

AN OPPORTUNITY TO COME TOGETHER

PEAK Week is not only about educating the community on how to fight for their rights, but also an opportunity for local activists to come together and support each other in this collective effort.

PEAK Week 2024 offered multiple opportunities for all participants to gather and break bread together. It also created a safe space for people who identify as Black, Indigenous, or other people of color to meet a happy hour and celebration of their communities.

This year's event ended with an ACLU Lobby Day at the Capitol, where participants from all different backgrounds and geographies talked to legislators about ACLU of Colorado priority bills that directly impact them including legislation focused on protecting Coloradans' data privacy, tenants' rights, prohibitions on book bans, and criminal legal reform.



A transformative week of legislative education, training and mobilization for the next generation of activists.

PEAK (Public Education, Activism, and Know your rights) Week is the ACLU of Colorado's largest community advocacy event taking place each year during legislative session. PEAK gathers activists from across the state for critical skills-building workshops and legislative trainings; equipping people of all backgrounds and identities with the tools they need to influence policy that directly impacts their lives. **This event helps both experienced and emerging activists become more comfortable in the Colorado Capitol and educates them on how to lobby, testify, and advocate on behalf of their communities.**

In 2024, based on feedback from the 2023 inaugural event, the ACLU focused on values-based messaging that demonstrated how to leverage unique messaging tools to persuade

multiple audiences on advocacy issues. Participants also learned about power-mapping and how to that type of investigative power-analysis on legislators can help pass pro-civil rights policies at the Colorado Capitol.

This year we also focused on bringing in more young people and student participants. By partnering with universities, colleges, community colleges, and high schools, we had more representation of activists under 30 than ever before.

PEAK Week Metrics

Total Attendees	85
Legislator Touches	20
Capitol Day Attendees	70
Counties Represented	9
Schools Represented	4

Join us by volunteering or donating.



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STORIES FROM THE FIELD

PEAK Week leverages the relationships and expertise of ACLU of Colorado staff to ensure that every community member — regardless of age, class, race, gender, sexual orientation, or ability — understands that they can not only influence their local leaders *but become one too.*

Marie Medina, Emerging Philanthropy Officer, and Lesley Chavarria, Organizer, share their experiences:

“I had the honor of supporting a group of high school Gay–Straight Alliance students as their Lobby Lead for PEAK Week. New to the capitol experience, we toured the building and discussed the issues most important to us and our loved ones. As the conversation continued, I watched their nervousness turn into confidence and excitement.

“We attempted, unsuccessfully, to speak to a state representative or senator within the Capitol, and that only further inspired them. We decided to head to the Senate offices across the street where we serendipitously bumped into Representative Tim Hernández. A former DPS educator and the first member of Gen Z to hold a state office in Colorado, Rep. Hernández connected with the students and engaged them in questions about how they lead and serve their

community. **This was an invaluable learning opportunity that I hope inspires them to keep showing up for their communities.”**

— Marie Medina

“As a newly hired organizer last year, I had the unique opportunity of witnessing PEAK Week, formerly LIFT (Lobbying is for the People) in 2023, grow into one of the ACLU of Colorado’s largest education and lobbying events. One year later, participants’ interest and anticipation for this event continues to expand. I feel so much pride in being part of the ACLU of Colorado because of opportunities like PEAK Week.”

— Lesley Chavarria



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LETTER FROM THE EXECUTIVE DIRECTOR

The ACLU of Colorado’s guiding light is ensuring that Colorado is the most just and equitable state in the country. **A key piece of the advocacy work needed to reach that goal is to help develop, grow, and uplift the next generation of activists who collaborate with the ACLU to advance and protect the civil rights and liberties of all Coloradans.**

For decades, the ACLU of Colorado has been the long-standing protector of civil rights and civil liberties in our state, but our success is only possible with the help, support, and leadership of our communities. Our Public Education, Activism, and Know your rights (PEAK) program supports the culmination of Colorado’s civic leaders and our annual PEAK Week event allows us to come together as community activists to ensure we are all well-equipped to represent our communities and make our voices heard at the Colorado Capitol when state laws are being written.

Onward,

Deborah Richardson