

# How to Request a Proclamation in Your Community

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## Background

*A proclamation is an official designation of an event and can be a great way to educate the public about a specific issue or bring attention to a cause. A proclamation is an effective tool for gaining public recognition of your event because it carries the full support of a key government official in your state or community.*

*April is Child Abuse Prevention Month (CAP Month). The CAP Month proclamation has been submitted to Governor Cooper’s office by Prevent Child Abuse NC for statewide recognition. We encourage you to submit the proclamation to your local government offices as well.*

## How to request a proclamation:

### STEP 1: Contact the State or Local Government Office

Governors, county executives, mayors, state legislatures, municipalities, counties, cities or towns can issue proclamations. For city proclamations, a mayor, city manager or city marshal may be the person to sign. For counties, it will most likely be the county commissioners. You do not have to have both the city and county proclamations; you can decide which entity in your community would reach more people.

Determine whether you would like to request a proclamation from your city or county and locate the website for this entity.

On the website, you may find a tab called “Proclamation” under which the proclamation request guidelines may be located. Otherwise, use the site’s search feature and type in the word “proclamation.” Another option is to look on the “Contact Us” tab. This page may allow you to write a brief message, such as:

*How do I ask the Mayor to issue a proclamation declaring April Child Abuse Prevention Month?*

In addition to seeking the specific guidelines for requesting a proclamation, be sure to inquire about the preferred format. This information will allow you to begin to draft an effective proclamation.

### Example: Town of Huntersville, NC website

The screenshot shows a website interface for the Town of Huntersville, NC. At the top, there is a green navigation bar with the text "Create an Account - Increase your productivity, customize your experience, and engage in information you care about." and a "Sign In" link. Below the navigation bar is a dark green sidebar menu with the following items: "Advisory Boards & Commissions", "Agendas & Minutes", "Board of Commissioners", "Candidate Information Page", "Code of Ordinances", "Proclamations", and "Public Comment and Public Hearing Policy". The main content area is white and features the heading "Proclamations" in bold. Below the heading is a paragraph: "Proclamations are ceremonial documents signed by the mayor and issued for public awareness, charitable events, and other special honors." This is followed by a sub-heading "Requesting a Proclamation" and a paragraph: "All requests for proclamations must be submitted in writing and will go through a review and approval process. Requests can be submitted via email or U.S mail. To ensure efficient processing, please submit requests at least four weeks in advance of the date the document is needed." Below this is another paragraph: "When submitting requests for a proclamation, be sure to include:" followed by a bulleted list of requirements: "Contact person's first and last name, address, telephone number, and email address", "The date when the proclamation is needed", "Draft text for the proclamation", "An indication of whether the document should be mailed, will be picked up, or presented at a Town Board meeting", and "The name and date(s) of the day, week, month of the event to be proclaimed". At the bottom of the main content area, it says "You can submit requests by contacting Janet Pierson, Town Clerk." On the right side of the page, there is a profile for "Janet Pierson", Town Clerk, with an "Email" link and a phone number: "704-875-6541".

## STEP 2: Follow the Guidelines for Submitting a Proclamation Request

Each city and county will have their own guidelines and procedures for signing proclamations. The easiest way to research your city or county guidelines is to look on its website and search for the term “proclamation.” Some of the larger cities and counties will have proclamation guidelines listed. Smaller cities and counties may provide contact information on the website to call or email for proclamation information.

Oftentimes a cover letter requesting the proclamation is required. We have provided a [sample cover letter](#) written to a city, county or state’s government office in request of a proclamation at the end of this document.

In order to expedite the process, the following information is usually required when submitting a proclamation request:

- A draft text of the proclamation in the preferred format
- The purpose of the proclamation (Child Abuse Prevention Month)
- The date when the proclamation is needed
- The date(s) of the day, week, or month of the event to be proclaimed (you can request whichever you’d like)
- A brief history of your organization
- The name and daytime telephone number and/or email address of the contact person

## STEP 3: Allow Enough Time

The wheels of government turn slowly, so be sure to begin the proclamation request process at least two months in advance of your event date or **as soon as possible**.

Timing is key if you want to be able to have the proclamation announced at a city council or county commissioner meeting. Do not hesitate to follow up to check the status of your proclamation and upon doing so, offer to provide any additional information the official may need.

## STEP 4: Make an Event Out of It!

Follow the guidelines that you are given as to whom (and how many) you can bring to the proclamation meeting or signing event and clarify if the meeting will be held in person or virtually.

Other ways to promote the proclamation in your community:

- Notify your local paper or media outlets about the proclamation.

- Distribute printed copies to local reporters.
- Have the proclamation photo-enlarged for display at a news conference and/or in a prominent public place.
- Send copies to local newspapers.
- As with any media piece, demonstrate its importance to the media's audience by including local statistics.
- Invite local elected officials to any planned events or activities during the month of April.

Source: GUIDE, Inc.

## 2022 Proclamation Sample Language:

### Child Abuse Prevention Month Proclamation

**Whereas**, children are vital to our state's future success, prosperity and quality of life as well as being our most vulnerable assets;

**Whereas**, all children deserve to have the safe, stable, nurturing homes and communities they need to foster their healthy growth and development;

**Whereas**, child abuse and neglect is a community responsibility affecting both the current and future quality of life of a community;

**Whereas**, communities that provide parents with the social support, knowledge of parenting and child development and concrete resources they need to cope with stress and nurture their children ensure all children grow to their full potential;

**Whereas**, effective child abuse prevention strategies succeed because of partnerships created among citizens, human service agencies, schools, faith communities, health care providers, civic organizations, law enforcement agencies, and the business community;

**Therefore**, I do hereby proclaim April as Child Abuse Prevention Month and call upon all citizens, community agencies, faith groups, medical facilities, elected leaders and businesses to increase their participation in our efforts to support families, thereby preventing child abuse and strengthening the communities in which we live.

## Sample Cover Letter to Local Officials in Request of a Proclamation

*Use this sample cover letter when you mail the proposed proclamation wording. If you have already spoken to the proper official, then you should reference that conversation in this letter. Also, adjust the language of the letter to reflect the details of the event in your community. Be sure to enclose your proclamation draft with your letter.*

Honorable [Name]  
[Official Title]  
[Mailing Address]  
[Date]

Dear [Name],

April 2022 is Child Abuse Prevention Month (CAP month), and we all have a stake in preparing [City / County]'s children to grow up to be healthy thriving members of our community. This month provides an excellent opportunity for our [City / County] to highlight opportunities to build sturdy foundations for children.

[Your organization or coalition name] would be honored if you would sponsor an official proclamation to recognize April 2022 as Child Abuse Prevention Month in [City / County]. Your proclamation would lend official recognition to the important role all adults play in building the Protective Factors to help all children thrive.

[Enclosed/attached] you will find the proclamation that will be declared by Governor Cooper for the month of April 2022, and we would like to submit the same proclamation for [City / County].

If you or your staff have any questions concerning the request, the sample proclamation, or Child Abuse Prevention Month, please call me at [telephone number]. I will follow up with your office regarding this request in the next few days. We appreciate your consideration of this special request.

Sincerely,  
[Name]

Enclosure: Child Abuse Prevention Month Proclamation