**Less Is More Campaign Toolkit**

Full videos and social graphics are available for download [here](#).

<table>
<thead>
<tr>
<th>Caption 1: Twitter/ Facebook</th>
<th>Post Caption</th>
<th>Creative</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Recent changes to New York’s parole laws keep people in their communities and reduces unnecessary incarceration. Learn more about how these new rights can help you or your loved ones: legalaidnyc.org/parolereform.</td>
<td><img src="image" alt="YOUR NEW PAROLE RIGHTS" /> “Every 30 days without a violation gives me 30 days off my parole sentence.” --Jhonny, like many Legal Aid clients, reduced his parole sentence by half with Earned Time Credits. Don’t let your past get in the way of your future. Learn more: legalaidnyc.org/parolereform</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Caption 2: Twitter/ Facebook</th>
<th>Post Caption</th>
<th>Creative</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>New Yorker’s new parole rights are a lifeline for people like Jhonny who, through Earned Time Credits, reduced his parole sentence by half. Learn more about how these new rights can help you or your loved ones: legalaidnyc.org/parolereform.</td>
<td><img src="image" alt="YOUR NEW PAROLE RIGHTS" /> “Every 30 days without a violation gives me 30 days off my parole sentence.” --Jhonny, like many Legal Aid clients, reduced his parole sentence by half with Earned Time Credits. Don’t let your past get in the way of your future. Learn more: legalaidnyc.org/parolereform</td>
</tr>
</tbody>
</table>
Many people on parole earned the chance to serve the rest of their sentence in their community. And now, new laws help people on parole stay on the right track. Learn more at legalaidnyc.org/parolereform.

### YOUR NEW PAROLE RIGHTS

"Every 30 days without a violation gives me 30 days off my parole sentence."

---

Won't face jail for certain minor parole violations.
Have a right to see a judge if they are arrested for a violation.
Have a right to a lawyer in their parole case.
Can cut their sentence in half.

Don't let your past get in the way of your future. Learn more: legalaidnyc.org/parolereform
Many people on parole earned the chance to serve the rest of their sentence in their community. New Yorker's new rights help people on parole stay on the right track. Learn more at legalaidnyc.org/parolereform.

Under a new law, people on parole:

✅ Won’t face jail for certain minor parole violations.
✅ Have a right to see a judge if they are arrested for a violation.
✅ Have a right to a lawyer in their parole case.
✅ Can cut their sentence by half.

Learn more at legalaidnyc.org/parolereform
### Insta Stories

[[Insert link to legalaidnyc.org/parolereform]]

### All platforms 1

<table>
<thead>
<tr>
<th>Changes to New York's parole laws are a lifeline for people serving their sentence in their community. Here is what you need to know:</th>
</tr>
</thead>
</table>

### Evan “Explainer” Video

**“Every 30 days without a violation gives me 30 days off my parole sentence.”**

– Evan, like many Legal Aid clients, reduced his parole sentence by half with Earned Time Credits

Don’t let your past get in the way of your future. Learn more: legalaidnyc.org/parolereform

**Your New Parole Rights**

---

**YOUR NEW PAROLE RIGHTS**

---
| All platforms 2 | Sweeping reforms to New York’s parole laws restore dignity to a system that was bent on penalizing people for minor violations. Here is what #LessIsMoreNY means for you and your loved ones:  

Evan “Explainer” Video |
|---|---|

| All platforms 1 | A minor violation sent Jhonny back to jail because he refused to go to a shelter where #COVID19 was rampant. Under new parole laws, he was released from jail early and is now working to support his family where he belongs. Learn more at legalaidnyc.gov/parolereform.  

Client Story, Jhonny (60s) |
| All platforms 2 | New parole rights helped clients like Jhonny reconnect with their family, find jobs, and get the support they need so they can complete their parole sentence. Watch Jhonny's story: | Client Story, Jhonny (60s) |