



#VisitAPrison Challenge

FAMM's #VisitAPrison Challenge begins July 8. On that day, FAMM will send a letter to state and federal policymakers across the country encouraging them to visit a prison or jail in their districts.

Here are 4 SIMPLE STEPS you can take to help make this challenge a success:

Step 1:

Create a 30- 45-second video explaining why you believe lawmakers should visit a prison.

For example:

- Feel free to draw on your own experiences to explain why you think it is important for policymakers to #visitaprison.
- If you've never visited a prison, simply focus on why you think it's important for policymakers in your district to do so.
- Please start or end your video by saying, "I challenge my lawmakers to visit a prison because..."

Step 2:

Send your video to FAMM so we can distribute it. Send it to FAMM's Director of Communications through WeTransfer.

- Visit www.wetransfer.com;
- Upload your video;
- In the "email to" field, type: rburks@famm.org;
- In the "your email" field fill in your email address. We will send you a an email with a specific date and time to post your video yourself on your own social media accounts.

Step 3:

Post your content across your social media platforms on the date assigned to you, tagging your policymakers and including the #VisitAPrison hashtag and @FAMMFoundation, so we can share your content widely.

Step 4:

Share, like, and retweet #VisitAPrison challenges from other people to spread the word!

Please note: If you do not wish to engage by video, simply share your story or a photo of yourself holding a homemade #VisitAPrison sign online and tag your state and federal lawmakers using the hashtag #VisitAPrison. Please tag us at @FAMMfoundation whenever possible.

FAMM will send a letter to all state, local, and federal policymakers asking them to take the pledge to visit a prison during the next 12 months. FAMM will also ask them to post a photo or announce via social media once they have completed the visit. We will use our social media page to highlight those policymakers who accept and complete the challenge.