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ACTIVIST PACKET



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When:

The “Back the Blue” Activism Campaign is recommended for the months of March & April. However, all ACT for America activism campaigns are built to be effective year round.

Introduction

“Back the Blue” is an ACT for America activism campaign focused on building community support for our local police officers. With radical leftist protesters constantly vilifying our local heroes, it is our job to stand up and defend their honor.

As an ACT For America member, the most important thing you can do to affect change in your community is take action. As you will see in this activity guide, we are making it easy for you to get involved.

Legislation

Andy’s Law

This is the closest legislation we have to supporting our police. Private First Class Andy Long was murdered in front of a military recruiting office in Little Rock, Arkansas. Andy’s Law increases state criminal penalties for acts of terrorism, and empowers victims by giving them the power to sue terrorists in state court. This law has been passed in the following states:

- Arkansas, SB 630 (2013)
- Florida, HB 65 (2017)
- Kansas, HB 2463 (2014)
- Louisiana, HB 497 (2015)
- North Carolina, HB 371 (2015)
- Tennessee, SB 180 (2015)

****If you are interested in passing “Andy’s Law” legislation in your state, please email Stephanie at sreis@actforamerica.org.**

Talking Points

- Police Officer Norbert Ramon rescued 1,500 Texans during Hurricane Harvey while battling stage 4 colon cancer. No matter what the race or religion of the victims, Norman Ramon was there to rescue them. This is just one example of heroism from our first responders.
- **DID YOU KNOW** that Officer Gene Taylor risked his life to save a 14-year-old girl from an oncoming train? Officer Gene Taylor put his own life on the line to ensure to freedom and safety of someone he did not know.



- 118 law enforcement officers were killed in line-of-duty incidents in 2016.
 - Of these 66 law enforcement officers died as a result of felonious acts.
- The number of officers killed as a result of criminal acts in 2016 increased by 25 when compared to the 41 officers who were killed in 2015.
- The average age of the officers who were feloniously killed was 40 years old. The victim officers had served in law enforcement for an average of 13 years at the times of the fatal incidents. Of the 66 officers, 64 were male, and two were female. Sixty-one of the officers were white, four were black/African-American, and one was Asian/Native Hawaiian/Other Pacific Islander.
 - 17 were ambushed (entrapment/premeditation);
 - 13 were answering disturbance calls (seven were domestic disturbance calls);
 - 9 were investigating suspicious persons/circumstances;
 - 6 were engaged in tactical situations;
 - 5 were performing investigative activities (such as surveillances, searches, or interviews);
 - 4 were conducting traffic pursuits/stops;
 - 3 were investigating drug-related matters;
 - 3 were victims of unprovoked attacks;
 - 1 was answering a burglary in progress call or pursuing a burglary suspect(s);
 - 1 was answering a robbery in progress call or pursuing a robbery suspect(s); and
 - 4 were attempting other arrests.
- Fifty-two law enforcement officers were killed accidentally while performing their duties in 2016. The majority (26 officers) were killed in automobile accidents. The number of accidental line-of-duty deaths increased by seven when compared with the 45 officers who were accidentally killed in 2015.

Source(s):

1. <https://www.fbi.gov/news/pressrel/press-releases/fbi-releases-2016-statistics-for-law-enforcement-officers-killed-and-assaulted-in-the-line-of-duty>
2. <https://www.cnn.com/2017/10/27/health/houston-hurricane-harvey-police-beyond-the-call/index.html>
3. <https://www.clickondetroit.com/news/officer-in-monroe-county-saves-teenage-girl-from-oncoming-freight-train>



Activism Suggestions

Write a Letter to the Editor (LTE)

Writing a Letter to the Editor is a great way to shift public opinion and garner attention for your issue on a local level.

- This link provides you with the top 100 online and print publications across the country: <https://www.theopedproject.org/submission-information/>
- If your letter is published, please notify our Chapter Department at chapters@actforamerica.org

Below is an example of a Letter to the Editor for our “Back the Blue” campaign:

Example LTE:

Police officers are our brothers, sisters, neighbors, and are woven into the fabric of society. In 1955, the Los Angeles Police Department adopted “To Protect and Serve” as the official motto of its Police Academy. There are many instances of cops risking their lives to protect and serve us, and we should back the blue.

