

# Elect Justice CA

## A Toolkit for Local League Outreach

[Elect Justice CA](#) is a non-partisan campaign designed to educate and empower California voters to make informed decisions this November about local candidates who have the power to directly impact the criminal justice system: District Attorneys, Judges, City Council Members, Mayors, and Sheriffs.

These officials make decisions that impact voters' daily lives, but local elections receive little media attention. Voters often cast their ballot without understanding candidates' platforms or the positions. It is critical that those who have the ability to vote elect candidates who will best serve and protect their community.

[ElectJusticeCA.org](#) will feature local candidate information from [VotersEdge.org](#), where users can find personalized ballots by address. A plain-language job description for each of the elected offices is highlighted on the site.

**With this toolkit, local Leagues can put Elect Justice in the hands of voters.** To help you conveniently share Elect Justice with voters in your community, we packed this toolkit full of useful resources, including:

- ★ [Social Media Posts](#)
- ★ [Social Media Images](#)
- ★ [Videos](#)
- ★ [Website Post](#)
- ★ [Letter to Local Newspaper](#)
- ★ [Email to League Members and Community Partners](#)
- ★ [Candidate Forum Questions](#)
- ★ [Fact Sheet](#)

Elect Justice CA is a collective of 501(c)3 organizations including Live Free, Represent Justice, NextGen Policy, Anti-Recidivism Coalition, Initiate Justice and the League of Women Voters of California Education Fund, committed to giving all California voters the resources needed to make informed decisions on criminal justice issues. Please reach out to Andrew Muse-Fisher at [amusefisher@lwvc.org](mailto:amusefisher@lwvc.org) with any questions or comments.

# Social Media Posts

Below are a few sample social media posts for Facebook, Instagram, and Twitter that you can use to share Elect Justice with your friends and followers. Use the chart below to tag the League and any of our partners who helped make Elect Justice possible.

## Facebook/Instagram

### Introducing Elect Justice

District attorneys, judges, mayors, city council members, and sheriffs make decisions every day that shape safety and criminal justice in YOUR community – and many are up for election this November. How much do you know about the local candidates on your ballot? Get ready to vote your ballot using [Elect Justice](#).

[ElectJusticeCA.org](#) is a new tool for voters to learn who is running for local office in their county and the power that local officials have to impact criminal justice.

### Criminal Justice Reform is on the Ballot

Criminal justice reform is on the ballot this November. Make sure your candidates for judge, district attorney, city council, and more represent YOUR values. Find out what they stand for at [ElectJusticeCA.org](#).

### #MeetYourMayor

Your mayor and city council are in charge of the day-to-day operations of your city. They have the power to spend your tax dollars on programs like criminal justice reform and public safety. But do you know the candidates competing to be your mayor? Meet them on [ElectJusticeCA.org](#).

### Judge

Judges are responsible for protecting the rights of people in the criminal justice system. Their everyday decisions can have important consequences for people in your community. And YOU get to elect them. Find out if there are candidates for judge on your ballot at [ElectJusticeCA.org](#).

### District Attorney

*For November 2020, the only DA race is in Los Angeles County.*

Your district attorney is one of the most powerful people in your county. They make important decisions like who deserves a jail or prison sentence, and who should instead be placed into a rehabilitation program. Their actions can have real and lasting impacts on your community. Learn more about your county's candidates for DA at [ElectJusticeCA.org](https://ElectJusticeCA.org).

## Criminal Justice Ballot Measures

There are 3 criminal justice ballot measures you get to vote on for the November Election!

- ★ Prop 17 would allow people who have completed their prison term to register to vote and vote in elections.
- ★ Prop 20 would undo parts of laws, passed over the past 10 years, that reduced punishments for people convicted of some nonviolent crimes.
- ★ Prop 25 is a referendum to decide whether or not to get rid of the cash bail system and replace it with a risk assessments system.

Are you voting yes or no? Learn more at [ElectJusticeCA.org](https://ElectJusticeCA.org) #ElectJustice #ElectEquity

