

**National Right to Life**  
**Chapter Brief**

**2022**

**Being an active part of a Chapter means you are actively working to save lives and making a difference in the right to life movement.**

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## Introduction and Welcome

Dear Pro-Life leader,

Welcome! With this handbook in your possession, you have the tools necessary to undertake the most critical work of the pro-life movement. Restoring legal protection to all innocent human life depends on local groups and leaders such as yourself. You are working within communities to foster awareness for the Right to Life and assist state and national-level initiatives.

When society fails to uphold its fundamental duty to provide legal protection to its most vulnerable members, the burden must fall upon individuals' shoulders to act where the law has failed. By working within the law to redress these failures and working within the culture to promote the protection of the vulnerable, individuals may help achieve the promises embedded in the Declaration of Independence and Constitution.

Throughout history, individuals have found that the most effective way of enacting social and legal change is through local organizations working within their immediate communities connected to a national movement. The Right to Life Movement is just such an effort, firmly in line with the spirit of abolitionism, women's suffrage, and the civil rights movement. The Right to Life movement is the most significant grassroots movement in history.

You are not alone, and you are not insignificant. We need you! Without you and thousands of local leaders' efforts just like you, the Right to Life Movement would not exist.

Thank you.



*National Right to  
Life is the flagship  
organization of the  
pro-life movement.*

**Congressman Henry Hyde**



## Mission and Purpose

The Right to Life Movement began to organize in the 1960s in response to legal, political, legislative, and cultural assaults on innocent human life. By the time *Roe v Wade* legalized abortion on demand throughout all nine months of pregnancy in 1973, The National Right to Life Committee, Inc. (NRLC) and many of its affiliates were already at work defending life. Today, NRLC and a vast grassroots network with over 3,000 local organizations constituting the nation's largest pro-life organization.

NRLC and its affiliates exist to defend the principle that every human being has an intrinsic right to life. No individual nor the state should be allowed to kill another human being because the victim is “unwanted” or may have a life that seems burdensome or of insufficient quality. Socially sanctioned abortion, infanticide, and euthanasia are the issues that call the Right to Life Movement to action. NRLC and its affiliates strive to make abortion, infanticide, and euthanasia socially, ethically, and legally unacceptable solutions to human problems and promote positive alternatives.

NRLC and its Right to Life affiliates are “single-issue pro-life,” a term strictly encompassing the issues of abortion, infanticide, and euthanasia. We do not take a position on other issues such as War, the Death Penalty, or Contraception. While these are important issues, we recognize that many pro-life individuals hold differing opinions on these issues. Engaging in these debates would only distract us from our primary goal of protecting the innocent. Furthermore, we recognize a fundamental moral distinction between life issues and others because abortion, infanticide, and euthanasia are categorically always unjust assaults on human life.

For over five decades, right-to-lifers have worked diligently to build the movement and to address these issues fairly and accurately. NRLC has been involved in peaceful, legal activities to protect human lives threatened by abortion, infanticide, and euthanasia. We will continue to oppose any form of violence to fight the violence of abortion. NRLC has a strict policy of forbidding violence or illegal activity by its staff, directors, officers, and affiliate state and local organizations.

NRLC, its fifty state affiliates, and its more than 3,000 chapters and local affiliates work for the right to life. We work to educate America on abortion, infanticide, and euthanasia and keep these issues at the forefront of the American people. We explain what happens in an abortion, both to the unborn child and to the mother. We are committed to remaining active and organized for however long it takes.



## **NRLC, State Affiliates, Chapters, and You!**

The Right to Life Movement is made up of an astonishing team of connected groups and individuals, who rely on each other for strength and support. Over fifty years old and still growing, NRLC, its affiliates, and chapters, are the largest, strongest, and most experienced group of pro-life leaders in the country. Understanding the nature of that network and how it functions will help your chapter succeed.

