support of the cause, etc.
4. Request and note details on timing with the elected official's office, following up as necessary.

How do you publicize?

1. Ask the elected official's office to put your proclamation presentation event on their calendar along with your CAD event.
2. In the best case scenario, the elected official's office will write a press release of their own, distributing to their usual outlets. Ask if this is done and if you could help facilitate that process.
3. If not, use the template version provided below.
4. Do a follow up press release, with photographs of the presentation in order to get articles published in your local papers.
5. All press releases should be submitted for approval to CenterLink staff.

IMPORTANT NOTES:

1. Please report all proclamation efforts (any attempt, regardless of outcome) to CenterLink via CenterLink@LGBTcenters.org or using the appropriate reporting form.
2. When requesting a proclamation in an area with a local LGBT center, it is vital that you coordinate your requests to be most effective with your efforts.



CENTER REQUEST TEMPLATE

«Title» «First_Name» «Last_Name»

«Organization Name»

«Address»

«Address_2»

«City», «State» «Zip»

Dear «Title» «Last Name»,

As a concerned citizen of this country, the **[your title]** of **[your Center Name]**, and an organizing partner of CenterLink: The Community of LGBT Centers, I would like to request that you, along with other mayors, representatives, senators, and governors from across the United States, issue a proclamation declaring September 15 as LGBT Center Awareness Day in **[City/State]**.

Each week, over 40,000 individuals visit LGBT community centers, taking part in a myriad of programs and services, including libraries, computer access, support groups, social services, mental health counseling, cultural and recreational activities, and much more. [Insert a sentence or two about a particularly popular program or service at your center, for example:

Right here in **[City/State]**, **[your Center Name]** registered ___ new voters last year and provided free after school programming for LGBT youth every Monday and Wednesday from 3-5pm].

Volunteers are joining with **[your Center Name]** and CenterLink: The Community of LGBT Centers to promote September 15 as LGBT Center Awareness Day. These efforts will improve widespread understanding of the invaluable services and community programming provided by centers every day in **[City/State]** and around the country.

I am enclosing a sample proclamation, and for more information about Center Awareness Day please visit www.lgbtcenters.org. If you agree to participate, I will work with CenterLink to issue a press release to our local media and coordinate media coverage of a proclamation presentation.

I will call your office in a few days to further discuss the proclamation and answer any questions you may have. Thank you in advance for your consideration and approval of our request. Your help will be instrumental in uniting, strengthening, and empowering our **[City/State]**.

Sincerely,

«Requestor»

INDIVIDUAL REQUEST TEMPLATE

[Name]

«Address»

«Address_2»

«City1», «State1» «Zip1»

«Phone1»

Dear Honorable [**Governor/Mayor**] NAME,

Across the country, in small towns and big cities alike, citizens from all walks of life are coming together to celebrate the first annual LGBT Center Awareness Day on September 15.

As a resident of this great [**state/city**] of _____, I am requesting that you help us reach out to our fellow [**New Yorkers/citizens/etc.**] by issuing an executive proclamation declaring this special day in September.

[Devote a short paragraph to your center and why it is important to you, for example:

I regularly attend events and meetings at [**your local community center**]. The staff and other volunteers have been amazing, facilitating discussion and support groups, offering me career counseling services, helping me register to vote, and introducing me to a whole new group of people. I feel more connected to the LGBT community through my center, and am a stronger, better citizen because of it.] For more information about why LGBT Center Awareness Day is so important, please visit www.lgbtcenters.org.

I would be extremely proud if my [**state/city**] took part in making September 15th part of the annual celebrations honoring the invaluable services and community programming provided by LGBT centers. For your convenience, I have included a draft of what I imagine a proclamation would look like.

I would be most grateful if you could send the proclamation as soon as possible so that we can make plans for promotion and celebration during the month of September. Our [**state's/city's**] visible participation in this event will have a profound impact on our community. I thank you for your time and consideration.

Respectfully,

Your Name

Mailing address

Phone #

Email Address

For Release: **[Insert Date]**
Contact: **[Insert contact name, phone and e-mail]**

[INSERT ORGANIZATION] CELEBRATES LGBT CENTER AWARENESS DAY

[Insert city] – **[Insert your organization]** is joining with CenterLink: The Community of LGBT Centers to celebrate the annual LGBT Center Awareness Day. **[insert date, insert organization]** will hold a **[insert event or activity i.e. a free blood tests, seminar, etc.]** where **[insert details about what your event is offering]**.

"Every year we think it's vital that people recognize the pivotal role LGBT centers play in our community," said Terry Stone, CenterLink's Executive Director. "Estimates of over 40,000 people visit centers each week and access programs and services that literally build community from the center. We have seen the effects on communities served by LGBT centers, including financial, health, wellness, and community organizing impacts, and we are excited to highlight that work through Center Awareness Day."

The theme of this year's LGBT Center Awareness Day is "Because Great LGBT Communities Begin with Great LGBT Community Centers," showcasing the integral role that community centers play in the development, unification, and empowerment of all LGBT communities. **[Insert information about your local center, and how your center is involved in the day.]**

LGBT Center Awareness Day also has a civil rights equality push on a national scope, with an organized effort for municipal, county, and state proclamations honoring the day and the work that LGBT centers do, as well as efforts to get individuals everywhere engaged in "personal awareness actions," ranging from wearing a button to visiting a center.

[Insert 2-3 sentences about your organization's event and how it is supporting LGBT Center Awareness Day.]

[Include a quote by spokesperson from your organization, or a local expert]

Details about LGBT Center Awareness Day are available at <http://www.lgbtcenters.org/> and more information about **[Your Organization]** can be accessed at **[Your Website]**.