

REFORM TO LAST A LIFETIME

PR Campaign Plan: Lioness Justice Impacted Women's Alliance

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Situation Analysis

- In two short years, Lioness has grown quickly in building a healthy internal community of justice-impacted women and gender-expansive individuals across multiple counties in Texas.
- Not only are they providing helpful tools to navigate life after incarceration, but a large portion of their mission is to use the stories of the individuals within the community to lead a reform of Texas prison systems.
- While Lioness has succeeded in creating and reaching their internal community, they struggle building relationships rooted in respect and credibility among those who create change.
- People such as donors and policy-makers may see Lioness' current state as unprofessional – therefore lacking the attention they deserve.
- Based on this analysis, Lioness requires attention with **reputation management**.

SWOT Analysis

Strengths

Internal Community
Development

Weaknesses

External Community
Development

Opportunities

Public Perception

Threats

Negative External
Community
Perception

Publics

Public 1

**Prospective Donors | Wealthy,
highly educated, liberal leaning
white women ages 50-70 in Bexar
County, Texas.**

Public 2

**Bexar County Media Outlets with
a history of covering nonprofit
organizations and community
events.**

Goals

Goal 1:

Create a stable and supportive donor base

Goal 2:

Increase Media Engagement

Both of these goals fall into the relational category, and they're focused on donor diversity and garnering media engagement.

Public 1 - Prospective Donors

Strategy

Objective

Establish 25-30 monthly donors by September 1, 2025, through engagement with a fundraising campaign surrounding Justice-Impacted Peoples Day on August 10, 2025.

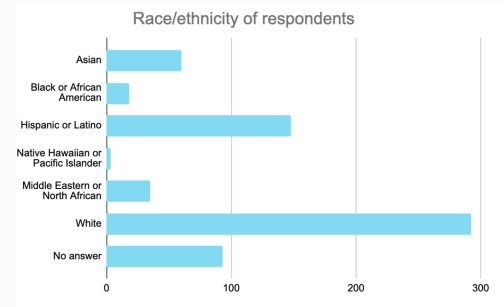
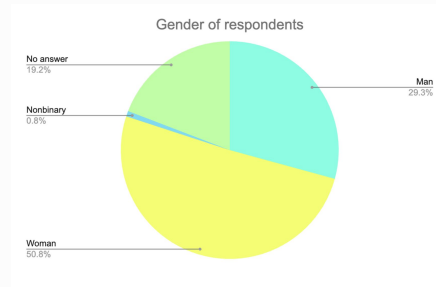
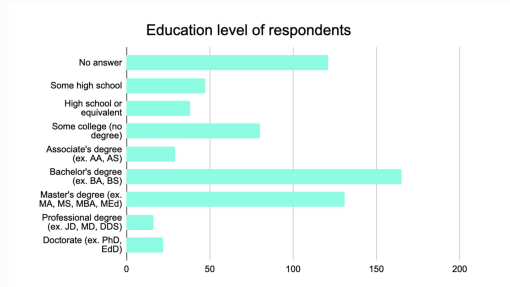
Launch a multimedia giving campaign in conjunction with Justice-Impacted Peoples Day.

Tactics

- **“On the Recyard” Show Tile Redesign** & Provide New Lioness Episode Show Tile
- **Write Ad Brief promoting Giving Campaign** for National Justice-Impacted Peoples Day to be read on “On the Recyard” and other podcasts leading up to NJIP Day and Live Event. (Paid OR Cold calling)
- **Carousel of Graphics** for Dual Advocacy/Giving Campaign

Prospective Donor Population

- Preliminary discussions with Lioness leadership revealed a prospective donor population with the following characteristics based on **identified themes** within the current, limited donorship base:
 - Women
 - White
 - Highly Educated
 - Upper Middle Class
 - Upper Middle Age
 - Liberal Leaning
- A 2024 study, commissioned by the San Antonio Area Foundation to understand the region's media landscape, **confirmed the presence of this population** within Bexar County. The following demographics were present in the study:



RQ1: Media Habits of Prospective Donors in Bexar County

- “Texas’ Democratic voters showed greater variety in their media consumption than Texas Republicans, with social media and local news a source for 50%, followed by broadcast television news and websites (44%), cable news and their respective websites (41%), national newspapers and their websites (34%), and local newspapers and their websites (32%)” (The Texas Politics Project, 2023).
- “Local television stations remain one of the primary sources of news for most Texans (43%) but is statistically tied in its saturation with “social media, like Facebook, Twitter, Instagram, Reddit, [and] TikTok” (42%)” (The Texas Politics Project, 2023).
- In Bexar County, media consumers were most *excited* to engage with news coverage about community and social engagement (stories related to local events and activism) and there was a significant coverage gap related to community connection (stories related to “community members and organization working toward solutions”) and investigative stories about systemic issues and policies (San Antonio Regional Landscape Study, p. 23).
- “Meanwhile, the most common major reason podcast listeners 65 and older cite for listening to podcasts is learning (61%)” (Pew Research Center, 2023).

