

fact sheet



Community organizing

Connecticut's Raise the Age campaign connected with parent groups, faith communities and others who wanted to see the state end the adult prosecution of minors. We employed a number of strategies to help them take action. Our mantra was: Make it easy. We created a number of ways for people to have a voice without expending too much time or money.

Postcards We printed and stamped — and preaddressed when possible — postcards that people could send to their legislators or the governor to support Raise the Age.

Online organizing We urged people to email their legislators and partnered with a national group that helped us set up a system where people could easily identify their representatives and senators using zip codes.

Monthly Raise the Age CT coalition meetings People won't stay engaged in a movement unless they have ownership and are kept up-to-date on its progress. We facilitated monthly Raise the Age coalition meetings to develop campaign goals and strategies, discuss action steps different coalition members could take, and plan events. People received small thank-yous (Dunkin Donuts gift cards) when they took action. We used our listserv to push out information on where our bills stood.

Community breakfasts Each year as the legislative session began, we worked with local advocates to host educational breakfasts for all interested stakeholders, from parents to providers to probation officers and judges to legislators. We screened informational videos, presented our policy goals and facilitated Q&A sessions. Our process was clear and well communicated. The breakfasts also helped us to determine what messages resonated and what concerns and pushback were going to arise so that we could modify and execute accordingly.

Rallies We held two well-attended rallies at the state Capitol. We provided transportation, lunch and our signature orange Raise the Age t-shirts. People were free to bring their kids if they needed or wanted to. We helped people find their legislators for one-on-one meetings and provided them with talking points.

Thank yous After the legislation passed, we held a celebration at the Capitol. We gave awards to many of our champions and we thanked everyone in attendance for their excellent advocacy. This was, of course, the right thing to do. It also helped people stay engaged when, down the line, we needed to defend the reform against rollbacks.