



Pardon People. Not Poultry.

Pardon People. Not Poultry. | Social Media Toolkit

Overview:

Every Thanksgiving, the President pardons a turkey and gives it a nickname. Meanwhile, thousands of Americans sit in prison for low-level Cannabis offenses. Let's encourage the White House to prioritize pardoning those Americans over a bird.

Here are some facts to help ramp up pressure during President Biden's lame-duck:

- Not a single person has been released as a result of his pardon actions.
- President Biden has only granted [1.6%](#) of all clemency petitions submitted during his presidency, the worst in modern presidential history.
- [84%](#) of American voters support the release of those who are incarcerated for crimes that have since been legalized
- President Biden needs to keep his promise that “no one should be in jail for marijuana” and right the history of his legacy before he leaves office.

We encourage you to use the assets below to promote the campaign on your own websites, social media, and share with others using the hashtag *#Countdown4Clemency* and *#PardonPeopleNotPoultry*

Important Links:

CannabisClemency.org

PeopleNotPoultry.com

[Advocacy Pager](#)

[Send a Letter to President Biden](#)

Articles: [Ad Age](#), [Press Release](#), [USA Today Op-ed](#), [Marijuana Moment](#), [CannaBizTimes](#), [Benzinga](#), [Business of Cannabis](#)

@PardonPeopleNotPoultry x @LPP Collab Social Media Assets:

- [Launch Videos](#)
- [Turkey Pardoning Comparison Posts](#)
- [Thanksgiving Day Carousel](#)
- [Surreal Post](#)

Social Media Post Sample Copy

1. [@POTUS](#) is pardoning a turkey while thousands of Americans are in prison for cannabis crimes. Visit [PeopleNotPoultry.com](#) to send him a letter demanding justice.
[#PardonPeopleNotPoultry](#)
2. [@POTUS](#) shouldn't be pardoning a turkey while thousands in prison for cannabis await a pardon. Visit [PeopleNotPoultry.com](#) to send him a letter demanding justice.
[#PardonPeopleNotPoultry](#)
3. *President Biden has pardoned thousands of people for cannabis possession but released no one. This represents progress, but not justice. There are still thousands of people in federal prison for cannabis offenses that need to be freed.*
4. Tell [@POTUS](#) to keep his promise & send a letter today at [PeopleNotPoultry.com](#) & [CannabisClemency.org](#)! [#Countdown4Clemency](#) [#PardonPeopleNotPoultry](#)

Social Tags:

President Biden ([@POTUS](#), [@JoeBiden](#))

Vice President Harris ([@VP](#), [@KamalaHarris](#))

Last Prisoner Project (LPP) ([@lastprisonerproject](#))

Pardon People. Not Poultry. (IG: [@PardonPeopleNotPoultry](#) TW: [@PardonPeople](#))

Turkey Pardon/Thanksgiving Day Ratio Social Response

When prominent celebrities or politicians tweet about what they're thankful for this

Thanksgiving, we'll be ready to leverage that moment with a response. Respond to these posts:

- <https://www.instagram.com/reel/DCzIbnRv6r6/?igsh=NTc4MTIwNjQ2YQ==>
- <https://www.instagram.com/p/DCz1WCcRkhx/?igsh=NTc4MTIwNjQ2YQ==>
- <https://www.instagram.com/p/DCz3F0WNITN/?igsh=NTc4MTIwNjQ2YQ==>

COMMENT: [@\[handle\]](#) We're [#NotThankful](#) that a turkey was pardoned instead of the thousands of Americans in prison for Cannabis. [#PardonPeopleNotPoultry](#)