

Students for Life of Illinois

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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