

NATIONAL BASKETBALL
SOCIAL JUSTICE
COALITION



POLICY PLAYBOOK

2025

Our Mission

Our Coalition sustains the NBA family's commitment to social justice through the power of basketball.

Formed jointly by the NBA, NBPA, and NBCLA in 2020, we are the 501(c)(4) advocacy arm of the NBA community.

We turn **people power** into **public policy**.

Our Advocacy Formula

AWARENESS + **ACTION** = **IMPACT**

Awareness

Increase public understanding and support of key issues through educational events and by sharing key facts and relevant policy updates.

Action

In collaboration with NBA teams and our broader partner network, we support bipartisan legislation on key issues at the federal, state, and local level.

We drive change through signature impact activations and programs.

Impact

The Coalition has leveraged the power of basketball to secure meaningful policy wins, improving the lives of 12 million Americans.

Our Model

PUBLIC MESSAGE

Public Awareness

Key Media Coverage

Polling

**EDUCATE
PUBLIC**

**MOVE
POLICY**

BILLS & POLICY

Introduced

Advanced

Passed,
Adopted, or
Implemented

Our Impact

10

LEGISLATIVE WINS

29 justice policy bills supported with 20 moved and 10 legislative wins in our first 5 years of advocacy.

12M

LIVES

12 million lives impacted by justice policy advocacy across our 4 issue areas.

120

PARTNERS

65 impact events in collaboration with 120 national and local partners to drive impact in NBA communities across the country.

Last updated October 2025

Our Priorities

As part of our mission to advance social justice across NBA markets, the Coalition monitors public policy in 4 strategic priority areas at federal, state, and local levels.

① CRIMINAL JUSTICE

Second Chances

Facilitate a successful reentry.

TYPES OF POLICIES

- Criminal Record Relief
- Second Chance Hiring & Housing
- Fines & Fees Reform

Juvenile Justice

Promote fair youth justice and community-based alternatives

TYPES OF POLICIES

- Raise the Age
- Effective Alternatives & Improvements to Youth Detention
- Youth Interrogations

Sentencing Reform & System Accountability

Right systemic wrongs.

TYPES OF POLICIES

- Sentencing & Conviction Integrity
- Deaths In Custody Checkbox

② VOTING RIGHTS

Expand Voter Access

Ensure all eligible voters have access to the ballot.

TYPES OF POLICIES

- Voting Rights Restoration
- Automatic Voter Registration
- Same-Day Registration
- Early Voting
- Voter Participation

Transparency & Accountability

Eliminate barriers to the ballot.

TYPES OF POLICIES

- Restrictive Voter ID
- Absentee Ballot & Election Drop-Box Administration

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3 POLICING

Alternatives to Arrest & Incarceration

Support smarter safety & ease police burden

TYPES OF POLICIES

- Alternative First Response Programs
- Co-Crisis Response Teams

Accountability & Best Practices

Advance fair policing and accountability

TYPES OF POLICIES

- End Racial Profiling
- De-Escalation Training
- Ban No-Knock Warrants
- Limit Excessive Force
- Track Misconduct

4 COMMUNITY SAFETY

Best Practices

Promote awareness and address community violence

TYPES OF POLICIES

- Gun Violence Awareness
- Violence Prevention & Intervention

Violence Reduction Funds

Increase funding for community violence intervention (CVI).

TYPES OF POLICIES

- CVI Funding

OUR METHODOLOGY

The Coalition's strategic direction is set by our [board of directors](#). Our policy agenda is informed by trusted partners as well as national and state subject-matter experts. The number and type of policies included are subject to change based on evolving federal, state, and local, landscapes.