






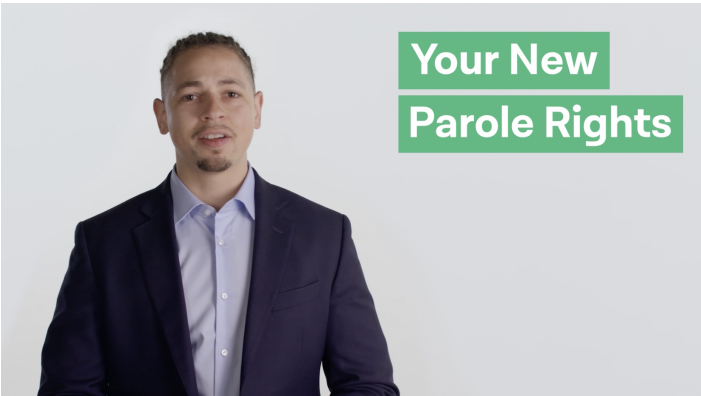
## Less Is More Campaign Toolkit

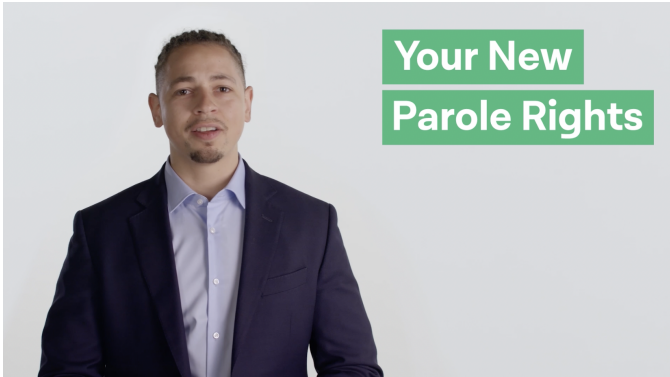

Full videos and social graphics are available for download [here](#).

	Post Caption	Creative
Caption 1: Twitter/ Facebook	<p>Recent changes to New York’s parole laws keep people in their communities and reduces unnecessary incarceration.</p> <p>Learn more about how these new rights can help you or your loved ones: <a href="https://legalaidnyc.org/parolereform">legalaidnyc.org/parolereform</a>.</p>	 <p><b>YOUR NEW PAROLE RIGHTS</b></p> <p><b>“Every 30 days without a violation gives me 30 days off my parole sentence.”</b></p> <p>—Jhonny, like many Legal Aid clients, reduced his parole sentence by half with <b>Earned Time Credits</b></p> <p><b>Don’t let your past get in the way of your future. Learn more: <a href="https://legalaidnyc.org/parolereform">legalaidnyc.org/parolereform</a></b></p> <p><b>THE LEGAL AID SOCIETY</b> <small>Justice In Every Borough.</small></p>
Caption 2: Twitter/ Facebook	<p>New Yorker’s new parole rights are a lifeline for people like Jhonny who, through Earned Time Credits, reduced his parole sentence by half.</p> <p>Learn more about how these new rights can help you or your loved ones: <a href="https://legalaidnyc.org/parolereform">legalaidnyc.org/parolereform</a>.</p>	 <p><b>YOUR NEW PAROLE RIGHTS</b></p> <p><b>“Every 30 days without a violation gives me 30 days off my parole sentence.”</b></p> <p>—Jhonny, like many Legal Aid clients, reduced his parole sentence by half with <b>Earned Time Credits</b></p> <p><b>Don’t let your past get in the way of your future. Learn more: <a href="https://legalaidnyc.org/parolereform">legalaidnyc.org/parolereform</a></b></p> <p><b>THE LEGAL AID SOCIETY</b> <small>Justice In Every Borough.</small></p>