## Twitter

- ★ You have the power to elect local government officials who directly impact #CriminalJustice and policing in your community. Learn how your vote makes a difference at [ElectJusticeCA.org](https://ElectJusticeCA.org) #ElectJustice
- ★ #CriminalJustice reform is on the ballot this November. Make sure your candidates for judge, district attorney, city council, and more represent \*your\* values. Find out what they stand for at [ElectJusticeCA.org](https://ElectJusticeCA.org).
- ★ How can you influence your community's #CriminalJustice system? By electing local officials who represent your values. Learn how you can #ElectJustice and #Vote down the ballot: [ElectJusticeCA.org](https://ElectJusticeCA.org)
- ★ How can you make sure your mayor works for you and your community? VOTE! Meet your candidates at [ElectJusticeCA.org](https://ElectJusticeCA.org)
- ★ Are you happy with the policing standards in your community? Find out more on how to vote your values in your community this November using the unbiased #ElectJustice Toolkit
- ★ How much do you know about local candidates on your ballot? Get ready to vote your ballot using [ElectJusticeCA.org](https://ElectJusticeCA.org) #ElectJustice
- ★ There are 3(!) criminal justice #CA ballot measures for November! Are you voting yes or no? Find out what your vote means at [ElectJusticeCA.org](https://ElectJusticeCA.org) #ElectJustice #ElectEquity

- ★ Already know who you're voting for president? Then get to know your candidates for local office with [ElectJusticeCA.org](https://electjusticeca.org) #ElectJustice #VoteLocal

## Hashtags and Social Media Handles

#ElectJustice  
 #ElectSafety  
 #ElectAccountability  
 #ElectTransparency  
 #ElectEquity  
 #CriminalJustice  
 #CAvotes  
 #CAelections  
 #VoteLocal

Org	Facebook	Twitter	Instagram
Elect Justice		@ElectJusticeCA	@ElectJusticeCA
LWVC EF	@cavotes	@CAVotes	@lwvofca
NextGen Policy	@NextGenPolicyCA	@NextGen_Policy	
Live Free	@LiveFreeUSA	@LiveFreeUS	@livefreeusa
Anti-Recidivism Coalition (ARC)	@antirecidivismcoalition	@AntiRecidivism	@antirecidivismcoalition
Initiate Justice	@InitiateJustice	@InitiateJustice	@initiatejustice
Represent Justice	@WeRepJustice	@WeRepJustice	@WeRepJustice

## Social Media Images

You can find all of these images for [download on the Elect Justice website](#). Make sure you use the file for the social media platform you are using (e.g. Twitter or Instagram) to ensure you are sharing the highest quality image. These are just a sample of the images and other media available on the [Elect Justice toolkit page](#). The page also has:

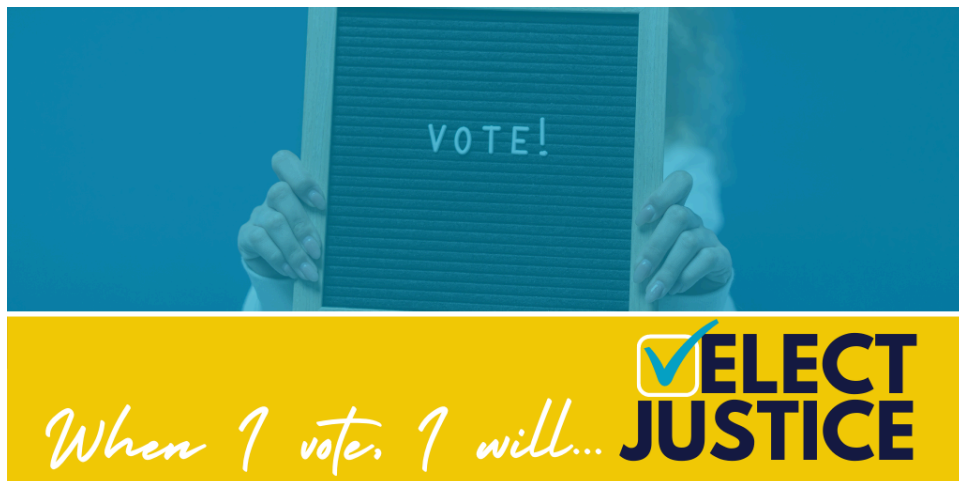
- ★ Animated images
- ★ Instagram and Facebook story cards
- ★ Snapchat filters

## Facebook/Instagram



You can download these social media images and more on the [Elect Justice toolkit page](#).

Twitter



You can download these social media images and more on the [Elect Justice toolkit page](#).

## Videos

*Coming soon! Our partners are currently working on exciting videos to explain Elect Justice and talk about the relevant elected officials. We'll give you a heads up once these are ready to be shared.*

## Website Post

*Elect Justice: Learn About Local Candidates on Your Ballot!*

Local officials make decisions that impact our daily lives, but local elections receive little media attention. Many voters do not know where to find information about candidates' platforms or their positions on criminal justice issues.

Elect Justice CA is a brand new non-partisan tool designed to empower California voters to make informed decisions this November about local candidates who have the power to directly impact the criminal justice system: mayors, city council members, district attorneys, judges, and sheriffs. Elect Justice will help you learn more about how local officials can impact the criminal justice system, and then introduce you to the candidates running for these offices in your area.

