

2023

POLICE WEEK MICHIGAN PRESS KIT

A summary of Police Week Michigan for Media,
Elected Officials, Citizens, and other Influencers

[PoliceWeekMichigan.com](https://www.PoliceWeekMichigan.com)

ABOUT POLICE WEEK MICHIGAN

We are a citizen led effort. We love our Law Enforcement and want to do something to raise awareness of Michigan citizens' appreciation.

It is our belief that a majority of Michigan citizens value Law Enforcement and it is time that our Officers hear, see, and feel that support. Oftentimes as citizens we want to do something but we do not know where to start. And it is hard to imagine how *one person* could make a stirring impact.

That's why we will do it together.

Through this project, we want to provide a gathering place for resources, ideas, and events. We are non-partisan, and focused statewide.

Police Week Michigan is focused on the annual "Police Week" but more importantly our efforts focus on the year round. Law Enforcement have our backs every hour of the day, every day of the week, every week of the year. It is only fitting that they know they have our support year round, as well.

WHEN IS POLICE WEEK 2023:

- Police Week 2023 - May 14 - 20, 2023
- National Peace Officer Memorial Day - May 15, 2023
- Police Week Michigan efforts - *year round*

WHERE TO LEARN MORE:

- You can sign up for our email lists at www.PoliceWeekMichigan.com
- Email us with questions at info@policeweekmichigan.com
- You can also find us on Facebook "Police Week Michigan"

ALL MEDIA REQUESTS:

Please submit all media requests to info@policeweekmichigan.com

HOW TO HELP:

- Basic Call to Action: Grab a friend and do something to take a stand, speak up, and show your support for Law Enforcement
- Do something especially during May 14 - 20, 2023 (Police Week)
- Sign up for our email list www.PoliceWeekMichigan.com
- Send us word of what you are doing so we can consider helping spread the word

THE FACTS

What: *Police Week Michigan* is a reflection of National Police Week started by President John F. Kennedy in 1962.

It is a period of days, every May, established to honor Law Enforcement. The most important date during the annual week is always May 15, Peace Keeper Memorial Day, a day to memorialize those who have given their lives in the line of duty. The days surrounding it are to be intentional in thanking the men and women who continue to serve (and their families) to keep us safe and our communities in peace.

Police Week Michigan was launched in 2019; it is a non-partisan, statewide, 501c3.

In light of the increased attacks on our officers, it is the hope to use the organization of *Police Week Michigan* as a central location to garner ideas, share positive stories, post events, and share facts. It is a movement of citizens who desire to stand up, speak up, show up in support of Michigan Law Enforcement, year round.

When: National Police Week in 2023 is May 14 - 20, 2023
Police Week Michigan is ongoing.

Where: We encourage people to take a stand, be visual, and be vocal in their local communities for their local Law Enforcement.

How: People can celebrate Police Week in a way that fits their family, neighborhood, and community. Celebrating Law Enforcement should be year- round and does not have to be done during this official national week. We hope individuals will do what is meaningful to their local Law Enforcement.

Why: It is our belief that the majority of Americans support and appreciate Law Enforcement. But what our Officers see and hear on a daily basis is quite the opposite.

We want to be a help in delivering encouragement and appreciation to our Officers. Regardless of the time of year we want them to know that citizens have their back.

Formed by: Citizens

Led by: Citizens, under the guide of Law Enforcement Advisors

Where people can get involved: PoliceWeekMichigan.com or via our Facebook Page

HISTORY OF POLICE WEEK

Police Week was launched in 1962 by President John F. Kennedy

In the "87th Congress of the United States of America
H.J.Res. 730 October 1, 1962 Public Law 87-726 Joint Resolution 76 Stat. 676. that states:

"To pay tribute to the law enforcement officers who have made the ultimate sacrifice for our country and to voice our appreciation for all those who currently serve on the front lines of the battle against crime, the Congress, by a joint resolution approved October 1, 1962...has authorized and requested the President to designate May 15 of each year as "Peace Officers Memorial Day," and the week in which it falls as "National Police Week"

Learn more about the history of Police Week and how to participate in what goes on at the national level on our website.

