Activism Day Checklist
I’m Pro-Life, Ask Me Why
November 11, 2009

Educate and commit yourself:
☐ Go to WhyProLife.com/activism-day
☐ Review and study Activism Day info and general pro-life info at WhyProLife.com

Educate your group:
☐ Recruit group or friends to help
☐ Send group members and friends to above resources
☐ Host a meeting to discuss points, role play with objections, etc.

Prepare for the day:
☐ Print Fliers and handouts
☐ Purchase Sidewalk Chalk
☐ Find local Media contacts
☐ Adapt press release to your campus and send to media contacts one week beforehand.
☐ Post Fliers during the week or days leading up to the Activism Day
☐ Chalk the phrase “I’m Pro-Life, Ask Me Why” and “WhyProLife.com” all over campus.

Execute the Event:
☐ Pass out handouts in high traffic areas throughout the day (Take shifts of at least two people at a time).
☐ Be prepared to answer objections (use Sharing the Pro-Life Message handbook).
☐ Observe what happens in your interactions and what happened to your fliers, take photos and video.
☐ Have everyone change their facebook status, AIM away message, Twitter, etc. to say “I’m Pro-Life, Ask Me Why” and include a link to the website.

Follow-up:
☐ Use stories of your interactions and reactions you received to create a press release to send out immediately.
☐ Use the same stories to write letters to the editor in student/local papers
☐ Post your letters as ‘notes’ on facebook.
☐ Tell 5 friends about your experiences.
☐ Update Students for Life of Illinois on how your Activism Day went.

- www.ProLifeIllinois.org –
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