

PUBLIC AWARENESS CAMPAIGN GRANT PROGRAM

KENDALL MILLS, PROGRAM MANAGER
SEASON OF JUSTICE

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Objectives

What we'll discuss today

About Season of Justice

- Season of Justice is a nonprofit dedicated to providing funding for investigative agencies and families to help solve cold cases and bring resolution to those impacted by unsolved violent crimes.
- Provide funding for advanced forensic testing and public awareness campaigns.
- Focused on raising awareness through billboards and other outreach tools.
- Designed to generate new leads and media attention for cold cases.
- Offered at no cost to families.



PAC Program Overview

Funding Support

- Each campaign funded up to \$5,000.
- SOJ contracts directly with vendors; families do not pay any costs.

Campaign Format

- Most common format: billboard campaigns.
- Typical campaign runs approximately 12 weeks (may vary by location).
- Other public awareness opportunities may be considered if effective locally.

Partnerships

- Families partner with SOJ for design, promotion, and vendor coordination.
- Law enforcement collaboration encouraged for maximum impact.



Program Eligibility



Immediate Family Members

The PAC Application is only open to immediate family members of the missing person or victim (e.g., parent, spouse, sibling, child)



Case Classification

Case must be classified by the investigating agency as a homicide or missing person (foul-play suspected)



Age of Investigation

Case must be at least 2 years old to give investigative agencies adequate time to exhaust all leads and complete all evidence testing

Application Process

Application Timeline

- Portal opens: September 1, 2025.
- Portal closes: October 31, 2025.
- Applications reviewed once the window closes.

What You'll Be Asked

- Why do you believe a billboard will help generate new leads?
- Are there any upcoming events or local activities that could increase visibility?
- How do you plan to help promote the campaign (social media, news outlets, community groups)?
- What locations would be most effective, and why?
- What does a “successful campaign” look like for your family?

Preparation Tip

While not required, we strongly encourage discussing your plans with your law enforcement contacts before submitting.

Review Process

Decision Process

- Applications reviewed by the PAC Committee after the window closes.
- Committee meets annually to select campaigns for the upcoming year.
- Applications reviewed all at once to ensure fairness.

Selection Focus

- Equitable distribution of campaigns across different regions.
- Prioritizing underserved markets that may not have local visibility otherwise.
- Balance between large, medium, and small markets.

When will I be notified if I received a grant?

Award selection will be finalized by the SOJ Board of Directors January 2026. Decision letters will go out the first week of February.

Family Commitments



What We Ask of Families

- Provide a high-quality photo of your loved one (guidelines will be provided).
- Assist in promoting the campaign within your local community.
- Share the campaign on family social media, contact local reporters, and spread awareness.
- Communicate respectfully with law enforcement and media during the campaign.

Why It Matters

- The strongest and most effective campaigns are when families, SOJ, and law enforcement are all working together.

SOJ Commitments

What SOJ will do

- Covers campaign costs (up to \$5,000).
 - Creates and provides professional billboard design.
 - Shares proofs for approval from both family and law enforcement.
 - Coordinates directly with billboard vendors.
-

Ongoing visibility

- Campaigns shared on SOJ social media platforms.
- Featured on SOJ's evergreen webpage for long-term visibility.
- Continued promotion when possible through partnerships and media contacts.