### **Chapters**

It all begins with the local Right to Life chapter. It has been demonstrated throughout the history of civil societies that the best way to effect change is through local groups of free association, bonded together in a common cause. Organizing into a local group gives members more standing within the community and an official platform to speak, educate, and influence those around them. Local chapters are organic parts of a community. They have more credibility and influence with their neighbors than a distant national organization. By holding regular meetings, putting on activities, educating fellow citizens, and assisting in state and federal level initiatives, a local Right to Life chapter will harness the pro-life voice to speak authoritatively in the public arena and sway the culture to respect and defend innocent life.

### **State Affiliates**

State level Right to Life organizations represent and support local chapters across an entire state. State affiliates help form new chapters and coordinate larger projects and activities. They work to influence the state legislature through lobbying, and education. State-wide organizations also endorse candidates. State affiliates depend on chapters to help organize local communities and recruit new members. Chapters rely on state affiliates for material and organizational support and guidance. The mutual relationship between affiliates and chapters helps create an organized and well-directed pro-life presence across the entire state that is able to act in unison and purpose.

**“**

*NRLC is doing the most important work of all: working to change minds about the value of human life.*

**Ben Shapiro, author, and political commentator.**



## National Right to Life Committee (NRLC)

The National Right to Life Committee was formed before the disastrous *Roe v Wade* Supreme Court decision to counter the growing pro-abortion movement and other assaults on innocent life.

For decades, NRLC has been the flagship organization of the pro-life movement. This umbrella organization is non-profit and non-sectarian (as are the state affiliates and chapters) and coordinates Right to Life activities in Washington D.C. and the states. NRLC represents the Right to Life Movement in Washington D.C. through its educational, media-relations, political, and legislative activities. The annual National Right to Life Convention is the largest gathering of pro-life leaders in the country.

NRLC has headquarters in the District of Columbia, with a Board of Directors composed of representatives from all the state affiliates and nine at-large members. The board decides the organization's policy and ensures that Right to Lifers are well represented on Capitol Hill.

### Know your Right to Life Chapter's Non-Profit Status

When involved in any non-profit or charity organization, it's important to understand the rules governing the group's conduct. Some requirements are legal and apply to all non-profit organizations, and some will be specific rules outlined by the governing documents of the group itself (a constitution or set of by-laws.) Your Right to Life chapter falls under these guidelines.

#### Non-Profit IRS Guidelines

A non-profit is simply an organization which does not collect funds or distribute funds to members or shareholders for pure financial gain but uses those funds to further the goals of the organization (which can involve financial reimbursement to members or staff for work in pursuit of those goals.)

- 501(c)3: A 501(c)3 organization is a non-profit group formed to engage in religious, educational, or charitable enterprises. Your state affiliate has, as its parent organization, a 501(c)4 (see below), but also has an internal (c)3 organization. Donations made to a (c)3 organization are tax-deductible. A (c)3 organization engages in mostly ministry or educational activities. It can educate the public on any number of issues by providing information, but it *should not take a public stance on a political or legislative issue, and it may not endorse or oppose political candidates.*
- 501(c)4: A 501(c)4 organization is a non-profit group which can engage in all the same activities of a (c)3, but it *can also take a position on specific legislative issues, meaning it can lobby in favor or against laws and work to change them.* Donations to 501(c)4 organizations are **NOT** tax-deductible, however. Most Right to Life chapters are



501(c)4 organizations. 501(c)4 organizations cannot endorse or oppose federal candidates (in most states, this prohibition applies to state candidates as well), although they may provide educational information to the public explaining a particular candidate's views and beliefs on important issues. Your chapter's members can and should work as volunteers with your state's PAC and the National Right to Life PAC (see more below) on elections. Your chapter will fall under the corporate status of your state organization. As a part of your state organization, your chapter will be recognized by the IRS.

- **PAC:** A Political Action Committee (PAC), is a group of individuals or organization which may endorse or oppose political candidates, donate to candidate campaigns, and actively work to help elect endorsed candidates. Donations to PACs are **NOT** tax-deductible. NRLC, and most state affiliates have internal (connected or under the parent (c)4 organization) PACs which provide the Right to Life Movement's voice in the political arena. Any pro-life individual or member of a 501(c)3 or (c)4 organization may and should volunteer to help the activities of a PAC on their own time, but your chapter must abide by 501(c)4 regulations.

