

To: PurpleState Solutions, Inc.
From: Virginia Equal Justice Coalition

Re: Request for Proposal

Dear Account Executive,



We are looking for a firm to help us design and implement a media campaign on a key public policy issue facing Virginia citizens: the need to restore our judges' abilities to impose fair and reasonable criminal sentences. Members of the Virginia state legislature are considering new legislation that would eliminate mandatory minimum sentences for non-violent crimes in the state. Our organization supports these proposed changes and would like your help to effectively persuade Virginia residents that such an initiative would create a more just, and reasonable justice system for all.

Section 1: Background of our Organization

- The VA Equal Justice Coalition is a non-partisan group of community stakeholders dedicated to reducing the effects of unfair criminal justice policies through local engagement, collaboration, and policy reform.
- VEJC respects the need for public safety but is concerned with balancing the unreasonable sentences that minor offenders can suffer.
- VEJC supports comprehensive and evidence-based public policy measures to reduce disparities in sentencing and uses peer-reviewed research to determine the effect that eliminating mandatory minimums will have on the justice system.
- VEJC is particularly sensitive to groups who are disproportionately impacted by the effects of unfair policing, sentencing, and prison treatment.

Section 2: Campaign Goals

We are looking for media campaign proposals that will persuade Virginia citizens to support the sentence reform initiative. This campaign should activate Virginia citizens to contact their legislators, persuade their neighbors, and take direct actions through sharing their views or talking with others to further this message. Your campaign should influence a minimum of 93,000 Virginia residents to support this initiative in order to create safer communities and reduce unfair and unreasonable criminal sentences.

Section 3: Contract Terms

PurpleState Solutions, Inc. will design a proposal for a media campaign focused on influencing at least 93,000 Virginia residents to support the elimination of mandatory minimum sentences. The budget for this campaign is \$100,000. This campaign should follow all ethical guidelines.

We look forward to seeing your campaign design proposal.

Best regards,
Virginia Equal Justice Coalition Executive Board

To: PurpleState Solutions, Inc.
From: Virginia Corrections Association



Re: Request for Proposal

Dear Account Executive,

We are looking for a firm to help us design a media campaign on a key public policy issue facing Virginia citizens: the need to oppose major changes to sentencing laws in our state. Members of the Virginia state legislature are considering new legislation that would eliminate mandatory minimum sentencing in Virginia. Our organization represents Virginia corrections workers and contractors. We are in favor of mandatory minimums as a commonsense punishment for breaking the law. While sentencing reform might be appropriate for some minor, non-violent crimes, they are needed for crimes that involve violence or a significant threat to the community. We believe that eliminating any mandatory minimum sentences will make Virginia less safe, waste our investment in correctional facilities, and encourage crime. Therefore, major changes to the current mandatory minimum sentencing structure should be opposed.

Section 1: Background of our Organization

We are a collection of business groups who serve our community by providing ethical and appropriate incarceration of criminals. Our goal for this campaign is to inform the community of Virginia about the risk that new sentencing policies could cause if new legislation reforms all mandatory minimum prison sentences. VCA works for public safety, not politicians.

1. We believe strongly in the need for strong sentences and the justice that comes with it.
2. We believe that rather than shorter sentences, prisoners need care and programs to prepare them for life after prison
3. Not only do these facilities create jobs in Virginia communities, they represent a cost-effective investment in the justice system of our state.
4. While reforming sentences for non-violent criminals could work, strong minimum sentences should remain in place for major crimes

Section 2: Campaign Goals

We are looking for media campaign proposals that will influence Virginia citizens to oppose this new sentencing initiative, at least for crimes that present a danger to our communities. This campaign should encourage Virginia citizens to contact their legislators, persuade their neighbors, and take direct actions to further this message. Your campaign should influence at least 89,000 Virginia citizens to oppose the initiative and thereby uphold the legitimate sentences as they currently stand.

Section 3: Contract Terms

PurpleState Solutions, Inc. will design a proposal for a media campaign focused on influencing at least 89,000 Virginia citizens to oppose the initiative. The budget for this campaign is \$100,000. This campaign should follow all standard ethical guidelines.

We look forward to seeing your campaign design proposal.

Best regards,
VA Corrections Association Executive Board

*VCA is a 501(c)6 organization. We seek to make Virginia embrace sensible criminal justice legislation that promotes safety without unnecessary economic impacts.

