

EXECUTION
IS **NOT** THE
SOLUTION

FOR THE POWER OF
ACTION

#StopExecution
DeathPenaltyAction.org

STOP
LATE KILLING

#StopExecution
DeathPenaltyAction.org

ALL LIFE IS
PRECIOUS

FOR THE POWER OF
ACTION

#StopExecution
DeathPenaltyAction.org

THE DEATH PENALTY ACTION COMMUNICATIONS TOOLKIT

PURPOSE OF THIS TOOLKIT

In the 21st century there is no legitimate reason for the continued use of capital punishment. It does not prevent crime or make our streets safer.³ It emerged out of systems of oppression and continues to perpetuate the racial disparities from the systems it was built from.² The death penalty is used as a weapon of violence against the poor. This system sells a false promise to victims that killing their loved ones' killer will help them to heal – in many cases it does the exact opposite while depleting tremendous resources that could be more meaningfully spent supporting victims or instituting programs that drive down crime rather than simply mirroring it.

This toolkit is designed to provide all individuals who are opposed to the death penalty with the resources to help advance our mission of **stopping executions through advocacy, education, and action**. You will find relevant content to share on **social media** tailored to different audiences, information on **wearing the message**, and how you can get involved with our work – whether that be by utilizing our online action tools, volunteering, or inviting speakers.





WHO WE ARE

MISSION

Death Penalty Action works to oppose the death penalty through advocacy, education, and action. We are a national advocacy organization leading the charge to oppose the death penalty in the United States. We engage and empower people at every level – from grassroots volunteers to policymakers – to take action and build lasting change.

STAFF



Abraham Bonowitz
Executive Director



Trish Cooper
Executive Assistant



Alli Sullivan
Communications
Coordinator



Scott Langley
Projects
Coordinator



WHO WE ARE

BOARD OF DIRECTORS



Brandi Slaughter
Chair

Not pictured - Susan Gries

Treasurer



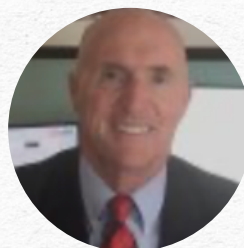
Dr. Chris Brown
Vice Chair



Daniel Flynn
Secretary



Denisce Palacios



David Senior



Sen. Connie Johnson

IMPACT

CLEMENCY WON FOR
37 PEOPLE
ON FEDERAL DEATH ROW



DPA'S LEADERSHIP
HELPED REPEAL THE
DEATH PENALTY IN
10 STATES



1,000,000+
GRASSROOTS
ADVOCATES MOBILIZED



SUPPORT NOW - DeathPenaltyAction.org

DEATH PENALTY MYTH-BUSTING

Learn more at DeathPenaltyInfo.org

THE DEATH PENALTY IS CHEAPER

MYTH: Many mistakenly assume that the death penalty is cheaper since it (in theory) shortens the duration of confinement. However, the complicated legal process and costs associated with execution make it **multiple times more costly** than alternative punishments. Only large counties with ample resources can afford death sentences.⁴

THE DEATH PENALTY MAKES US SAFER

MYTH: Studies have **failed** to find that use of the death penalty provides any meaningful deterrent effect. In fact states w/o the death penalty have **lower** violent crime rates.^{3, 6}

THE DEATH PENALTY TARGETS VULNERABLE PEOPLE

"Them without the capital get the punishment"

FACT: It is not usually the 'worst of the worst' who are sent to death row, but the most vulnerable. The common threads seen among the death row population are **addiction, abuse and/or neglect** during childhood.⁸ Intellectual disability, mental illness, and brain damage are also frequently seen.⁸

DEATH PENALTY MYTH-BUSTING

Learn more at DeathPenaltyInfo.org

INNOCENT PEOPLE ARE SENT TO DEATH ROW

FACT: 200+ people have been exonerated from death row in the modern era. It is estimated that there is 1 **death row exoneration** for every 8.3 **executions** carried out in the US.^{5,8,9}

WRONGFUL CONVICTIONS ARE FLUKE ACCIDENTS

MYTH: Official **misconduct**, by law enforcement or prosecutors, is the leading cause of wrongful homicide convictions, followed by perjury. Concealing exculpatory evidence is the most common type of official misconduct.^{7,8}

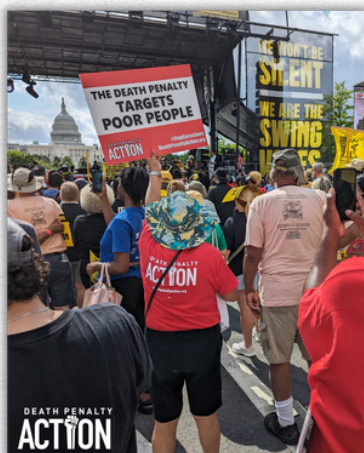
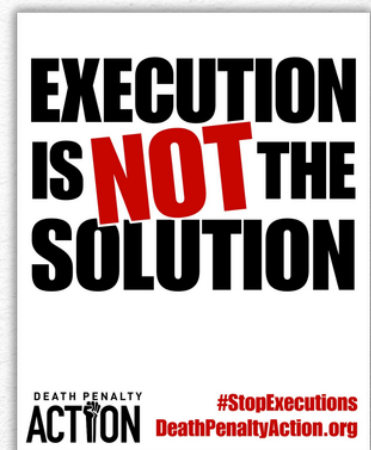
THE DEATH PENALTY DISPROPORTIONATELY IMPACTS POC