**Right to Life groups are non-partisan and non-sectarian.**

National Right to Life and its affiliates and chapters are strictly non-partisan and non-sectarian. We do not support any particular political party or religious affiliation. Anyone willing to stand with Right to Lifers in support and defense of innocent life is welcome.

**Getting Your Chapter off the Ground**

Creating a pro-life presence in your community by starting a Right to Life chapter may seem like an overwhelming task. But please know your efforts will result in lives saved. Once the seemingly difficult and initial tasks are accomplished, momentum will build, and your chapter will grow.



## **Where to Begin? Know You Are Not Alone**

Before holding meetings or starting a project, you should spend time planning, brainstorming, seeking advice, and consulting with friends from other Right to Life groups. Contact your state affiliate and ask to meet with someone with experience in chapter development. Ask if there's a chapter in a nearby community that might be able to offer advice and help. There are many dedicated pro-lifers with years of experience waiting to help you.

## **Set Realistic Goals Tailored to Your Community**

As you go through your planning process, contact your state affiliate and National Right to Life to get the latest information on goals, ideas, and projects. Pre-planning will be especially important in the early days of recruiting new members and shaping your chapter. Be honest and realistic in your goals and expectations for yourself and your chapter.

Sometimes enthusiastic leaders get carried away with everything they hope to accomplish and push themselves too hard, and that often leads to burnout. Pace yourself, and don't worry if you can't immediately reach all your hoped-for goals.

Remember the big picture - to help the Right to Life cause by organizing and educating pro-lifers. Your chapter will also continue recruiting new members, influencing your local community, and assisting in state and national-level initiatives. Your chapter will be the Right to Life voice in your community. Keep this in mind as you develop your goals.

## **Play to Your Strengths**

As part of your evaluation, be sure to pay close attention to the strengths and weaknesses of yourself, your potential members, and your community. Though all Right to Life chapters are organized for the same purposes and goals, there may be any number of potential ways to accomplish those goals depending on the specific talents at your disposal. A chapter with a prominent local doctor or academic might be well suited for formal educational efforts, while having a local pastor or two could yield success in religious outreach. While there will always be a few key important tasks any good chapter should work on, be sure to tailor those tasks to best fit the tools at your disposal.

Take time to think about particular characteristics unique to your local community that could help shape your chapter. A huge part of the strength of Right to Life chapters is that they are organic to their specific community and should reflect this. Consider the demographic and religious breakdown of your community, what the schools are like, and what particular local customs or festivals are observed to which you can tailor your chapter's message.

As you begin to promote your goals and recruit members for your chapter, find out what particular talents each individual might have and find ways to maximize their abilities. It is important to try and match a volunteer with his or her talents and interests.





The Right to Life Movement is made up of a wide variety of incredible people, each with his or her own unique set of talents and gifts. Sometimes it can be a challenge to get everyone to work together in harmony and to truly maximize their individual skills in order to save lives. Try to be aware of the different personality types in your chapter and try to be effective in utilizing each to the maximum degree within the pro-life movement. If you find this area particularly challenging or difficult, give us a call or send an e-mail. National Right to Life has information and materials that can help you.

### **Formally Starting Your Chapter**

While planning ahead and establishing your goals is important and can be helpful, ultimately just taking the first few simple steps in calling a meeting and planning activities will start to get you off the ground and give you some forward momentum.

The hardest part is always getting things up and running, sometimes just jumping in and doing something small is all you need.

So, to start, think of all the people you know (friends, relatives, co-workers, church contacts etc.) who are pro-life and who might be interested. Call them up and ask them if they would support your efforts and attend an informal meeting. Call your state office or National Right to Life and discuss the most needed activities and projects.

Then go out and do it.