Action Strategies

Public 1

Corporate Social Responsibility

- Lioness prides itself on actively contributing to better lifestyle and society within the justice-impacted community.
- The messaging around the CSR will be that donors are contributing to a better society through their donations.

Special Event

- Live Podcast Event will increase engagement with prospective donor population.
- This event will also provide a community element within Bexar county to further engage prospective donors, and connect them with other like-minded individuals.

Public #1 – Tactic 1 (Paid)

Ad Read:

On August 10th, we invite you to stand up, speak out, and give back.

Justice-Impacted Peoples Day is held annually as a powerful reminder that every person impacted by the justice system deserves dignity, opportunity, and a voice.

That's where the Lioness Justice Impacted Women's Alliance comes in.

Led by women who have experienced life in the prison system, Lioness is fighting every day to end the incarceration and systemic devaluation of our population within the Texas criminal legal system, while also building power within our communities and working towards reform that lasts a lifetime.

This year, they're launching a donation campaign that directly fuels their work—from advocacy and education to re-entry resources and leadership development for justice-impacted women.

Your contribution, big or small, makes a real difference. It's not just charity, It's solidarity.

So on August 10th, join the movement. Donate and be part of the change.

Head to lionessjiwa.org to give today and follow [@lionessjiwa](https://www.instagram.com/lionessjiwa) on Instagram to learn more about their mission.

That's lionessjiwa.org—because justice isn't justice until it includes everyone.

Public #1 – Tactic 2 (Shared)



Podcast Show Tile Redesign & Lioness Episode Cover

Public 2 - Bexar County Media Outlets

Objective

Increase media engagement with Bexar County media outlets by 25% by launching Lioness's rebranded visuals as part of a Dual Giving-Advocacy campaign.

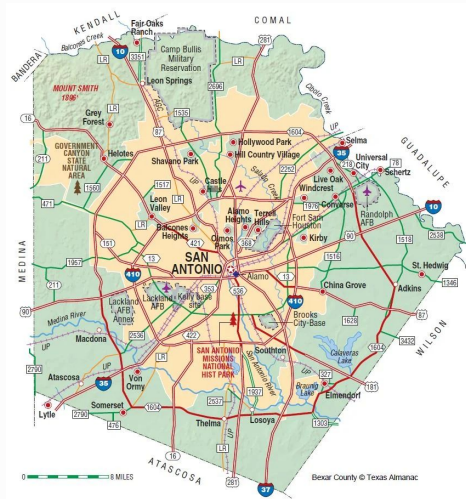
Strategy

Increase media visibility on channels the public engages with by launching a multimedia advocacy campaign in conjunction with National Prisoners Justice Day.

Tactics

- **3 Press Releases**, announcing campaign, live podcast, and Prisoners Justice Day
- **Carousel of Graphics** for Dual Advocacy/Giving Campaign featuring mockup of new colors/fonts/logo
- **Live Podcast Event w/ Panel** to introduce Lioness Episodes and Giving Campaign (with livestream): Invite Media Bexar Outlets, Donors, and Community Members

Why Bexar County?



Proximity

Closest county to Texas Capitol reform initiatives in Austin, Texas.

Presence

Lioness has a large, established community in Bexar County.

Population

The prospective donor base is highly present in Bexar County.

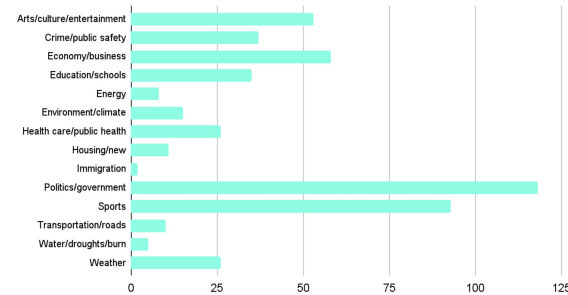
Press

Opportunity to benefit media consumers & media outlets in Bexar County by covering Lioness' story.

