



NATIONAL FRATERNAL ORDER OF POLICE®

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Brothers, sisters and friends:

We are a profession in crisis. No one knows this better than we do—the men and women on the street. Suddenly, all the good we do every day is forgotten, lost in the 24-hour news cycle and the ubiquity of social media.

The cause of our country's crisis of confidence in law enforcement is a matter of some debate and our members can be assured that the FOP is at the heart of it. But it is much more difficult for our members and for all law enforcement officers who work so hard to keep our streets, neighborhoods and schools safe. The loss of support and lack of trust from the communities we protect compounds the new realities of police work - doing more with less, reduced access to equipment, budget cuts, less training - has led to lower morale among active officers and fewer people interested in making law enforcement their career. These challenges are real and like any other challenge we face in our profession, we need to face them head on.

Our local lodges and communities need to work together to find solutions in their jurisdictions. As National President, I pledge that we will not only work with you to find and implement these solutions but also work to rebuild public support for law enforcement.

This month, during National Police Week, the Fraternal Order of Police will be launching a new national campaign to remind Americans just how critical our law enforcement officers are.

The FOP Foundation will be launching a new website and social media campaign to spotlight the heroism of law enforcement -- and the incredible job our officers do every day. We call this campaign "Our True Heroes."

Our goal is to tell the stories of everyday American heroes who put their lives on the line so that our communities are safe. These stories happen every day, all across the country. You wouldn't know it because these stories are not featured on the 6 o'clock news.

Our True Heroes is FOP's campaign to shine a light on the good work we do -- a true grassroots movement to highlight the men and women who carry a badge, who perform incredible acts of courage and heroism, as well as the small acts of kindness that reflect our love for the job and the communities where we live and serve. Real people, real heroism.

While we applaud similar existing efforts on social media, Our True Heroes is our effort to tell our story.

Our website, *Ourtrueheroes.org*, will also have a corresponding Facebook page and both will launch during National Police Week.

— BUILDING ON A PROUD TRADITION —

To do so, we will need your help. I urge you to help share these stories of everyday heroes by sending a brief summary of such stories to Katie DuBerry(kduberry@agenda-global.com) through 15 May. It could be a couple of paragraphs, a photo or two, relevant news articles, and/or video. Beginning on Monday, 16 May, please continue to upload stories directly to the website. It is our goal to keep the content fresh as part of an ongoing effort to shine a light on the fantastic people who have made law enforcement their career.

Brothers, sisters and friends, this is an important effort. Law enforcement needs to tell our story - and it needs to be an authentic and truly a grassroots effort. The FOP is proud to serve as the platform for this effort and I hope I can count on you to help.

Fraternally,
Chuck