FACT: Despite accounting for roughly **13% of the US population**, black people make up more than **40% of those on death row** and **more than a third of those executed**. The chance of being sent to death row is even higher if the victim(s) in the case are white.⁸

GRAPHIC RESOURCES

We encourage you to use the following materials and graphics on your social media platforms. The materials shared below were created in Canva to be editable and accessible to everyone. To access the templates, all you need to do is create a free Canva account.

DOWNLOAD GRAPHICS AT bit.ly/DPAGraphics



SOCIAL MEDIA CAPTIONS

We crafted these captions to resonate with various audiences, each addressing different aspects of this issue. They serve as a reminder that regardless of one's perspective, the concerns significantly outweigh any negligible perceived benefits.

To copy and paste on computers simply highlight the text + press CTRL C, then paste it into text box with CTRL V.

Gen Z

Millenials

Boomers



Costs

💰 The death penalty costs MILLIONS more than life in prison. That's \$\$\$ taken from schools, healthcare, and YOUR future. Abolish it.

#EndTheDeathPenalty
#StopExecutions

Taxpayers spend millions on death sentences that deliver no justice—just delays, appeals, and errors. Let's invest in communities, not executions.

#AbolishTheDeathPenalty
#SmartJustice

The death penalty is a waste of your hard-earned tax dollars. It costs far more than life without parole and doesn't make us safer. It's time to end this broken system.

#DeathPenaltyCosts
#FiscalConservativesForJustice



Public Safety

🚓 **FACT:** States with the death penalty have higher murder rates. Violence isn't solved by more violence. Abolish it.

#StopExecutions
#InvestInCommunities

The data's clear: the death penalty doesn't stop violent crime. But it does fuel injustice and waste billions. Time to cut it.

#EndTheDeathPenalty
#JusticeReform

No credible evidence shows the death penalty deters crime. It's an expensive failure that risks innocent lives. Let's choose justice, not vengeance.

#SmartOnCrime
#AbolishTheDeathPenalty

Gen Z

Millennials

Boomers



Innocence

⚠️ 1 person has been exonerated from death row for every 8 executed.

This system is broken.
We can't reverse an execution.

#WrongfulConvictions
#GenZForJustice

More than 200 people have been exonerated from d*ath row.

If we keep the death penalty, we keep risking innocent lives.
Let's end it.

#InnocenceMatters
#AbolishTheDeathPenalty

Imagine your child wrongly accused—and sentenced to die.

It's happened over 200 times in America just in the last 50 yrs
The death penalty is too risky to justify.

#WrongfulConvictions
#JusticeNotExecutions



Race

👁️ 42% of people on death row are Black—yet Black people make up only 13% of the U.S. population.

And you're more likely to be sentenced to death if the victim is white.

That's not justice.

#AbolishTheDeathPenalty
#GenZForRacialJustice

Black people are overrepresented on death row, and cases with white victims are far more likely to get death sentences.
This system was built on racial injustice.
Let's dismantle it.

#EndRacistExecutions
#MillennialsForJustice

Black Americans are sentenced to death at disproportionate rates.

If the victim is white, prosecutors are far more likely to seek the death.

Racial bias has no place in justice.

#JusticeForAll
#StopRacistExecutions



Arbitrariness

🎲 Who gets the death penalty?
Depends on your ZIP code, your race, and your defense lawyer.
Not the crime.
That's not justice—it's a lottery.

#AbolishTheDeathPenalty
#JusticeIsNotRandom

Two people. Same crime. One gets death, the other gets life.

The death penalty is applied arbitrarily—based on race, location, and bias.
That's not justice.

#DeathPenaltyFail
#MillennialsForJustice

The death penalty isn't reserved for the "worst of the worst."
It's for those with the worst lawyers, or who live in the wrong county.
Arbitrary justice isn't justice at all.

#EndTheDeathPenalty
#EqualJustice

Gen Z

Millenials

Boomers



Mental Illness

🧠 People on death row are often trauma survivors and mentally ill. They needed help. The system gave them a death sentence. We failed them.

#EndTheDeathPenalty
#MentalHealthMatters

The death penalty targets the most broken, not the most dangerous. Mental illness. Childhood abuse. Poverty. These aren't excuses—they're warnings we ignored.

#JusticeForTheVulnerable
#AbolishTheDeathPenalty

Many on death row suffered severe trauma, mental illness, or abuse. They needed treatment and care—not execution. We must stop punishing people we failed to protect.

#JusticeWithCompassion
#EndTheDeathPenalty



Intellectual Disability

⚖️ The Supreme Court said executing intellectually disabled people is illegal. But it still happens. All. The. Time. This system doesn't follow its own rules.

