

ISSUING AND USING A PROCLAMATION



The proclamation serves as a tool to gain public recognition. Governors, mayors, county executives, state legislatures, municipalities, counties, cities, or towns can issue a proclamation to officially designate an event.

Most state government or governor websites now include a page or link with directions on how to request a proclamation. To save time, make sure to check the website first before proceeding with the steps below.

Begin early.	Most states require AT LEAST one to two months advance notice.
Select one person as the main contact.	Most governor offices will want to converse with only one individual.
Find a personal connection.	Most states require AT LEAST one to two months advance notice.
Identify the staff member who handles proclamations or resolutions.	Phone the state legislator's office or check your state government website.
Use the sample proclamation and cover letter provided.	Fill in the name of your state and any blank areas with the necessary information.
Provide an appropriate news release or "About" material.	Governor offices want to understand importance/significance of any event they are going to officially recognize. Including these documents in your request package should cover those concerns. Be prepared to field any follow up questions that may come your way.
Send your request to the address provided in the governor's website proclamation link.	Combine the cover letter, sample proclamation, your contact information, and any other necessary materials into a sealed envelope. U.S. mail should be used unless another form of communication (fax, e-mail, etc.) is mentioned in your state/territory guidelines.
Make a follow-up call.	Allow 2-3 weeks after sending your request.
Do you know a member of the state legislature personally?	Approach the person regarding passage of the proclamation.
Find out if and when the legislature will pass the proclamation.	Let the staff person know you are willing to meet him/her or attend any related meeting in person or by your representative.
Let them know that you would like to pick the proclamation up in person.	This way you may be able to get a photo that can be used in any publications or media opportunities.
Seek publicity after the governor approves the proclamation.	It is great to have a state adopt the proclamation; it is even better to have the local newspaper report the action. Send a representative to the meeting when the proclamation is being adopted. Frequently, the governor's office will present a quality copy to an appropriate recipient. Take photos. Also, disseminate your proclamation news release to the appropriate news media in your state.
Be sure to send a follow-up thank you to the governor for the proclamation.	
Ask that the proclamation be placed on the Governor's website.	Also see if you can get the proclamation placed on your state representative's websites as well.
Keep good records.	Include what works and what doesn't work, whom you contacted, and who made contacts in your state.
Adapt these guidelines to your local mayor and town/city council.	Offer the appropriate sample city proclamation or sample city resolution and sample cover letter.