



Tips for Getting an Official Proclamation

A proclamation is a formal way to make a public announcement or declaration. Government officials often issue proclamations to announce upcoming events or celebrations or to increase public awareness of particular issues. Problem Gambling Awareness Month is the perfect opportunity to solicit a proclamation to raise awareness and support.

Steps for Getting a Proclamation Issued Without Legislative Action

1. Start early! Getting a proclamation through the process can take 45 days or more. Early January is not too soon!
2. Call your local mayor or governor's office to determine how proclamations are issued. Contact information can be found on your state or town's website. Ask for support for your proclamation from other leaders in your city, state, or community.
3. Use the sample proclamation (available in the PGAM toolkit) and add your local information and the date on which you would like the proclamation issued. Consider the text in the sample proclamation a draft since the official's office may have its own template or may change some language.
4. Proclamations are not limited to federal or state-level officials. Consider reaching out to the local mayor and city/county representatives for an official proclamation.
5. Make an appointment to meet with the official for the signing of the proclamation. Remember to take photos of the signing if you are in attendance!
6. Express thanks to the relevant office(s), staff and supporters after the proclamation is issued.
7. Inform the media about Problem Gambling Awareness Month and the recognition you have received. Post on social media to announce it and/or in emails to your stakeholders.
8. Email a copy of your 2024 PGAM proclamation(s) to media@ncpgambling.org.
9. After PGAM is over, send thank you letters to your supporters and any city council members or staff who helped you through the process, along with a succinct description of all the activities your organization launched, hosted, or participated in during the month.