Learn more about your local candidates at [ElectJusticeCA.org](https://ElectJusticeCA.org).

## Letter to Local Newspaper

*You can use this sample letter to the editor to share Elect Justice in your local newspaper. Excluding the italicized section at the bottom, the letter is 150 words.*

District Attorneys. Judges. Sheriffs. Mayors and City Councilmembers. These elected officials have the power to directly impact the lives of everyone in your community. They make daily decisions that determine how law enforcement operates in your neighborhoods. They have the power to:

- Reform your local criminal justice system,
- Make budget and funding decisions,
- Make policies on the use of force in policing,
- Enact community support and crime prevention programs,
- Determine how individuals are treated in the criminal justice system, and so much more.

And you get to choose them.



However, finding unbiased information about local candidates can be difficult. **That's why Elect Justice CA is such a crucial tool for voters.** This brand new website lets voters learn more about the power their local officials have to impact the criminal justice system and get information about the candidates running for those offices.

Learn more about your candidates at [ElectJusticeCA.org](https://ElectJusticeCA.org).

*Elect Justice CA is an initiative led by NextGen Policy, the Anti-Recidivism Coalition, Live Free, the League of Women Voters of California Education Fund, and several other nonpartisan organizations committed to helping all California voters make informed decisions on criminal justice issues.*

## Email to League Members and Community Partners

*You can use this email to share Elect Justice with your members and other community partners who might be interested.*

Email Subject Line: Criminal Justice Voter Guide

Hi [NAME],

This year an unprecedented number of people took to the streets to demand criminal justice reform. Regardless of their stance, voters are tuned in to public safety and criminal justice issues. It's time to take the energy from the streets to the ballot box and vote for the changes we want to see in our communities.

The contests for district attorneys, judges, sheriffs, mayors and city council members – the key local decision makers in the criminal justice system – are often not competitive because they don't receive much attention. But these officeholders make decisions every day that impact community safety, fairness, and justice.

**That's why I am sharing [Elect Justice CA](https://ElectJusticeCA.org), a brand new ballot guide to learn more about these roles and their power within the criminal justice system, as well as the candidates for office in your area. With it, users can make better informed decisions when voting for the candidates who will shape their local criminal justice systems.**

We hope you will use Elect Justice to educate yourself and share this resource with your networks, friends, and family. As voters, it is our responsibility to define what justice and



fairness mean in our communities. And now, with Elect Justice, we have the chance to find the candidates who will work for and with us.

In solidarity,  
[NAME]

## Candidate Forum Questions

### District Attorney

- ★ What is your position on mandatory minimums such as three-strikes laws?
- ★ This year, Governor Newsom announced a plan to close the state's Division of Juvenile Justice. How would this impact your office's approach to charging and sentencing youth accused of committing crimes in your county?
- ★ What factors will you consider when making recommendations about cash bail for people accused of crimes?
- ★ How will you work with the police department to make sure your communities are safe? How would you respond to allegations of misconduct against local law enforcement?

### Mayors and City Councils

- ★ With 8,000 people eligible for release from CA prisons to help reduce the transmission of COVID-19, how, if at all, would your office help these Californians and their families navigate reentry to the community?
- ★ This year, Governor Newsom announced a plan to close the Division of Juvenile Justice, diverting the care of these young people to the county. If elected, what would you do to ensure that the rehabilitative and developmental needs of system-impacted youth in your county continue to be met after this transition?
- ★ What kind of relationship do you envision you will have with local law enforcement as well as community members and organizations?
- ★ When it comes to budgeting, how will you allocate resources to keep your city and its residents safe?

## Sheriffs (*there are no contest for Sheriff, but this might be useful in the 2022 election cycle*)

- ★ How, if at all, would you work to increase transparency and accountability of the Sheriff's Department's activities in jails to the Board of Supervisors and the system-impacted community at large?
- ★ What kind of use-of-force policies do you support? Which, if any, would you implement if elected?
- ★ To what extent would you coordinate with US Immigrations and Customs Enforcement?
- ★ What will you do to ensure everyone housed in county jails is treated appropriately?

## Judges

- ★ What steps will you take to make sure your courtroom is free of bias?
- ★ Do you believe that all residents of your county—regardless of geography, race, gender, personal financial resources, age, or English language proficiency—have adequate access to legal help and the legal system? Why or why not?
- ★ Do you favor alternative, non-jail sentences for non-violent offenders? What sentencing options do you think should be available?

## Fact Sheet

Download our one page fact sheet [here](#). This is a great handout for anyone who needs the basics about Elect Justice.