Enlisting a few people to help you in your first project will help them feel invested and more willing to participate in the future, and perhaps attend a formal chapter meeting. When you have a few interested individuals, sit down with them, talk about a Right to Life chapter, share your ideas, listen to their input. Discuss specific needs in your community for a chapter and how you could address those needs and use that to craft an agenda. Don't be afraid to talk to other chapters, your state affiliate, and National Right to Life for guidance and input throughout this process.

Whenever you're ready, arrange a meeting with the individuals you've identified as interested in assisting you. For this meeting, prepare your thoughts and lay out an agenda ahead of time to be sure that you specifically address all the topics you need too. Lay out your proposal for the chapter to the group, listen to feedback and ideas. Ask who among the group might be interested in service as an office of the chapter. Agree upon and set the date for your next meeting. Share refreshments (cookies and coffee, etc.,) and spend a few minutes getting to know these folks.

Congratulations. You've done it.

Now all you have to do is contact your state Right to Life affiliate and National Right to Life and inform them that you wish to be recognized as an official chapter of the group. Why should you affiliate with and National Right to Life and the State Affiliate?



The Right to Life movement is composed of individuals who are organized to promote the pro-life cause in their local communities, but they do not stand or work alone. The network of fifty state Right to Life groups affiliated with National Right to Life and over three-thousand local chapters makes for a very strong national organization. Joining that network gives your chapter the legitimacy, support, and credibility of the nation's largest and oldest National pro-life institution.

*For 50 years NRLC has led our nation to elect lawmakers, and pass laws, that have advanced the protection of the unborn.*

**Fr. Frank Pavone**

Being connected with NRLC and your state affiliate connects you with that network. Local chapters can assist state and federal level projects and ensure that the same message is carried to their community as is being carried across the country, and the state and national group assist chapters with support, information, and news.

The process of formally affiliating with National Right to Life and your state affiliate can vary depending on the state. As you're starting your chapter, contact your state group for information

on becoming a chapter. It's usually something as simple as sending a formal letter to the group asking for chapter recognition.

Congratulations! You're off and running.

### **What You'll Need Next: The Basics**

At its essence, your chapter is simply the collective efforts of you and your members making a difference for the pro-life cause within your immediate community. You don't need much to make that happen, but a few basic materials will be helpful, especially in the beginning. Some of these items will require some financial assistance. Finding a special donor or organization (such as a church) to help with the start-up costs can get you on your feet quickly and cheaply.

**Regular Meeting Space:** Having a set physical location where you can routinely hold meetings gives some stability and formality to the chapter and make it easier for new members to find and join you. Really, anywhere that you can find will work as long as it suits your purposes. Some chapters meet at the home of one of their members. Ideally, finding a public, neutral location is best, such as a library or civic building, but restaurants, and churches work as well. Having a meeting space lets you advertise where your chapter gathers and encourage others to join.

**Bank Account:** Getting a bank account established early on is a must-have. Discuss with your state affiliate or NRLC the necessary steps to make this happen. Make sure the bank account is in the names of at least two of your members, ideally the President and Treasurer.



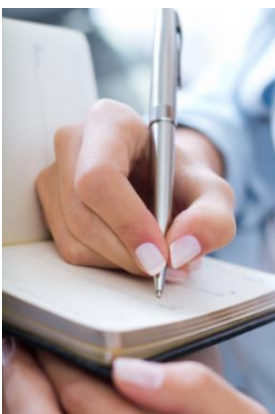
P.O. Box or Mailing Address, Phone, E-mail: Having contact information so that you can communicate with your members, the public, and the media, formally on behalf of the chapter, will make things easier for you, and lends credibility to the legitimacy of the chapter as a formal institution in the community. You can use an existing home address or phone number if you need to but be sure it's one that you won't mind having to use for official chapter business. A P.O. Box for the chapter is a good idea, because you can get a non-profit rate sometimes. Be sure that someone routinely checks and responds to mail and phone messages. There are many free e-mail services these days, and you can create a new e-mail account in seconds. Google Mail and Yahoo Mail are some of the best generally.

