

how to write a change.org petition

THEMIRIGHTSCOUNTPROJECT.COM

Leave White Space

Give your text room to breathe. Make sure you break 5-8 sentences into a paragraph. This makes it easier for people to read. Don't be afraid to use bulleted lists to explain things, too.

Tell the Story

You don't have to go overboard with the details, but practice summarizing your loved ones story with the biggest and most important pieces. This keeps both you and the reader from becoming overwhelmed.

Promote It

Tell people about it, share the link, even hold a peaceful protest or rally and make flyers. There are definitely people in your community who want to support you, they just don't know about the case. Ask local organizations to share, too.

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Introduce Yourself

If the case involves your family or a friend, start by writing a paragraph that introduces who they and you are. People want to know who they are supporting, and they will be more likely to rally behind someone if they understand their story.

Pictures & Headings

Use headings with titles such as Who, What, Where, When, Why, and How. Someone can easily find information and understand why they should care and how they can help you. Pictures are also very helpful for breaking up text. Use them every 1-2 paragraphs or wherever it makes sense to not just tell the reader something, but show them.

Post Updates

Change.org petitions have a mechanism for sharing updates on a petition. Make good use of that! It helps people stay engaged and want to keep telling your story. Be sure to also share on social media, and don't forget to ask friends and family to share, too.