WHY THIS IS NEEDED NOW



LAW ENFORCEMENT OFFICERS HAVE CONFIRMED:

- A simple thanks goes a long way in boosting their moral
- There is too much silence on social media about the good that Law Enforcement does
- There is a huge opportunity for Media to be influential to the overall narrative of Law Enforcement
- Law Enforcement do their job because they love their job and the communities they serve. For them it is a calling.

OUR WEBSITE INCLUDES



WE WANT TO DO BETTER TO SHOW OUR SUPPORT!

- Ideas for how to engage community
- Events happening around Michigan to honor Law Enforcement
- Resources like flyers you can print out to spread the word
- Ways to get in touch with Law Enforcement
- The History of Police Week
- And so much more

WAYS TO SUPPORT THE WORK



OPPORTUNITIES TO HELP

- Help us spread the word: tell the story!
- Donate to the cause
- Rally your local community to do something
- Join our email list!

OUR ORGANIZATION

We are a 501c3. Donations can be made as individuals or through corporations. Donors are not public, but are kept private. Our filing with the IRS allows for tax deduction write offs.

We believe in transparency, responsibility, and accountability and are run by both an operational board of varying skillsets and backgrounds and an advisory board.

OUR LEADERSHIP

Our effort is chaired by Amy Hawkins. Finance Chair is Scott Greenlee. Law Enforcement Advisor efforts are led by Oakland County Sheriff Mike Bouchard.

Our efforts are rebuilding and reforming after we were semi-sidelined during the COVID Pandemic of 2020-2022. We are currently in recruitment stage for leadership and partnerships.

We are non-partisan, and focused statewide. We are communicating with, but not legally aligned with, the National Police Week effort.

SUPPORTERS HAVE INCLUDED:

- The late Frank Beckmann, voice of WJR; donor and board member
- Michigan Sheriffs' Association
- Michigan Association of Chiefs of Police
- President, Fraternal Order of Police Michigan State
- Police Officers Association of Michigan
- Humanizing the Badge

OUR SUCCESSES SINCE OUR FOUNDING

Currently, without a paid staff, we have done the following as volunteers:

- Legislative Resolutions passed commemorating Police Week
- Multiple media appearances in support of Law Enforcement
- Electronic communication through large email list, and social media presence
- Production and publication of Op Eds on behalf of citizens who support Police
- Increase of local citizens rallying around Law Enforcement
- Local jurisdictions passing resolutions commemorating the week
- *and more*

WE BELIEVE THAT WE ARE JUST GETTING STARTED!

CURRENT PROJECTS & BUDGET

Our goal is to raise money for a billboard campaign throughout the state, along the highways supporting Law Enforcement.

Our goal, at minimum, is to have them displayed during Police Week in the month of May and with extra resources, the message will be conducive to longer displays. We have been informed by members of Law Enforcement in Michigan, including by a top Sheriff, that this would be very meaningful to Michigan's Officers.

We would like to raise at least \$25,000.00 for this project, and the more we raise the more awareness we can spread throughout every corner of Michigan.

ADDITIONAL GOALS AND AMBITIONS:

- **Email Information:** Consistent electronic email communications with good news, information on Officers in Michigan, and ways that citizens can help
- **Educational Summits:** where we bring together Law Enforcement and citizens to inform them on important matters that is not often understood
- **Social Media Growth:** With increased financial means we will be able to do advertisement and promotion online to allow for more growth and awareness of this movement
- **Legislature Education:** We are a non-partisan organization that hopes to use our position to make sure all Legislators are fully informed on Law Enforcement. There are existing organizations already servicing this need but the need is great
- **Hands-on Experience for the Media:** We hope to host "on site" tours for media so they can have an up front and in person experience with what it is like behind the scenes. (If we want Law Enforcement to be better represented in the media, we need to help the media understand them.)
- **Outreach to Sub-Groups:** We hope to do mailings to churches, put materials in the hands of Teachers with ideas on how they can foster a love of Law Enforcement in classrooms, and find ways to get Chambers of Commerce (and the like) more involved.

HOW TO MAKE A DONATION

We are a 501c3 and can receive donations from Individuals or Corporations. Donations are not made public. Sponsorship opportunities available for the display of name or logo. Contact us for more information (info@policeweekmichigan.com).

Donations can be made at www.policeweekmichigan.com/donate or by mailing a check to "Police Week Michigan" PO Box 2066, Grand Rapids, MI 49501

WE CANNOT DO THIS WORK WITHOUT YOU.