### **Organizational Success: Meetings, Officers, Committees**

Any organization or group needs dedicated participation from individuals with clearly delineated duties and goals. One of the most important pieces of advice to give to any group leader is *delegation*. Most chapters get started with one or two "spark plug" individuals who have passion and drive for spearheading projects and activities, but the risk of getting overburdened by the workload is always present. Many individuals, however, might not want to run a group themselves or take on too much responsibility, but are willing to take on a smaller role on a regular basis. Finding these individuals who can take on one or two regular duties will spread the work out, and it will give them a tangible sense of being invested in the chapter and a desire to do more. Many pro-life leaders have started out in such smaller roles and gone on to greater things, never realizing at the beginning where they might end up.

### **Running your meetings: Agendas and Parliamentary Procedure:**

All well-run organizations have established procedures ensure meetings and decisions run smoothly. You don't want to have a meeting that runs on and on because all your members want



to hear themselves talk or keep discussing an idea endlessly because no clear agreement has emerged. Think about what you want to cover in the meeting ahead of time and write out an agenda that you can copy and share with your members. Budget a set amount of time to discuss each item on the agenda. When you start your meeting, go over the agenda quickly with your members, and go through each item as efficiently as possible. For any collective decisions that need to be made, be sure to have an agreed-upon voting and debate process that everyone is comfortable with - for more information and specific tips and tricks, you can check out the workshop recording on this topic from the National Right to Life Convention. Call

202-626-8800.

Deliberative bodies everywhere use some form of Parliamentary Procedure rules, one of the most common being *Roberts Rules of Order*. While you probably won't need to know every single



obscure and little used trick in the book, familiarizing yourself with the basics will be extremely helpful. It's a good idea to get one of the simpler handbooks on Parliamentary Procedure and come up with some easy rules of order, such as:

Formally calling the meeting to order (and ending it.)

Reviewing the Agenda

Reviewing the Minutes- Review the minutes of previous meetings. Was there unfinished business that needs attending to now? What was decided previously? Make sure everyone knows.

Reports- Hear reports from committees. How much money does the Treasury Committee report? What's the status of the county fair booth project? etc.

New Business - What new business needs to be attended too? What does the chapter think about the proposal to send several members to the National Right to Life Convention? What should be done about the Roses for Life event? etc.

Motions - For any decisions or ideas the chapter will consider, having formal motions is a good idea. Have one member put forward a motion that must be seconded by another member. When discussion/debate is over, have a member motion for a vote.

Writing down these procedures and establishing them as official chapter policies is strongly advised.



### **Committees and Officers**

It might sound overly formal or old-fashioned but setting up clearly outlined titles and job descriptions for your individuals is essential. Having committees and officers to preside over the wide range of responsibilities and activities your chapter will engage in will help you delegate jobs, ensure that important projects don't "fall through the cracks," and help keep your members invested in the chapter. Defining roles and officers will also establish a chain of command. In any organization-sometimes especially small ones-the potential for conflict and disagreement is present. Having established roles and positions that the chapter votes on will help streamline operations.

At minimum, you will want your chapter to have officer positions for your chairperson/president, secretary, and treasurer. The Chairperson/President oversees meetings and leads the chapter as a whole. The Secretary keeps track of meetings by making notes of the minutes and handling contact lists for members and sending out notices for meetings. The Treasurer oversees the



chapters finances by monitoring the bank account, keeping track of dues, and reporting on costs for events and activities.

In addition, you can assign officers for roles as you need them. Some common officer positions are:

Social Media Editor - Oversees the production of an e-newsletter to your members.

Media Relations - Handles communication with local media outlets or letters to the editor (a chapter President can do this as well).

Organization and Development Committee – Handles growing the chapter and projects to recruit members.

Event Coordinator(s) - Oversees managing particular events and activities the chapter will take on. Often, it's a good idea to assign specific officers for specific events (e.g., County Fair Booth Coordinator, Signature Ad Campaign Coordinator, January *Roe vs. Wade* Memorial Event Coordinator, etc.)

Religious Outreach Coordinator - Oversees outreach to local religious organizations

Educational Director/Coordinator - An officer trained to give educational presentations and keep track of educational materials/resources/information for the chapter.