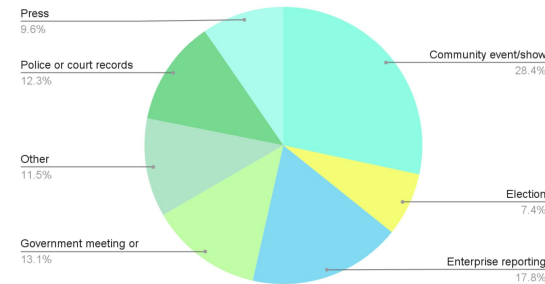
RQ2: Bexar County Media Outlets Coverage & Habits

- Media coverage across all news outlets in San Antonio were overwhelmingly focused on politics and government representing about 21% of all news coverage (San Antonio Regional Landscape Study).
- 28% of news coverage originated from a community events or shows (San Antonio Regional Landscape Study).

Topic of all stories, local and nonlocal



Story origin or prompt



Communication Strategies

Public 2

Publicity

- Lioness' Media day will feature newsworthy info and women's stories to increase media attention and donor exposure

News Peg

- Leverage National Justice-Impacted Peoples Day in Austin for media coverage.
- Highlight Lioness' role in rallies/protests to attract donors interested in NPJ activities and reform.

Public #2 – Tactic 1 (Owned)



Lioness Justice Impacted Women's Alliance Launches Dual Advocacy-Giving Campaign

*Texas Nonprofit
#Lioness #Justice #PrisonReform #Bexar #Advocacy #Women #Incarceration*

For Immediate Release

SAN ANTONIO, TEXAS, (June 15 2025) — Lioness Justice Impacted Women's Alliance announced today the launch of their Dual Advocacy-Giving Campaign, "Reform to Last a Lifetime," in connection with Justice-Impacted Peoples Day on August 10, 2025.

"We are so excited to announce our advocacy-giving campaign, *Reform to Last a Lifetime*, that will run from July 1 to August 10, 2025," Jennifer Toon said. "This campaign sheds light on the important work of prison reform, and allows for the Bexar community to engage with these issues in a new way."

The campaign will operate in two parts: providing advocacy resources on incarceration reform and offering a giving component to support Lioness's efforts in advocating for their community.

Join the campaign by following Lioness on their social media platforms, @lionessjwa, and visit their website, lionessjwa.com, to commit a financial donation to the support the advocacy of

About Lioness:

Lioness is a Texas-based nonprofit founded and led by currently and formerly incarcerated girls, women, and gender-expansive people. With a bold vision to end incarceration and challenge the systemic devaluation of their communities within the Texas criminal legal system, Lioness works to restore power and dignity where it has long been denied. Through radical advocacy, leadership development, grassroots organizing, community building, and civic engagement, Lioness is committed to transforming incarceration policies and advancing justice across Texas.

Contact:

Lioness Justice-Impacted Alliance
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Lioness Justice Impacted Women's Alliance Partners with "On the Recyard" for Monthly Episodes

*Texas Nonprofit
#Lioness #Justice #Podcast #Bexar #Storytelling #Women #Incarceration*

For Immediate Release

SAN ANTONIO, TEXAS, (July 15 2025) — Lioness Justice Impacted Women's Alliance announced today a new partnership with the "On the Recyard" podcast hosted by Jennifer Toon and Marci Marie May.

The partnership will feature monthly "Lioness" episodes which will include special guests from the Lioness community sharing stories, experiences, and providing insight to "On the Recyard" listeners regarding the realities of the incarceration system.

"We are thrilled to feature the work and stories of Lioness on the podcast, monthly, beginning in August," Jennifer Toon said. "This partnership will bring a whole new depth to our shows as we aim to amplify voices that have been silenced or minimized through the injustices of the incarceration system in Texas."

Listen to the first "On the Recyard: Lioness Edition" episode on August 1 on Spotify, Apple Podcasts and all other podcast streaming platforms.

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Contact:

Lioness Justice-Impacted Alliance
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Lioness Justice Impacted Women's Alliance Hosts Live Podcast Event

*Texas Nonprofit
#Lioness #Justice #Podcast #Bexar #Women #Reform #Event*

For Immediate Release

SAN ANTONIO, TEXAS, (August 1 2025) — Lioness Justice Impacted Women's Alliance will host a live podcast event in connection with the "On the Recyard" Podcast at the Beacon House on August 10 at 7pm.

"Our live podcast event is going to be a special opportunity to gather together with our Bexar community," Jennifer Toon said. "This campaign sheds light on the important work of prison reform, and allows for the Bexar community to engage with these issues in a new way."

"On the Recyard" is a weekly podcast hosted by Jennifer Toon and Marci Marie Ray. The live event will feature never-before stories, special guests, and a panel Q&A. This event is a unique opportunity for the community to gather together and engage with the podcast and other "On the Recyard" listeners.

