

CASE STUDY

The Innocence Project Used Phone2Action to Stop an Execution

PROBLEM

Rodney Reed fought the justice system for two decades, maintaining his innocence in the murder of a Texas woman. The efforts landed him on death row, scheduled for execution by the state. The Innocence Project, which works to exonerate those wrongly convicted and reform the criminal justice system, needed to halt the execution so they could continue to fight Reed’s conviction in court.

SOLUTION

After years of fighting for Reed in court, The Innocence Project used Phone2Action to mobilize the public on Reed’s behalf. It activated more than 40,000 Texans, generating 8,000 phone calls and emails to the governor and the state Board of Pardons and Paroles asking that Reed’s life be spared. Nationwide, more than 60,000 people signed a petition supporting Reed.

KEY RESULTS

Five days before Reed was scheduled to die, the Texas Board of Pardons and Paroles recommended that the governor halt the execution. Hours later, an appeals court issued an official stay and remanded the case back to the lower courts. **Reed continues his fight—and so does the Innocence Project.**

“Rodney Reed’s life was spared. And it couldn’t have been done without our community, without Phone2Action, without lawmakers who spoke up.”



Alicia Maule
DIGITAL ENGAGEMENT DIRECTOR, INNOCENCE PROJECT

40,000 Texans activated

8,000 phone calls and emails to the Texas Board of Pardons and Paroles

60,433 people signed nationwide petition

158,179 total advocates

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