Youth Outreach Coordinator - Oversees youth pro-life activities.

List Management - Handles Chapter lists of members.

Fundraising Officer - Can oversee and spearhead fundraising activities, can be broken down into multiple positions depending on the type of activity.

Chapter Committees can handle specific projects and activities for your chapter as a group and can be either dedicated committees or *ad hoc* for a specific purpose. Committees can be overseen by an Officer. Having multiple members on a committee can help spread the workload around to prevent burnout and ensure that projects get accomplished thoroughly. Committees can report at chapter meetings and offer recommendations.

### **Members, and the Importance of the List**

The Right to Life Movement has successfully stood its ground against pro-abortion forces for over forty years now, even though pro-lifers find themselves almost habitually on the short end of media and financial assets that institutions such as NARAL and Planned Parenthood enjoy. Right to Lifers, however, are unmatched in number of volunteers, level of dedication, and in possessing an authentic bottom-up grassroots presence. NRLC and our affiliates and chapters can mobilize over seven million Americans as members of the largest grassroots organization in history. As a single-issue movement, we are very effective at motivating and energizing pro-life



minded individuals for specific needs and events. Your chapter is the extension of this movement into your local community, and every individual you can influence in your community connects them to the rest of the movement

### **Ripples in a Pond**

Your chapter will run on a core group of truly committed individuals, those who like to take charge of projects, and always seem to know the right people to get a job done. They will be the life blood of your chapter. But what about all the rest of the pro-lifers in your community?

The average pro-lifer is probably not going to become a pro-life activist alongside you, taking initiative in planning and holding events, and staying informed of the latest news and developments relating to the issues. That's ok, your chapter's job is not to make them all pro-life activists. Your chapter will act as hub able to spread information to pro-lifers and harness the collective support of all the pro-life individuals in the community. The result will be a magnified presence, greater than the sum of its parts, directed by your chapter and in harmony with the larger state and national components of the movement.

Large activities will help you educate the public and raise awareness, drawing the attention of the media and political classes, but they will also help you attract and establish contact with pro-life minded individuals. Possibly the single most important thing your chapter can do, is develop the largest possible list of pro-life individuals, who you can draw on for support, turn out for events, educate on candidates for elections, and mobilize for legislative votes.



### **Get Names, Make a List**

For every conceivable chapter function, make sure you have a way of getting the names and contact information of any individual you possible can. Having a sign-up sheet is an absolute must (in a pinch, a petition will work for this, you can always copy down the names) for every meeting and activity. Encourage people to sign-up up for contact lists and newsletters. When your members recruit volunteers to help them with an event, have them forward the names of everyone they contact. Churches are extremely helpful, because they are practically a ready-made list, a pro-life church that lets you run a petition drive or advertise for an event will most likely contain a high percentage of pro-lifers. Encourage people to send out membership forms or petitions to a certain number of their friends (e.g., "sign-up for the chapter newsletter, ask five friends to sign-up as well").

Over time, the number of people you have contact information on will grow. Well established veteran chapters can easily have contact information on several thousand individuals in their community. It will be very important for you to find an efficient way to store these names in an accessible list that's easy to maintain. A spreadsheet program such as Microsoft Excel should





work fine for this purpose, and you can train yourself to use it fairly quickly if you don't already have much experience.

Set up your list so that you have a master roster of every name the chapter has, but also set up sub-categories. If your chapter has members that live in multiple congressional or state legislative districts, be sure to divide names accordingly. You can mark in separate lists the names of people who have attended your events, signed a petition, are signed up for the newsletter, have volunteered for the chapter, have donated, etc.

Periodically, you will need to clean-up your list and make sure it's as up to date as possible. Over time, people will move, die, or change their phone numbers, so finding ways to contact everyone on your list at least once a year (mailings, e-mails, etc) is a good idea. When collecting new names, you can check them against your existing list for duplicates. Keeping your list clean and updated can become a labor-intensive process, so it's a good idea to have a designated person able to maintain the list. When people respond to anything your chapter has sent out and ask to be taken off the list, mark them off and don't send anything to them in the future.