To: PurpleState Solutions, Inc. From:
Virginia Crime Victim Advocates Inc



Re: Request for Proposal

Dear Account Executive,

We are looking for a firm to help us design a media campaign on a key public policy issue facing Virginia citizens: the need to oppose new soft-on-crime sentencing initiatives. Members of the Virginia state legislature are considering new legislation that endangers public safety by releasing criminals on to the streets of our state. Our organization strongly opposes any policies that benefits criminals and threatens the finality and closure brought by criminal sentences. We would like your help to effectively mobilize Virginia residents to oppose this initiative and keep our communities safe.

Section 1: Background of our Organization

Virginia Crime Victim Advocates Inc is a non-profit organization dedicated to the delivering justice for victims of crime in our community. Our organization believes in the duty of government to protect the people, and advocate:

- That governments exist to protect public safety and bring criminals to justice.
- That strong criminal sentences are needed to deter criminals from committing crimes and to provide finality for victims and their families.
- That mandatory minimums are the fairest solution, even in non-violent or victimless crimes.
- Our mission is to preserve, advance, and expand these mandatory minimum sentencing policies.

Section 2: Campaign Goals

We are looking for media campaign proposals that will mobilize Virginia citizens to oppose this new sentencing initiative. This campaign should activate Virginia citizens to contact their legislators, persuade their neighbors, and take direct actions to further this message. We have strong support among the Republican base, and so your campaign should focus on mobilizing at least 68,000 Republicans who already share these views to get out and oppose this initiative. In addition, your campaign should also focus on influencing a net total of at least 41,000 Virginia citizens to oppose the sentencing initiative.

Section 3: Contract Terms

PurpleState Solutions, Inc. will design a proposal for a media campaign focused on mobilizing at least 68,000 Republicans who already share these views and also influencing a net total of at least 41,000 Virginia citizens to oppose the sentencing initiative. The budget for this campaign is \$100,000. This campaign should follow all standard ethical guidelines.

We look forward to seeing your campaign design proposal.

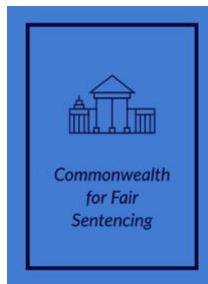
Best regards,
VA Crime Victim Advocates Inc. Executive Board

*VCVA is a 527 organization. We seek to uphold justice for all Virginia residents and their families.

To: PurpleState Solutions, Inc.
From: Commonwealth for Fair Sentencing

Re: Request for Proposal

Dear Account Executive,



We are looking for a firm to help us design and implement a media campaign on a key public policy issue facing Virginia citizens: the need to repeal mandatory minimum sentencing guidelines in the state of Virginia. Members of the Virginia state legislature are considering new legislation that would eliminate mandatory minimum sentences. Our organization is very much in support of these proposed changes to current criminal laws in Virginia. Mandatory minimum sentences force judges to impose sentences that are unreasonable, overly harsh, and often biased.

Section 1: Background of our Organization

Our organization is dedicated to creating a more fair and compassionate justice system in Virginia. There is a shocking number of sentences that even judges say are too long and unreasonable, especially for minor or nonviolent crimes. Each year, hundreds of friends, neighbors, and family members are impacted by unjust sentences. This is a public crisis, but it doesn't have to be this way.

The evidence and research are clear: mandatory minimum sentences don't work.

- Judges are forced to impose sentences that do not fit the crime committed.
- These overly harsh sentences disproportionately affect poor Virginians and people of color.
- Virginia has failed to take the steps that make our justice system work better for all.
- CFFS fills a vital role rallying public support, pressing for action, and giving people all across our state a place to turn for trusted information and bold leadership on criminal justice policies.

Section 2: Campaign Goals

We are looking for media campaign proposals that will mobilize Virginia citizens to support new laws that would eliminate mandatory minimum sentencing. This campaign should activate Virginia citizens to contact their legislators, persuade their neighbors, and take direct actions to further this message. We have strong support among the Democratic base, and so your campaign should focus on mobilizing at least 64,000 Democrats who already share these views to get out and support this initiative to create safer communities and reduce harsh sentences. This mobilization may create opposition, and so your campaign should also focus on influencing a net total of at least 34,000 Virginia citizens to support the initiative.

Section 3: Contract Terms

PurpleState Solutions, Inc. will design a proposal for a media campaign focused on mobilizing at least 64,000 Democrats who already share these views and also influencing a net total of at least 34,000 Virginia citizens to support the sentencing reform initiative. The budget for this campaign is \$100,000. This campaign should follow all standard ethical guidelines.

We look forward to seeing your campaign design proposal.

Best regards,
Commonwealth for Fair Sentencing Executive Board

*CFFS is a 527 organization. Founded in 1999 by passionate volunteers, we have grown to include tens of thousands of supporters representing every county in Virginia. And, as our influence has grown, so has our critical role with reporters and legislators as the go-to voice for criminal justice.