



CMHAW Proclamation Guide

What is a Proclamation?

A proclamation is a formal way to make a public announcement or declaration. Government officials, such as mayors, state legislators, members of Congress and the President of the United States, often write proclamations to commend individuals or to announce upcoming events or celebrations.

Step 1 - Contact the State or Local Government Officer

Who should I get it from?

Governors, county executives, mayors, state legislatures, municipalities, counties, cities, or towns can issue proclamations. For city proclamations, a mayor, city manager or city marshal may be the person to sign. For counties, it will most likely be the county commissioners. You can decide which entity in your community would reach more people. For most state proclamations you need to submit at least 6 weeks in advance. You need to check with the state's guidelines.

What do I do if someone else already requested a proclamation?

If you request a proclamation from the Governor of your state and someone else has already requested one, they will generally let you know and ask if you would also like copies of the proclamation. Please also think of this as an opportunity to reach out to another official locally to make a request. There is an opportunity to contact the original applicant and ask to collaborate on the submitted proclamation to include your thoughts.

Where do I send my request?

A quick internet search for the Office of the Mayor or the Governor's Office in your area will probably get you started. Once you find the page do a search for proclamations. On the website, you may find a tab called "Ceremonial" or "Forms," under which the proclamation request guidelines may be located.

Most offices require that you submit your request electronically. If you have any trouble locating where to do that, call the office and ask to speak to the person in charge of requesting a proclamation. Or you can use the "Contact Us" tab and write a brief message like:

How do I ask the mayor to issue a proclamation declaring May 1st-7th as Children's Mental Health Acceptance Week?

Step 2 - Wording for your proclamation

Most offices request that you submit the wording for your proclamation. To aid with that we have a [sample proclamation](#) you can use and modify.



Step 3 - Follow the Guidelines

Each city, county and state will have their own guidelines and procedures for signing proclamations, but most require online submissions.

Cover Letter

If Required with Proclamation Request

Oftentimes a cover letter requesting the proclamation is required. We have provided a [sample cover letter](#) that you can draw from and adapt. The cover letter is a fantastic opportunity to talk about **acceptance versus awareness** and the importance of making that change. In your cover letter you can also request a picture of the signing.

If Not Required with Proclamation Request

Once you submit your request consider following up with a letter/email letting them know what Children's Mental Health Acceptance Week is. This is your opportunity to talk about and educate others about **acceptance versus awareness** and its importance. We have a [sample letter](#) you can adapt. You may also want to include a link to or copy of this [Acceptance vs. Awareness Infographic](#). It is recommended that you include the date you submitted the request and thank them for considering issuing the proclamation in your letter.

Usually Required

The following information is usually required when submitting a proclamation request:

- A draft text of the proclamation in the preferred format
- The purpose of the proclamation (Children's Mental Health Acceptance Week)
- The date when the proclamation is needed
- The name and daytime telephone number and/or email address of the contact person

Step 4 - Allow Enough Time

Request the proclamation as soon as you can. Most offices require a 6-week lead time. Do not hesitate to follow up to check the status of your proclamation and upon doing so, offer to provide any additional information the official may need.

Step 5 - Promote Your Proclamation

Try to get pictures of the Signing to Post on Your social media Pages

Face-to-Face

Make an appointment to meet with the official for the signing of the proclamation, if possible. Usually, the mayor will let you take a photograph of him or her signing the proclamation.



Virtual

Ask about getting a picture of the signing made and emailed to you. This is a request that Governors' offices are used to getting.

Do not Forget

Be sure to obtain permission to use the photograph to promote the proclamation.

Promote with local newspapers

Before Children's Mental Health Acceptance Week

Local/community papers are always looking for stories and guest articles. Submit an article or letter to the editor about Children's Mental Health Acceptance Week and if you have a picture of the signing send that along as well. This again is your opportunity to talk about acceptance versus awareness and to highlight the things you might be doing to promote Children's Mental Health Acceptance Week.

Step 6 - After the Month is Over

Do not miss your chance to continue to educate once May ends.

Reach back to the officials that signed your proclamation

Reach back to your official again thanking them for the proclamation. Update them on all the great activities and outreach that occurred. Invite them to contact you to discuss children's mental health issues. Emphasis again the importance of acceptance versus awareness and that mental health is a social justice issue that we all need to address. Don't forget to include links to your website.

Local/Community Papers

Follow up with your local/community papers. Submit a summary article or letter to the editor about how Children's Mental Health Acceptance Week went and include a picture from your event/activity.

In your follow up, talk about mental health as a social justice issue. Example - Families need access to mental health services when they need them, regardless of where they live or what insurance carrier they do or do not have. That is an issue we should be addressing – working toward equitable mental health treatment for all.