

# CASE STUDY: ASAP'S UTILIZATION OF CHANGE AGENT FOR CRIMINAL JUSTICE REFORM



## INTRODUCTION

The Anti-Violence, Safety and Accountability Project (ASAP), a non-profit organization committed to criminal justice reform, sought innovative methods to promote their efforts to abolish involuntary servitude in California and across the nation. To achieve this goal, they utilized Change Agent, a generative AI chatbot designed for progressive political practitioners. This case study explores how ASAP employed Change Agent to create various materials, including a webinar script on the moral case for abolishing involuntary servitude, an email invitation to California State Legislators for recording pro-abolition social media videos during Black History Month, and three social media video scripts.

## CHALLENGE

ASAP is a small criminal justice reform nonprofit with a shoestring budget and very well-funded political opponents. Communicating their stance on involuntary servitude efficiently and effectively for diverse audiences is a constant struggle. Content creation is time-consuming and takes the ASAP team off of organizing, lobbying, and other key tasks.

## SOLUTION

To address this challenge, ASAP turned to Change Agent for assistance in creating high-quality materials quickly and efficiently. The AI chatbot was tasked with generating the following:



### **A webinar script on the moral case for abolishing involuntary servitude**

ASAP co-Founder needed a script for her slot on a webinar hosted by the Abolish Slavery National Network.



### **An email invitation to California State Legislators:**

The chatbot created an invitation that requested that Legislators record a social media video for Black History Month.



### **Three social media video scripts:**

Change Agent generated three distinct scripts—one tailored specifically for Black legislators and two generic ones.

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## RESULTS

ASAP experienced significant time savings by employing Change Agent to generate their materials. The webinar script was utilized verbatim, while the invitation letter and social media video scripts required minimal editing (five minutes for the email and fifteen minutes for all three videos). This streamlined process allowed ASAP to focus on other aspects of its campaign, including building relationships with key stakeholders and lobbying for its constitutional amendment to be passed in committee.

Moreover, Change Agent's ability to create tailored content helped ensure that messages resonated with diverse audiences. Normally, it is a challenge for ASAP to generate even one script, but, with the assistance of Change Agent, they were able to generate one script specifically in the voice of Black legislators and two generic ones in a fraction of the time. The AI chatbot effectively conveyed the moral case for abolishing involuntary servitude, contributing to a more informed and engaged community around this critical issue.

## CONCLUSION

The Anti-Violence, Safety and Accountability Project successfully utilized Change Agent, a generative AI chatbot designed for progressive political practitioners, to create impactful materials promoting their cause. By generating content quickly and efficiently, ASAP was able to save valuable time and resources while effectively communicating the importance of abolishing involuntary servitude. The successful collaboration between ASAP and Change Agent serves as a powerful example of how AI can be leveraged for positive change in criminal justice reform efforts.

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