Norbert Ramon is a 24-year-veteran of the Houston Police Department. During hurricane Harvey, Ramon helped rescue 1,500 victims from the fatal floods. He did all of this despite having stage 4 colon cancer, which spread to his liver and lungs, and despite being given 6 to 8 years to live. Similarly, Officer Gene Taylor – Monroe County, MI – risked his life to save a 14-year-old girl. The girl ran onto railroad tracks, while a train sped towards her, and Officer Taylor pulled her to safety.

These police officers are both heroes. They put themselves in danger and truly live by the motto of “To Protect and Serve.” We must never forget the bravery of officers, like Ramon and Taylor, and we must always back the blue.



Set up a “Support Our Police” Recruitment Table

Materials Needed

- Clipboards
- Pens
- “Back the Blue” Petitions
- Duct tape
- Table
 - An alternative to setting up a table is walking around an event with clipboards
- Back the Blue Rally Sign
- Poster Board
 - Write “Support our Police” or “Back the Blue”
- Back the Blue Flyer
- Fold up chairs (optional)
- **Download materials at actforamerica.org/backtheblue**

Where to Table

- Community events
- Public sidewalk near grocery stores/malls
- Gun shops/gun shows
- Outdoor sports events
- Town halls
- Ask business owners if you can set up a table outside their business

Volunteers

- You will need a minimum of 2 volunteers
- Designate 1 volunteer to take pictures
- Assign which volunteers will bring what items

Instructions

- **Download materials at actforamerica.org/backtheblue**
- Set up your table in a public place or get permission from a business owner
- Tape your poster to the front of the table and place your materials on top



- Actively engage with people as they walk near your table.
 - “Do you support our police?”
 - “Are you thankful for our men and women in blue?”
 - “Did you know 65 policeman were killed by felonious acts in 2016?”
- Use the engagement question to get people to stop and talk with you.
- Introduce yourself and tell the person why you’re there
- Ask the individual if they will sign your petition
- Follow up with anyone who signs up.
 - *It’s best to follow up within 3 days or people who may have been fired up will lose interest*
 - *“Hey, this is _____. You signed our “Support Our Police” petition and I wanted to know if you would like to attend our groups next event.”*

Take Photos

- Take pictures of people talking to your volunteers at the table
- Send your photos to pictures@actforamerica.org with a caption

Helpful Tips

- Be friendly, polite, and non-confrontational
- When talking with people, make sure to stand in front of the table
- This activity is best for volunteers who enjoy talking to people
- **Download materials at** actforamerica.org/backtheblue

Host a “Back the Blue” Event

- Host a police appreciation event: prepare food, invite your local police officer precinct over, and show your support for the police who protect and serve your community
- Visit your local police station and bring baked goods or a gift basket to present to the officers
- Invite Police officers to your monthly meeting to talk about the pressing issues in your community. While they are at your meeting, honor them with a gift or award from the entire chapter.

Take photos of your police appreciation event and/or visiting your local police station and send pictures to pictures@actforamerica.org.



Back the Blue Sign Waving

Sign-waving and demonstrating are useful ways to get your message out to large amount of people in a short amount of time. You are a voice for others who feel the same, but do not raise their voices. Your actions may inspire people to get active. The keys to successful demonstrating are location, message, consistency, and photography.

- Choose a public sidewalk or overpass near a busy intersection
- Goal is to locate an area with a maximum amount of people
- Signs should have as few words as possible
 - Back the Blue
 - Support our Police
 - Cops are Heroes
 - I Back the Blue Because the Blue Backs Me.
 - The Blue's Got my Back and I've Got Theirs
 - Colin Kaepernick's Got Nothing On Our Cops
 - Police Officers Save Lives
- Wording should be succinct, bold, and easy to read
- Sign-wave at the same spot to accustom people to your presence
- Always demonstrate with a friend
- **Designate one person to take photos in order to amplify your message**
- **Send photos to pictures@actforamerica.org**
- Be energetic, polite, and non-confrontational

Chapter Meeting Topics/Ideas

Download a Back the Blue PowerPoint Presentation from the website at actforamerica.org/backtheblue.
Use this PowerPoint Presentation during your next chapter meeting!

If you have any questions please feel free to reach out to ACT for America at chapters@actforamerica.org and a team member will be in touch with you ASA.





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