



SAVE PUBLIC SAFETY

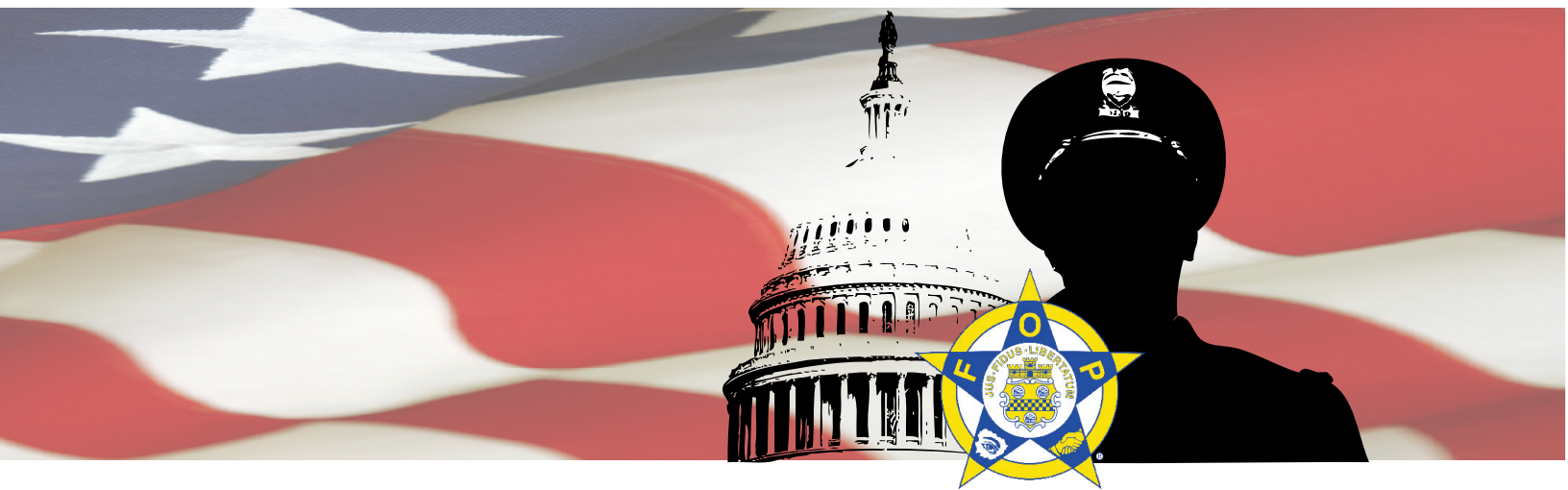
INFORMATION KIT FOR FOP MEMBERS

YOUR **JOB** IS ON THE LINE

YOUR **PENSION** IS ON THE LINE

YOUR **SALARY** IS ON THE LINE

YOUR **SAFETY** IS ON THE LINE



THE FOP NEEDS YOUR HELP

GO TO
SAVEPUBLICSAFETY.COM



FOP SAVE PUBLIC SAFETY CAMPAIGN

INFORMATION FOR STATE AND LOCAL FOP LODGES

LETTER FROM PRESIDENT CANTERBURY

In many states around the country, we are witnessing a dangerous and disturbing effort to malign public safety employees, take away our ability to negotiate fair compensation, and decrease our pension benefits. The politicians who perpetrate these outrageous political stunts are blaming public safety employees for their budget mess. We will not let it stand unchallenged.

It is critically important that our voices are heard. This fight is about public safety. The ultimate success or failure of each state rests solidly on our ability to do our jobs well and to keep the public safe.

These politicians are cutting resources for law enforcement. This foolish gamble will destroy our ability to hire the best candidates, keep experienced officers, and equip and train each officer to do his or her job. The direct result of their short-sighted political tactics is that crime rates are soaring in states and cities where they cut public safety funding.

Public employees are already being blamed for the budget mess that they did not cause. As crime goes up because of these cuts, these same politicians are blaming law enforcement. This is why it is so important to sound the alarm now. Put the responsibility directly with the politicians who are making these choices. Do not let them get away with treating us like we caused their budget problems and never let them duck the responsibility for the consequences that their actions will have on the public.