#AbolishTheDeathPenalty
#GenZForJustice

SCOTUS banned executing people with intellectual disabilities in 2002. But states keep doing it—by ignoring science and changing the rules.

#EndTheDeathPenalty
#HumanRightsFail

Even though the Supreme Court banned it, intellectually disabled people are still executed. Why? Because they manipulate definitions and ignore evidence. It's time to hold the system accountable.

#ProtectTheVulnerable
#StopExecutions



Official Misconduct

👮 Prosecutors have lied, hid evidence, and sent innocent people to death row. It's not just unfair—it's deadly. This system is rigged.

#EndTheDeathPenalty
#GenZForJustice

Prosecutors have withheld evidence in capital cases—over and over. Lives destroyed for the sake of a "win." This isn't justice. It's misconduct with a body count.

#AbolishTheDeathPenalty
#JusticeReform

Prosecutorial misconduct has led to wrongful death sentences across the U.S. When justice becomes a game, vulnerable people die. It's time to end the death penalty.

#StopWrongfulExecutions
#ProtectDueProcess



THE PEOPLE vs THE DEATH PENALTY



THE PEOPLE VS THE DEATH PENALTY

Death Penalty Action, in conjunction with Red Letter Christians and The Wonder Brothers, have produced a documentary series about the people **impacted by the death penalty** and those fighting to abolish it. We have created eight compelling mini-documentaries, each one focusing a single individual whose **voice of experience** on the death penalty **exemplifies the common experience of many**.

WATCH FOR YOURSELF HERE
bit.ly/PeopleVSDeathPenalty

WHERE TO FIND US



Death Penalty Action



@deathpenaltyaction



@deathpenaltyact



@deathpenaltyaction



Death Penalty Action



@deathpenaltyact



@deathpenaltyaction.bsky.social



Death Penalty Action

ABOLITIONWEAR

With AbolitionWear you can wear the message to help stop executions and end the death penalty.



ORDER YOUR GEAR AT DeathPenaltyAction.org/Merch

We also offer 3" round stickers, buttons, and yard signs in various designs. Please email us at merch@deathpenaltyaction.org to order. Consider carrying one of our signs at a major protest in your area.



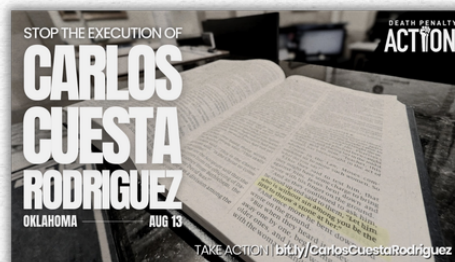


JOIN THE FIGHT

TAKE ACTION USING OUR ONLINE ACTION TOOLS

Death Penalty Action provides tools for you to take action against **EVERY** execution scheduled in the US.

REMINDER: 'Opt-In' to email notifications when signing petitions to stay informed as things develop.



Sign Petitions & Join the Virtual Sit-Ins

DeathPenaltyAction.org

FEATURED CAMPAIGNS

NO PROFITS FROM EXECUTIONS!

PROTEST ARCHITECTS DESIGNING EXECUTION FACILITIES
10:45 AM | TUESDAY | MAY 19 | CALHOUN & E WAYNE IN FORT WAYNE



bit.ly/PullBackTheCurtains

PULL BACK THE CURTAINS

If executions are going to take place, there **MUST** be full transparency. Media and other witnesses **MUST** observe executions from the moment the condemned individual enters the chamber.

DEATH PENALTY
ACTION

WHEN DISSENT BECOMES A
CRIME, WE MUST **NOT**
ALLOW TYRANTS THE
POWER TO KILL.



VOLUNTEER



ATTEND VIRTUAL EVENTS



INVITE SPEAKERS

DONATE NOW

The death penalty is cruel, unjust, and beyond repair. With your help, we can end it.

Your donation fuels the fight to **expose executions**, **push for repeal**, and support those **impacted**.
Ninety percent of our funding comes from people like you, not big donors or corporations.

DeathPenaltyAction.org

SOURCES

These sources are unaffiliated with Death Penalty Action.

¹ Death Penalty Information Center. 2025. *Facts about the Death Penalty*.

² Death Penalty Information Center. 2020. *Enduring Injustice: the Persistence of Racial Discrimination in the US Death Penalty*.

³ Death Penalty Information Center. *DETERRENCE: Capital Punishment and Police Safety*.

⁴ Death Penalty Information Center. *POLICY: Costs*.

⁵ Death Penalty Information Center. *POLICY: Innocence*.

⁶ Dunham, Rob. 2024. *DP3 Study: After 1,600 Executions, the Public and Police are Safer in States with No Death Penalty*. Death Penalty Policy Project.

⁷ Dunham, Rob. 2017. *DPIC Analysis: Causes of Wrongful Convictions*. Death Penalty Information Center.

⁸ Equal Justice Initiative. *Death Penalty*.

⁹ The Death Penalty Project. 2021. *Wrongful Convictions and the Death Penalty*