

NATIONAL JUVENILE JUSTICE NETWORK

Top Services Provided to Our Members

JUNE 2016

The National Juvenile Justice Network (NJJN) aims to increase the capacity of its members to advance youth justice. Examples of specific project support that we provide are outlined below. If you would like assistance with any of the items below, or just find yourself in need of extra support, contact our state strategist, Alyson Clements, at clements@njjn.org.

MEMBER-TO-MEMBER LEARNING:

- 1. Brainstorming with Peers.** Trying to build a relationship with new leadership? Find the right message for conservative legislators? Work with a new national group? Peer-to-peer brainstorming can help. We can connect you with other NJJN members working on similar issues to share lessons learned, best messages, and successful tactics.
- 2. Work Group Meetings on Issues in the Field.** NJJN schedules work group meetings on prominent issues in the field: adultification, the school-to-prison pipeline, deincarceration, racial justice, and working with crime victims and survivors. You can hear from experts in the field, as well as triage any issues happening in your state.
- 3. Annual Forum.** Every year, we host the Forum for youth justice advocates — a small, intimate conference packed with opportunities to meet and learn from your colleagues in other states, and to share your own challenges and successful strategies.

LEGISLATIVE AND POLICY SUPPORT

- 1. Consultation to Advance Reform.** Whether you're moving state legislation, working to change local school board policy, or starting a new public education campaign, NJJN is here to talk through strategies and tactics to help you make change. If you need campaign planning documents, advice on targets, or a breakdown of campaign tools, give us a call!
- 2. Communications Assistance.** Whether you're thinking big picture or reacting to a crisis, NJJN can assist with your communications planning. Maybe you need help in crafting letters to the editor, editorials, talking points, infographics, or social media graphics. We're here to help. You can find [talking points](#) and other resources in the [members-only area](#) on our website. (Log-in credentials required; email us if you don't have them.)

3. **Putting Pressure on Policymakers.** NJJN's listserv is a great way to send out action alerts on your issues to drive in extra calls and provide national attention. We are also happy to share your messages via our social media channels.
4. **Research.** Lack a researcher on your staff? NJJN's [publications](#) and [policy platforms](#) are a great alternative resource. Use our [extensive online library](#), or look up policy changes from across the country on the [Recent Reforms](#) section on our website. Plus, NJJN can provide legal or fiscal analysis and background research to support your policy agenda.
5. **Direct Legislative Aid.** NJJN can submit testimony or testify in support of your bills or against bad legislation; submit letters of support and rally more letters of support (or protest) from national groups and allies in other states for legislation in your state. Need help prepping for testimony? We do that too!

ORGANIZATIONAL DEVELOPMENT

1. **Funding.** NJJN can assist in identifying potential funding opportunities, introductions to funders, and reviewing grant proposals. Need a letter of support for a grant? Just ask.
2. **Referrals to Experts.** If NJJN doesn't have the specific expertise you need, we likely know someone who does. We're happy to support connections to our national partners.
3. **Coalition-building.** Developing and maintaining coalitions is often a delicate balance. If you need a hand thinking through coalition membership, developing coalition asks, or identifying coalition priorities, NJJN is happy to help and walk you through tools.

CONNECT ONLINE

1. **Expand your reach.** Just ask us to post your own newsletters, reports, legislation, and other materials on [your state's page](#) on the NJJN website. Or, ask us to profile your latest campaign or legislative win on our website, social media channels, and newsletter, which reach a combined 9,000 advocates in a given month.
2. **Link up with NJJN members.**
 - Use NJJN's discussion listserv to ask your peers for information or advice and celebrate your accomplishments.
 - Subscribe to NJJN's "Members" list on Twitter to get a one stop [feed of tweets](#) from member organizations, or use the list to [follow them yourself](#).
 - Improve the virality of your Facebook posts by resharing the most popular posts [on NJJN's Facebook](#) page.
3. **Put Yourself in the Picture.** Check out [our Flickr albums](#) for photos from past NJJN events; check out our growing collection of [favorited photos for positive photos of teens](#) and other subjects for use in your publications and online sites (licensed under Creative Commons).