The National Fraternal Order of Police (NFOP) takes these threats with the utmost seriousness. We will do everything that we can to equip our membership with the tools to fight this absurd risk of public safety. In this kit, prepared by the NFOP, you will find resources to help your lodge members and leadership participate in this crucial debate. The NFOP also has up-to-date information on the fights in each state. That information can be found at savepublicsafety.com. We will continue to develop tools for public safety officers and ask that you and your fellow officers join in making our voices heard.

Each member should be prepared to do his or her part in stopping this dangerous political gambit. If you have any questions, require more material, or have information to share with us, please contact Rick Weisman at our Labor Services Division, 614-224-1856 or 1-800-451-2711, or by email at labor@fop.net.

Chuck Canterbury
National President
Fraternal Order of Police

SAVEPUBLICSAFETY.COM

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MESSAGING

The Fraternal Order of Police is uniquely positioned in this public policy fight to carry the most persuasive case against these attacks on public employees: Public Safety.

When funding for public safety is cut, crime rates go up. Many jurisdictions are finding this out the hard way.

In Camden, NJ, violent crime rates have spiked in the months following massive police layoffs. The Philadelphia Inquirer reported that, "Violent crime jumped 19 percent and aggravated assaults with firearms 259 percent over the same time period last year in Camden, according to a report from the Camden County Prosecutor's Office."

- The Philadelphia Inquirer, *Statistics say crime is up in Camden since police layoffs*, March 03, 2011, By Barbara Boyer and Darran Simon, Inquirer Staff Writers

Police officers need to let everyone know this simple fact: Fewer police officers means more crime. More crime means lives lost. This is not a smart way to address fiscal issues.

Police can and should speak to the importance of:

- training
- officer safety
- recruitment and retention of the best officers
- the positive effect of having more, not fewer, cops on the streets.

While there are many other important and persuasive arguments in opposition to anti-union measures, these messages should be emphasized by the other affected unions. Law Enforcement Officers are the authority on Public Safety and can make the greatest impact by drawing attention to these cuts.

When you, other officers, or spokespeople are talking with the media, at town meetings, or to everyday citizens, stay on message. That message is that cuts in public safety put citizens at risk and do nothing to solve fiscal problems.



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VOLUNTEERS AND MOTIVATION (1)

The participation of FOP members is vital to the success of this campaign.

The consequences of inaction:

- Loss of pensions
- Reduced take-home pay
- Other benefit reductions
- Fewer officers on the streets

These are real consequences being faced by Law Enforcement Officers across the country every day. If members fail to act, they will be next in line for these cuts.

Recruiting Volunteers

It is one thing to understand that public employees are under attack and do nothing. It is another to say no when asked to do something.

Every FOP member should be personally asked to participate in this fight. It is easy to ignore a general request for volunteers. Everyone is busy. It is easy to passively assume that someone else will handle what needs to be done. Now is not the time to be passive.

The best way to recruit volunteers is direct action. People are far more likely to agree to volunteer when someone personally asks them to act. This means picking up the phone and asking someone to take a specific action, to volunteer time for petitions, to donate money, to make more phone calls, or to help with any number of tasks necessary to the fight.

It can be as simple as saying "I'm going out for a few hours and getting petitions signed. I want you to come with me." If the answer is no, ask them what they can do. Ask them to call their friends, post online, or spread the word in other ways. If they can't donate their time, then ask for a small monetary donation for the cause.

Some will say no to any request, but many who would have done nothing in the face of a general call for volunteers will say yes when asked directly. Those people will make the difference in this fight. If someone does not help, it should be because they do not want to. It should not be because they didn't know how to help. Let every member know how they can help.

(Continued)



FOP SAVE PUBLIC SAFETY CAMPAIGN

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VOLUNTEERS AND MOTIVATION (2)

Know what your local or state lodge needs before you call. There are many ways an individual can help, even if their time and funds are limited. Below are a few ways your members may be able to volunteer to help in this fight:

- Circulate petitions
- Phone banking / Phone tree
- Administrative help (make copies, get information out to other volunteers, etc)
- Provide bottled water or other supplies for volunteers circulating petitions.
- Spread the word online (e-mail, Twitter, Facebook, forums, etc)
- Write or call government officials
- Donate money

Every member has a stake in this fight, and every member can find a way to help. Identify what your needs are and directly ask your members to fulfill them. If they don't know what is needed, they won't provide it. It's as simple as that.



