

General petition template

This template works well for targeted, specific community causes or single, clear-cut calls to action. Follow the format below to create a compelling, actionable petition that motivates supporters to join your cause.

[Petition headline]

Craft a short, clear, and engaging headline that highlights the main goal of your petition.

[Petition image]

Include a high quality, relevant image that visually represents the issue or inspires action.

[Introduce the issue]

Begin by explaining the issue clearly and concisely.

- What is the problem, and why does it matter?
- Share your connection to the issue to make it personal and relatable.

Example:

"Our local park, which has been a cherished green space for our community for decades, is under threat of being replaced by a commercial development."

[Background information]

Provide context to help supporters understand the bigger picture.

- What led to this situation?
- Are there recent changes or events that have worsened the problem?
- Describe how things used to be and how this issue has disrupted the status quo.

Example:

"Until recently, our park hosted weekly community gatherings, children's playdates, and outdoor exercise groups. However, a recent decision by the city council has prioritized commercial interests over community needs, leaving us with fewer green spaces and a loss of community resources."

[Who is affected and how]

Explain who is impacted by the issue and the change you're seeking. Use stories to personalize your petition and demonstrate the weight of the issue.

- Detail how this problem affects individuals or groups.
- Use specific examples or anecdotes to convey the real-world impact.
- If appropriate, share your personal experience, those of your community, or whoever you're representing.

Example:

"Families, seniors, and children depend on the park for recreation and social interaction. Without it, many will lose a safe space for outdoor activities, which is especially critical for families who lack private yards or play areas."

[The solution: What you're calling for]

Clearly outline your proposed solution.

- Who has the power to address this issue?
- What specific action are you requesting from them?

Example:

"We are calling on the city council to halt the commercial development plans and instead allocate funds to preserve and improve the park for future generations."

[Calls to action: Encourage supporters to sign and decision makers to respond]

End with a powerful call to action that inspires people to sign your petition and decision makers to accept and implement your request.

- Reinforce how signing the petition can lead to meaningful change.
- Urge supporters to sign the petition and reach out to decision makers themselves to advocate for your cause, providing them with the appropriate contact information.
- Demand the authorities you're addressing take action.

Example:

"By signing this petition, you are standing up for our community's future. Together, we can show the city council that protecting our green spaces is non-negotiable. Please sign and share to help us save our park!

Help us amplify our petition by calling or emailing your council members [list contact info below] and attending the next meeting on [insert date] when we'll be presenting our petition in-person.

Members of city council: Please recognize the concerns of our community and stop the commercial construction in our community park."