<p>Caption 3: Twitter/ Facebook</p>	<p>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 <a href="https://legalaidnyc.org/parolereform">legalaidnyc.org/parolereform</a>.</p>	<div data-bbox="957 207 1707 630"> <h2>YOUR NEW PAROLE RIGHTS</h2> <p><b>“Every 30 days without a violation gives me 30 days off my parole sentence.”</b></p> <p>—Jhonny, like many Legal Aid clients, reduced his parole sentence by half with <b>Earned Time Credits</b></p> <p><b>Don’t let your past get in the way of your future. Learn more: <a href="https://legalaidnyc.org/parolereform">legalaidnyc.org/parolereform</a></b></p>  <p><b>THE LEGAL AID SOCIETY</b> <small>Justice is Every Struggle.</small></p> </div>
<p>Caption 4: Twitter/ Facebook</p>	<p>Under a new law, people on parole:</p> <ul style="list-style-type: none"> <li>✓ Won’t face jail for certain minor parole violations.</li> <li>✓ Have a right to see a judge if they are arrested for a violation.</li> <li>✓ Have a right to a lawyer in their parole case.</li> <li>✓ Can cut their sentence in half.</li> </ul> <p>Learn more at <a href="https://legalaidnyc.org/parolereform">legalaidnyc.org/parolereform</a></p>	<div data-bbox="957 662 1707 1084"> <h2>YOUR NEW PAROLE RIGHTS</h2> <p><b>“Every 30 days without a violation gives me 30 days off my parole sentence.”</b></p> <p>—Jhonny, like many Legal Aid clients, reduced his parole sentence by half with <b>Earned Time Credits</b></p> <p><b>Don’t let your past get in the way of your future. Learn more: <a href="https://legalaidnyc.org/parolereform">legalaidnyc.org/parolereform</a></b></p>  <p><b>THE LEGAL AID SOCIETY</b> <small>Justice is Every Struggle.</small></p> </div>

<p>Insta/LinkedIn 1</p>	<p>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 <a href="https://legalaidnyc.org/parolereform">legalaidnyc.org/parolereform</a>.</p>	<div data-bbox="961 212 1535 272"> <h2>YOUR NEW PAROLE RIGHTS</h2> </div> <div data-bbox="961 358 1220 553"> <p><b>“Every 30 days without a violation gives me 30 days off my parole sentence.”</b></p> </div> <div data-bbox="978 573 1163 651"> <p>—Jhonny, like many Legal Aid clients, reduced his parole sentence by half with <b>Earned Time Credits</b></p> </div> <div data-bbox="1171 261 1535 711">  </div> <div data-bbox="978 727 1394 773"> <p><b>Don't let your past get in the way of your future.</b> Learn more: <a href="https://legalaidnyc.org/parolereform">legalaidnyc.org/parolereform</a></p> </div> <div data-bbox="1423 721 1520 781"> <p><b>THE LEGAL AID SOCIETY</b> <small>Justice in Every Borough.</small></p> </div>
<p>Insta/LinkedIn 2</p>	<p>Under a new law, people on parole:</p> <ul style="list-style-type: none"> <li>✓ Won't face jail for certain minor parole violations.</li> <li>✓ Have a right to see a judge if they are arrested for a violation.</li> <li>✓ Have a right to a lawyer in their parole case.</li> <li>✓ Can cut their sentence by half.</li> </ul> <p>Learn more at <a href="https://legalaidnyc.org/parolereform">legalaidnyc.org/parolereform</a></p>	<div data-bbox="961 834 1493 894"> <h2>YOUR NEW PAROLE RIGHTS</h2> </div> <div data-bbox="961 964 1199 1151"> <p><b>“Every 30 days without a violation gives me 30 days off my parole sentence.”</b></p> </div> <div data-bbox="978 1167 1146 1235"> <p>—Jhonny, like many Legal Aid clients, reduced his parole sentence by half with <b>Earned Time Credits</b></p> </div> <div data-bbox="1157 878 1493 1292">  </div> <div data-bbox="978 1305 1360 1351"> <p><b>Don't let your past get in the way of your future.</b> Learn more: <a href="https://legalaidnyc.org/parolereform">legalaidnyc.org/parolereform</a></p> </div> <div data-bbox="1388 1299 1484 1359"> <p><b>THE LEGAL AID SOCIETY</b> <small>Justice in Every Borough.</small></p> </div>

<p>Insta Stories</p>	<p>[[Insert link to <a href="https://legalaidnyc.org/parolereform">legalaidnyc.org/parolereform</a>]]</p>	
<p>All platforms 1</p>	<p>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:</p>	<p>Evan “Explainer” Video</p> 

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:	<p>Evan "Explainer" Video</p>  <p>The thumbnail for the 'Explainer' video features a man in a dark suit and light blue shirt against a plain grey background. To his right, there are two stacked green rectangular boxes with white text. The top box says 'Your New' and the bottom box says 'Parole Rights'.</p>
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 <a href="https://legallaidnyc.gov/parolereform">legallaidnyc.gov/parolereform</a> .	<p>Client Story, Jhonny (60s)</p>  <p>The thumbnail for the client story video shows a man sitting on a wooden stool in a studio setting with a white background and professional lighting equipment visible. To his right, there are two stacked green rectangular boxes with white text. The top box says 'Meet Jhonny' and the bottom box says 'Legal Aid Client'.</p>

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)