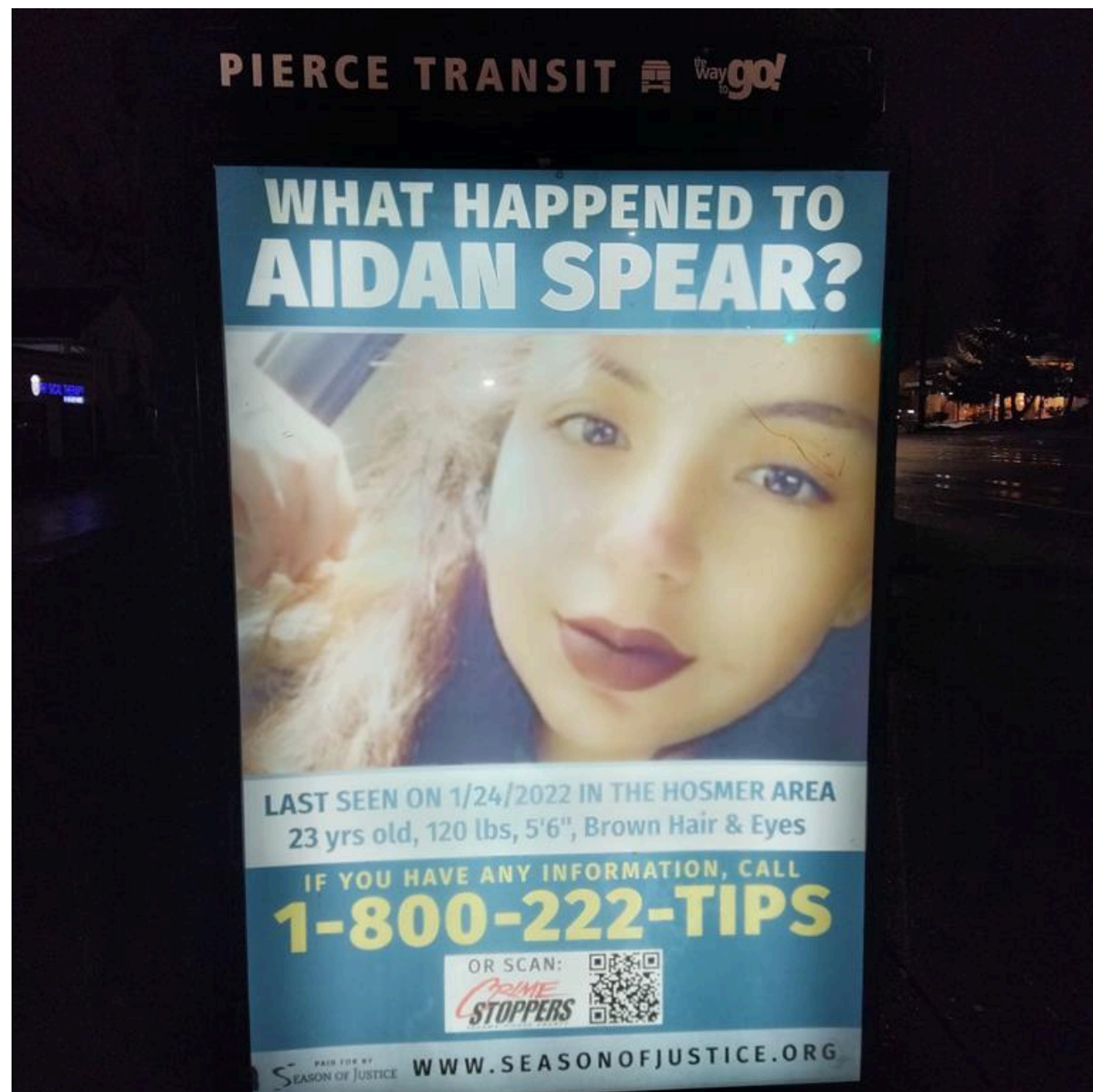
PAC Grant Limitations

What our grants fund and what they don't fund

CAN	CAN'T
Work with families to develop and design a strategic awareness campaign utilizing the best media channels for their case	Use aggressive or accusatory messaging to target/call-out agencies, city or county officials, or specific individuals
Collaborate with local victim advocacy groups and local media to amplify campaign	Get your case covered by Crime Junkie or any other podcast
Help families refocus the spotlight on their loved one's unsolved homicide or missing person's case	Independently investigate cases or reclassify a manner of death/investigation

Important Dates

- Application portal opens: September 1, 2025.
- Application portal closes: October 31, 2025.
- Committee reviews in November.
- Grantees will be notified by the first week of February.





Email us

kendall@seasonofjustice.org

Bookmark our website

www.seasonofjustice.org

Thank you

for your resilience and tireless efforts
to get justice for your loved one