

1. Campaign Strategist

JLUSA's campaign strategist will work in collaborative partnership with Gabriel at Strategy House to manage and run this campaign and to design and implement campaign strategy. They will be responsible for supervising community organizers, ensuring seamless integration of communications, and helping to engage and mobilize the community and LwC/EL leaders.

2. Community organizers

The role of JLUSA community organizers, supervised by our campaign strategist, is to build a community base in support of Rikers; identify and develop local leaders; engage in direct action to build power among directly impacted communities; build and leverage JLUSA's membership base.

3. PR firm

JLUSA will contract with a PR/communications firm to elevate this campaign. Examples what this firm might produce include building messaging frameworks; assessing the media landscape and establishing a communications roadmap; developing messaging documents; creating and promoting digital shorts, infographics, and videos; enhancing and maintaining strong communications platforms; securing placements for campaign staff in high profile speaking engagements and panel discussions; conceptualizing and executing a bold subway advertising campaign.

4. Media

In partnership with MediaStorm, and award-winning film production and interactive design studio, JLUSA seeks to create a storytelling platform to support and elevate this campaign through a series of 7 videos. We believe that storytelling is a powerful and crucial advocacy tool, and seek to create a tapestry of stories that highlight the injustices that Rikers inflicts on New Yorkers everyday. Our goal will be to position the video narratives for media, including the New York Times, The Marshall Project, the Intercept, The New Yorker, The Atlantic, BuzzFeed, and the Guardian among many more.

#ScarsofRikers, a photojournalism project to develop in conjunction with this campaign, will document photos/stories of people who have spent time on Rikers. We envision widespread distribution through social media and ad campaigns around the city.

5. Health Impact Assessment

JLUSA plans to conduct a health impact assessment (HIA) of Rikers Island in partnership with Human Impact Partners (HIP), raising awareness about the positive health impacts that would result from closing this brutally violent jail complex. Findings will be used to 1.) Inform and put pressure on policy-makers, and to 2.) Further engage and educate communities most impacted, other advocates and stakeholders, and the larger NYC population.

6. Subgrants

For select grassroots community groups and key research institutions.

7. Lobbying Education and Advocacy

See narrative.

8. General operating

These are flexible funds that can be used to support the campaign, whether that's through an advocacy/education day, admin support, printed materials, travel, etc.

Indirect costs are our anticipated overhead expenses, especially since we plan to have office space in 2016. These include rent, utilities, taxes, phone costs, accounting fees, etc.