Tickets are \$25 and can be purchased online or at the door. The VIP package, \$75, includes an exclusive meet and greet and Q&A session with podcast hosts prior to the event. Visit lionessjwa.com to purchase tickets today.

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Contact:

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3 Press Releases for Distribution

Public #2 – Tactic 2 (Owned)

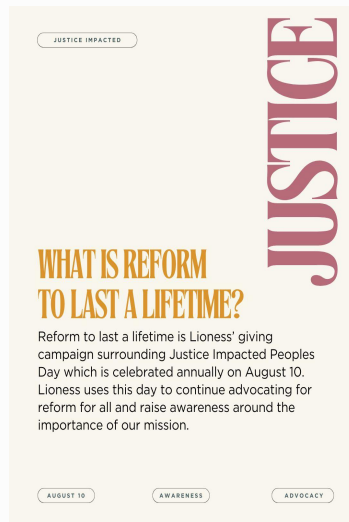
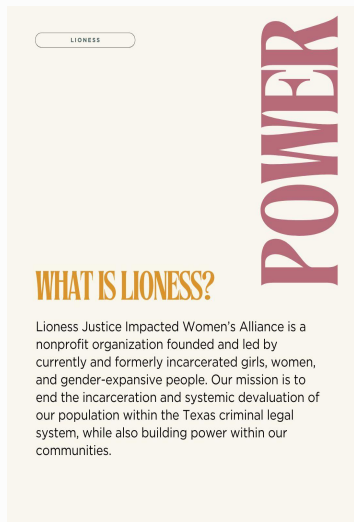
Live Podcast Event:

- Beacon House
- August 10, 2025
- 7-9 p.m.
- \$25 Admission
- \$75 VIP package



Beacon House, San Antonio

Publics #1 and #2 – Tactic 3 (Owned)



Carousel of Graphics for Giving Campaign

Publics #1 and #2 – Tactic 3 (Owned)



LIONESS JIWA

POWER

WHAT IS LIONESS?

Lioness Justice Impacted Women's Alliance is a nonprofit organization founded and led by currently and formerly incarcerated girls, women, and gender-expansive people. Our mission is to end the incarceration and systemic devaluation of our population within the Texas criminal legal system, while also building power within our communities.

ADVOCACY JUSTICE AWARENESS

JUSTICE IMPACTED

JUSTICE

WHAT IS REFORM TO LAST A LIFETIME?

Reform to last a lifetime is Lioness' giving campaign surrounding Justice Impacted Peoples Day which is celebrated annually on August 10. Lioness uses this day to continue advocating for reform for all and raise awareness around the importance of our mission.

AUGUST 10 AWARENESS ADVOCACY

MAKE AN IMPACT!

JOIN

HOW TO GET INVOLVED

You can join the movement by going to lionessjiwa.org and filling out the contact us form so we can get you connected to Lioness leaders in your area! Follow us on Instagram @lionessjiwa for details on meetings, events and advocacy updates.

LIONESSJIWA JUSTICE JOIN TODAY!

BEXAR COUNTY

ADVOCATE

CELEBRATE WITH US!

Join us on August 10 at 7 p.m. in Bexar County to celebrate Justice Impacted Peoples Day with a live event hosted by Lioness leaders Jen and Marci! They will be recording a live episode of their popular podcast "On the Rec Yard" followed by a panel interview. Get your tickets at lionessjiwa.org or at the link in our bio!

GET TICKETS! JOIN US! ADVOCATE!

Carousel of Graphics for Advocacy Campaign

Message Strategy:

“Reform to Last a Lifetime”