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TALKING POINTS

Cutting Public Safety Funding is wrong and endangers the public.

Talking Points – Public and Press

- Cutting resources for Public Safety is dangerous and will not solve the financial problems.
- Law Enforcement Officers risk their lives every day to protect the public.
- Politicians caused the fiscal crisis, not Law Enforcement Officers.
- Police Officers do not strike. We do the best job with the tools provided to us.
- We thank the politicians that are standing with us to Protect Public Safety. We ask those that are attacking Public Safety to reconsider their position.
- See Statistic & Examples on page 8.

Additional Reading:

- *How many police? It depends on how much crime you want*
The Washington Post
May 10, 2011
http://www.washingtonpost.com/opinions/how-many-police-it-depends-on-how-much-crime-you-want/2011/05/10/AFn9qy2G_story.html
- *Top Cop in Los Angeles Says Cutting Crime Pays*
The Wall Street Journal
November 29, 2008
<http://online.wsj.com/article/SB122791606618265561.html>



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STATISTICS & EXAMPLES

Oakland, CA

Laid off 80 officers in 2010

For this year compared to the same time period in 2010, as of May 22, the city has had a:

- 15% increase in homicides
- 44% increase in aggravated assault with a firearm
- 18% increase in motor vehicle theft
- 20% increase in residential robbery.

<http://www2.oaklandnet.com/oakca/groups/police/documents/webcontent/oak029269.pdf>

Newark, NJ

Laid off 169 police officers in November 2010

- Murder up by 100%
- Robbery up by 11%
- Burglary up by 8%
- Theft up by 33%
- Auto theft up by 35%

YTD Crime Stats: http://www.newarkpdonline.org/crime_stats.htm

Baltimore, MD

In 2008, Baltimore cut police overtime that forced reductions in the number of units on the streets.

The result: 31 homicides in one month, the highest number for the month of November in 9 years.

http://articles.baltimoresun.com/2008-12-08/news/0812070135_1_police-department-overtime-police-cut

Tulsa, OK

After losing 110 officers to layoffs and retirements, the 739-officer department isn't sending cops to the scene of larceny, fraud and car theft.

Tulsa police spokesman Jason Willingham says some residents have said they won't bother to report those crimes any more. "They think nothing is going to be done, so why mess with it," he said.

http://www.usatoday.com/news/nation/2010-08-25-1Anresponsecops25_ST_N.htm



FOP SAVE PUBLIC SAFETY CAMPAIGN

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PRESS RELEASES (1)

An important tool in keeping your advocacy in the public view is to use press releases. When your Lodge or members do something newsworthy, you must let the press know about it.

For example, you should issue a press release if your Lodge or a representative of your Lodge:

- Attended and spoke at a public meeting.
- Wrote an open letter to elected officials.
- Placed an advertisement.
- Participated in a petition drive.

Be prepared to speak with a reporter after submitting a press release.

Call to follow up with the publication.

See page 10 for an example of formatting a press release.



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PRESS RELEASES (2)

The following is a template of a press release and its format:

FOR IMMEDIATE RELEASE

CONTACT:

Name

Position

FOP Lodge

Phone Number

Email Address

[HEADLINE]

[CITY, STATE, DATE] – Start with a quick summary of the reason for the release and why this is important. This should be no more than three sentences.

Background information on the legislation or law should follow. Emphasize the importance of this issue to Law Enforcement and to Public Safety.

Explain in a paragraph what action was or will be taken by your Lodge or membership. Describe what you hope to accomplish with this action as well as its importance to Public Safety.

ABOUT [FOP LODGE #]

Give a brief description of the FOP Lodge. How many members? When was the lodge established? Which Law Enforcement Officers are included in the lodge? The last sentence should say “For more information, contact: [CONTACT PERSON].

###END###



FOP SAVE PUBLIC SAFETY CAMPAIGN

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OP-ED LETTERS (1)

Writing and submitting an op-ed to your local newspaper is an important part of getting your message out to the public. Not only does it inform and educate readers, it may also generate interest from reporters in your perspective on these issues.

