

**Tips for Obtaining City/County Proclamation**

As we prepare for National Safe Digging Month in April, Georgia 811 asks that stakeholders reach out to their respective mayors and county commissioners to develop partnerships that help promote safe digging during April and throughout the year, by adding visibility and credibility to the safe digging message. The following is a document outlining some ways to gain support, as well as how to leverage this support once it’s received. Georgia 811 has already secured the Governor’s Proclamation for Safe Digging Month in Georgia, but there are still plenty of opportunities left for local proclamations as well.

**How to Get Started**

Call the public information officer or director of communications at the mayor or county commissioner’s office and ask what steps should be taken to obtain a proclamation recognizing April as Safe Digging Month or for August 11th to be recognized as Safe Digging Day (8/11 Day). It is imperative that stakeholders contact the correct person at to ensure that their request is properly considered. Contact information for these positions can be found on the local government website under “contacts” or “contact us.”

**Submitting the Proclamation Request**

Use the template form letter provided by Georgia 811 as guidance when requesting a proclamation. Read through the letter and insert local information where indicated. Make sure to proofread the letter prior to submitting it for consideration. It is recommended that you email the request to the appropriate contact.

**Using Relationships**

If a stakeholder, such as an office of pipeline safety or similar local agency, has a relationship or contact with a local official/officials, leverage that relationship to request a proclamation.

**Leveraging the Proclamation**

Once a commitment has been secured from the governor’s office to support National Safe Digging Month, the stakeholder must negotiate what level of involvement the governor’s office is going to have in promoting this initiative. It is important that stakeholders get as much exposure as possible out of this relationship with the governor’s office.

Georgia 811 recommends requesting the following from the governor’s office to showcase its support of Safe Digging Month, they could easily be done on the city or county level as well:

* Formal proclamation of support recognizing April as National Safe Digging Month.
* Formal presentation of the document by the governing official or someone on his/her staff at a Safe Digging an event in your area.
* Use the templated PSA script provided by Georgia to record a broadcast message from the governing official or by his/her administration, reminding listeners about the importance of calling before digging and recognizing April as Safe Digging Month.
* Use the templated press release provided by Georgia 811 to draft a joint press release with the governing officials office detailing why the governor decided to recognize April as National Safe Digging Month. Stakeholder and governor’s office will distribute the release to their respective media contacts. Include within press release:
  + State digging trends, if available.
  + Contact information for Georgia 811
  + Quote from the governing official

**After Securing Proclamation**

Once a proclamation has been secured, please notify Michael Bell at [mbell@georgia811.com](mailto:mbell@georgia811.com?subject=City/County%20Proclamation%20of%20Safe%20Digging%20Month%20or%208/11%20Day). At that time, Georgia 811 can be available to offer consultation on leveraging the proclamation.