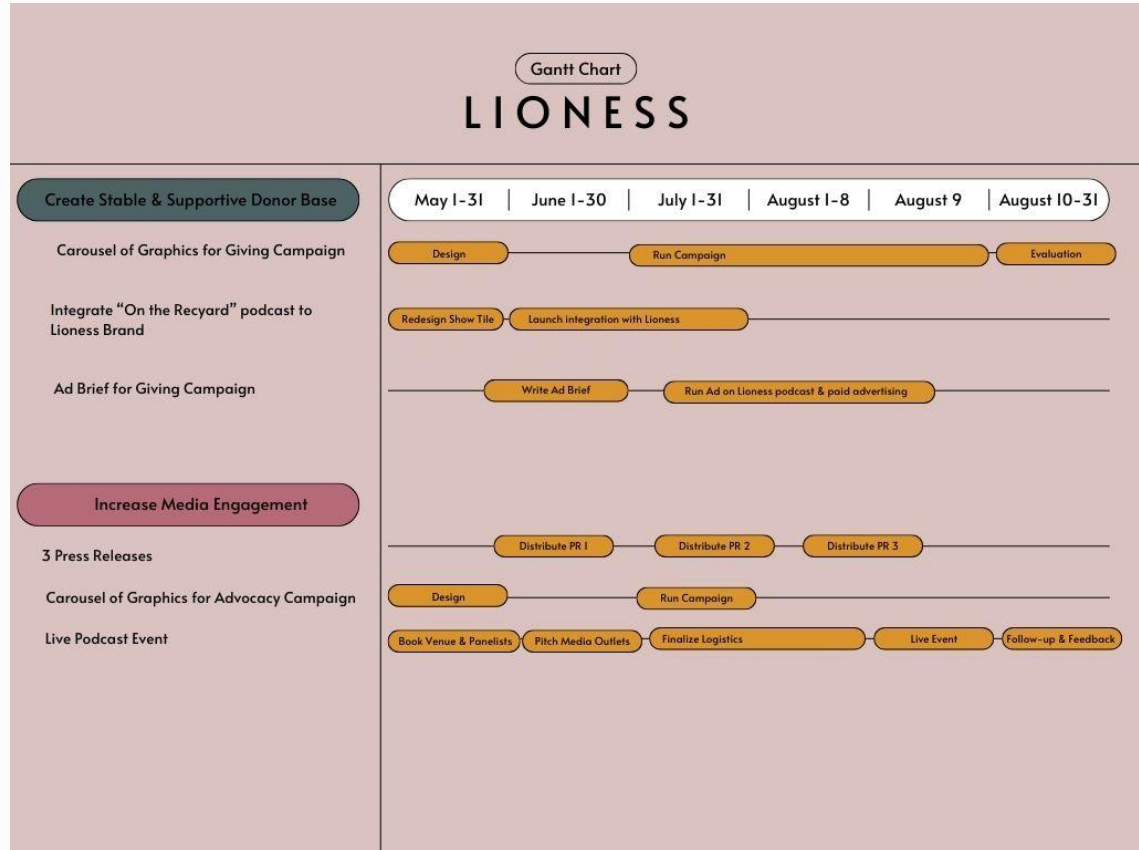
Focus: Justice-Impacted Peoples Day - tell justice-impacted people's' stories, emphasize the day's importance, and how donations help Lioness improve prison conditions in Texas.

Logos: From 2017-2019, ~287 women died in U.S. prisons. Monthly support helps Lioness improve conditions and promote prison reform.

Pathos: Monthly donations help formerly incarcerated women reintegrate and share their stories, honoring those who never got the chance due to inhumane conditions.

Ethos: Use Jennifer Toon and Marci Marie Ray as spokeswomen; create a monthly episode for their podcast *On the Recyard* featuring Lioness to support campaign messaging.

Gantt Chart



Budget

VARIABLE BUDGET

LIONESS	"REFORM TO LAST A LIFETIME" CAMPAIGN	
TACTIC	PRICE RANGE	ADDITIONAL INFORMATION
"ON THE RECYARD" REDESIGN	\$0-\$100	FREE, OR HIRE A GRAPHIC DESIGN STUDENT
PODCAST AD SLOTS	\$0-\$30/AD	SUGGESTED 2 ON EACH PODCAST LEADING UP TO THE MONTH BEFORE - TRY DOING AN "AD SWITCH" FOR FREE
GRAPHICS CAROSEL	\$0	TO BE DONE BY MARCI VIA CANVA
PRESS RELEASES	\$0	TO BE DONE BY MARCI, SENT TO SUGGESTED MEDIA SITES
LIVE PODCAST EVENT	\$0-\$800	FREE VIA ZOOM OR 3-HOUR EVENT SPACE RENTAL \$200/HR + \$100 CLEANING FEE + \$100 FOR LIGHT SNACKS FOR ATTENDEES
TOTAL	\$0 - (MAX) \$1140	

Evaluation

Evaluation Method #1: Direct Observation

- Evaluates action objective #1
- Direct observation will be used to measure the success of the campaign based on whether or not we hit our 25-30 monthly donor metric

Evaluation Method #2: Message Exposure & Direct Observation

- Evaluates awareness & action objective #2
- Message exposure & Message content will be used to evaluate how successfully our key publics were exposed to the message and the quality of coverage by Bexar County media outlets
- Direct observation will be used to evaluate the action portion of the objective to understand how successfully our tactics convinced Bexar County media outlets to cover the campaign