Leverage The Power of National NORML For Your Local Chapter

Here at NORML, our strength is nothing without the fierce passion, activism, and advocacy of you, our chapter leaders. The enduring power of our brand derives from the the summation of over 48 years of organizing done from Florida to Alaska, New England to California, and everywhere in between (plus our international chapters, 15+ other nations and growing)

**Earning Media?**

We want to promote it - and you.

*Please send us:*

- The link to the article
- A link to the FB post where your page shared it (to be resharred on National's page)
- A link to the tweet where your organization's twitter handle shared it (ditto)
- (If available) Photo of the print article

**Chapter Promotions**

Are you organizing a lobby day? What about a NORML conference? If so, there are a number of ways that we can easily help amplify your hard work and efforts to make sure members of the press and other people in your area know about it.

**Facebook Events / Digital Promotion:**

Make the NORML facebook page a co-host for your event posting so that we can re-share your event with other followers in your state. This is an easy way to expose supporters to your efforts. Further, make sure to tag @NORML on your important tweets and instagram posts so we can share them.

**Press Releases:**

Send us a copy of your press release so we can send it to our press contacts in your state and give them the opportunity to connect with you. See the Chapter Resources document for a press release template.

**Email Promotion**

We have a list of 175,000+ who get our weekly updates and action alerts throughout the country. We are more than happy to segment our list to promote your actions to other followers in your state. Please draft the copy for an email that describes the who, what, where, why, and when of your action and send it to us (same information as would be in your press release)

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Contact:
Kevin Mahmalji, Outreach Dir., kevinm@norml.org /Justin Strekal, Political Dir., justin@norml.org
Action Alerts
If you don’t already check the http://norml.org/act page, please keep it bookmarked for legislation that we are tracking in your state and nationwide to be able to share it through your social media channels and email distribution lists.

See something, say something - With a small staff, we work hard to track legislation in all 50 states plus the federal level, but sometimes we miss a bill or our language or information could be improved. If you notice we’re missing a bill or could help us improve our description of pending legislation, please let us know by emailing politics@norml.org.

For state/city legislation, please send us:
- The bill number,
- A written description with the context of the bill (who, what, where, why, when),
- A draft letter for supporters to email to the elected officials.
- Links to your chapter’s facebook, twitter, and/or website.

Trainings
NORML can provide an experienced organizer to come to your event and lead a training session on messaging, lobbying, general organizing, or a more specific issue area. Due to our small budget at National NORML, we do request that chapters cover the expenses of getting our trainers out to you including airfare and hotel.

National Blog Placements
Doing great work? Want to tell the story? Simply write a blog post and send it to us! We will make a round of edits, then resubmit it to you for your approval. Once approved, we will post it on our site and your story will be exposed to the over 1 million visitors a month and our 1.25 million person social media reach.

Email Systems
Want to use the same powerful system that we use for our email alerts? We can loop you into our network and leverage the national lists purchasing power to get you a rate lower than what you would pay for other similar systems.

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