Police officers are in the unique position to talk about how these attacks on public employees affect public safety. Lodge officials, rank-and-file members, family members, and even concerned citizens can make a compelling case against these attacks.

You should write letters encouraging elected officials to oppose the legislation, and also thank those that already oppose it.

It is important to be brief and to stay on a single message. For example:

- A lodge official can write about the overall crime rate and how the number of police officers is critical to keeping crime under control.
- A lodge official can talk about the importance of training and retention. By cutting funds for these, citizens can expect the possibility of more crime.
- A member can write about the community that he or she patrols, how community policing is working, and how these proposed cuts could undermine years of work.
- An officer's family member can write about safety, e.g., the number of officers on patrol or in a patrol car.
- A citizen in an affected neighborhood can write about a future with fewer officers on the street.

An op-ed should give the reader a personal perspective on the issue. Tell a story. How does this affect you, your family, your fellow officers, and your neighbors? This is not about big, incomprehensible numbers; this issue is about safety for officers and safety for citizens.

As a lodge official, you should approach members who might have a unique perspective or a powerful story. Ask them to write a short letter, 750 words or fewer (fewer is better).

Make a personal and passionate argument, but make sure that you are logical and reasonable.

(Continued)



FOP SAVE PUBLIC SAFETY CAMPAIGN

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OP-ED LETTERS (2)

Step 1: Know the issue.

Has legislation been introduced? Is there a petition?

How does it affect public safety?

Does the Governor support it?

Do your local elected officials support it?

For additional information about your state, go to SavePublicSafety.com

Step 2: Choose a theme.

You can use one of the suggested themes above, or one of your own. Make it personal and compelling. Tell a story. This theme should be in the first paragraph of the letter.

Step 3: Make your case in the body of the letter.

The following are points that should be made in the letter:

Identify yourself and why this is important to you.

[State Bill #] has been introduced in the state.

How does this legislation hurt or help public safety?

Why it is important to oppose or support the bill?

How does this bill relate to your theme/story?

Step 4: Closing.

Reiterate the importance of your theme and public safety.

Action ---

[Your Governor XXXX or Your State Senator XXXXX or Your State Representative XXXXX] [supports/opposes] this bill. I want to [thank him/her for his opposition OR encourage him/her to reconsider his/her support for cutting public safety funding].

Step 5: Send it to news organizations.

Most publications will accept email letters. You should check with the publication before you send it. Publications should have contact information and submission guidelines on their web sites.



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ONLINE COMMUNICATION TOOLS (1)

Google

Google provides a number of free resources that can be used during this campaign and beyond. This section will explain the benefits of using some of these services including Google Calendar, Google Documents, and Blogger.

Google Calendar

This online calendar feature allows users to set up and maintain a password-protected shared calendar with anyone the user chooses to grant access. There is also an option to make the calendar public for anyone to view if that is required. This is a useful tool for coordinating the schedules of volunteers who will be out in the field. The calendar can be used to coordinate which volunteer is covering which territory on what day, plan meetings, keep track of filing deadlines, etc. To get started using the calendar visit <http://calendar.google.com>. Once there, click on "Take a Tour of Google Calendar" to see more of what the program can do or click "Create an Account" to set up a team calendar.

Google Documents

This service allows users to create, edit, and share work online anytime, from anywhere. As with the calendar, who has access to the documents to view or make changes in real time is determined by the account holder. Files are stored securely online. The benefit of this is that team members can work in the same document at the same time from anywhere, and the account holder can opt to make certain documents private and password-protected (shared only with designated users) or public. Word, PowerPoint, Excel, and PDF documents can be uploaded to Google Documents directly from any computer or new documents can be created within the system. Google Spreadsheets also has a feature that allows you to create polls and surveys. Go to <http://documents.google.com> to take the tour about what else Google Documents can do or to sign up for an account.

Blogger

A blog is a great free way to communicate with the membership and the public about the status of the campaign! Google's Blogger service offers a quick and easy interface to create professional-looking blogs with very little technical skill. The account holder can choose whether to make the blog public or members-only, whether or not to allow comments on the posts, and whether to moderate comments (decide which comments to publish and which to delete before they show up on the blog), which can help keep the blog interactive with the membership without being open to unwarranted and non-constructive public attacks from the opposition. Advanced features include uploading photos, custom blog designs, polls, and more. To sign up for a blog go to <http://blogger.com> and click "Create a Blog."

It is important to remember that even members-only blogs can easily be accessed by the employer or other opposing groups if a member grants access. Caution should be used when posting information on the blog. Nothing should be posted that is intended to be confidential.



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ONLINE COMMUNICATION TOOLS (2)

*Inclusion in this list does not constitute an endorsement by The National Fraternal Order of Police.
This list is provided for informational purposes only.*

National Fraternal Order of Police <http://fop.net>

Save Public Safety <http://savepublicsafety.com/>

Communication and Coordination Tools

- Twitter <http://twitter.com/>
- Facebook <http://www.facebook.com/>
- Blogger <http://www.blogger.com/>
- Google Sites <http://sites.google.com/>
- Google Documents <http://docs.google.com>
- Google Calendar <https://www.calendar.google.com/>

Statistics

- Bureau of Labor Statistics <http://www.bls.gov/>
- US Census Bureau <http://www.census.gov/>
- Bureau of Justice Statistics <http://www.ojp.usdoj.gov/bjs/>
- Bureau of Economic Analysis <http://www.bea.gov/>
- National Criminal Justice Reference Service <http://www.ncjrs.gov/>

Tips

- The Department of Justice Guide to the Freedom of Information Act http://www.justice.gov/oip/foia_guide09.htm
- Strategic Organizing <http://www.union-organizing.org/>
- New Labor Media: The Labor Union Guide to Social Media <http://www.newlabormedia.com/>
- Nonprofit Marketing Case Studies, Tools, and Reports <http://gettingattention.org/articles/>
- Effective Messaging + Lazy Press = REALLY Effective Advocacy <http://www.kstreetcafe.com/effective-messaging-lazy-press-really-effective-advocacy/>
- Best Practices and Tips for Raising Money Online <http://www.echoditto.com/best/fundraising>
- Getting Started with Email Fundraising http://www.idealware.org/articles/Getting_Started_Email_Fundraising.php
- A Few Good Broadcast Email Tools http://www.idealware.org/articles/fgt_email_newsletter_tools.php
- Organizer's Guide to Election Administration <http://elections.neworganizing.com/guide/>



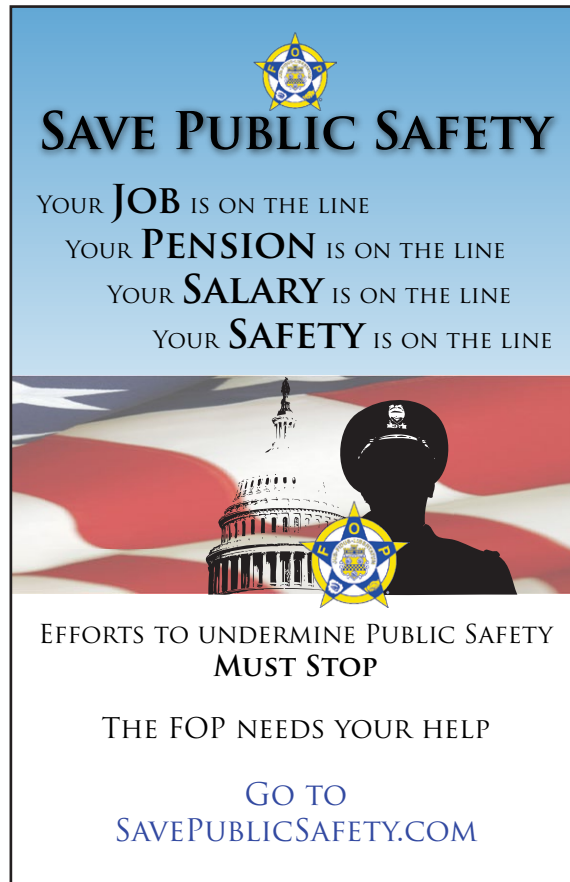
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DOWNLOADABLE RESOURCES

On SavePublicSafety.com, there are several downloadable resources that you may find helpful in your efforts to push back against this threat to public safety.

Download a poster to display
in your lodge at SavePublicSafety.com



Download a web banner
at SavePublicSafety.com