As you grow your list, remember to always protect it. For your own good, **do not give list to outside groups.** Your chapter's list is your own, something that you have worked hard at to grow and maintain. Non-profit groups depend on their lists of supporters as a base for fundraising and generating turnout at events, letting another group, even a friendly one, use your list can just create unneeded competition. In addition, as a single-issue movement, many people who sign-up with your chapter will do so because they care about the Right to Life, and not other issues. People will trust your chapter enough to give you their contact information, it's important to uphold and maintain that trust.

As a bonus, the drive helps individuals understand the type of organization that they are joining and shows the breadth and scope of the Right to Life Movement and how all the parts (local, state, and national) function together in their life saving work.

You can make up your own membership pledge forms fairly easily, most word processing programs like Microsoft Word will be more than sufficient. Draw up a full- or half-page form that lists your chapter, contact information, a small amount of information about the chapter, and outlines the pledge drive and what the individual will receive in return for becoming a member. Provide ample room for the person to fill out all their information (name, phone, e-mail, address, zip), and list a form of payment (cash or check). If you can, provide an envelope and postage for them to mail in the form.

### Action Alerts

Once you've got your list, use it. It will be easy for you to send out invitations and notices about upcoming news or events to your supporters through either snail mail or e-mail. But where your list will come into its own as a critically important tool in saving lives and helping shape the direction of the country in a life-saving direction, will be action alerts.



An action alert is a high-priority notice sent to everyone you can contact, urging some sort of immediate and specific activity from your supporters, most often in regard to an important political or legislative event.

The Right to Life Movement has become very effective at lobbying and supporting the passage of pro-life laws, especially at the state level. Laws such as ultrasound bills, women's right to know acts, parental involvement laws, partial-birth abortion bans, funding bans, and unborn pain laws, are passed every single year in different states across the country, in addition to the more nationally high-profile legislative battles that take place in Washington D.C. annually. The Right to Life Movement is particularly effective at the state level because of the strength of local chapters and their ability to mobilize large numbers of individuals to contact their representatives in support of pro-life legislation or against pro-abortion legislation. Right to Life lobbyists from your state affiliate or NRLC can be very effective at helping to pass important bills, because politicians know that a Right to Life representative is backed by thousands of grassroots pro-lifers. And politicians do care.

A politician would much rather know what his or her constituents think before casting an important vote, rather than to adversely find out during the next election cycle. While we would like to elect as many possible strong pro-life officials to represent us, many politicians might not feel very strongly either way on the pro-life issues or might care solely for doing what satisfies their constituents. Whatever the motivation, a vote for a pro-life bill is a vote for the protection of the unborn and vulnerable.

Politicians also know that for any given number of individuals who contact them to express a position about a pending vote, the number of individuals who did not contact them but feel the same way is several times larger. And if a politician's office hears from a large number of individuals expressing the exact same message in a short amount of time, they know that there is an effective, organized presence helping shape opinion on that issue. A representative may not even carefully read every message that comes in from their constituents, but they **will** keep a careful tally of the number of messages for and against a pending vote. Citizen lobbying is a very important way to hold our elected officials accountable.

When there is an important vote pending in your state legislature or in Washington D.C., your state affiliate or NRLC will send out an alert to you with information explaining the pending legislation, and what the desired vote is for the pro-life position. Usually, there will be a short statement asking individuals to contact their representatives (with contact information) and wording for what message constituents should relay to the politician. It's now your job to get word out.





## Phone Trees (Texting, e-mails, and social media)

It's best to send out the action alert by phone, text, e-mail, and post the alert through your online platforms (more on those later.) E-mail is quicker and cheaper, but not as effective as a phone call or text. If a person is contacted over the phone by a chapter member who can explain the issue and tell them why it's important, they will be much more likely to follow through with the alert. But as your list grows, the number of people to call can become daunting. It's a good idea to develop phone trees, with specific chapter members who can act as phone tree captains. Having phone tree captains who can either be given a list of about twenty (or more) individuals, or who already have a dedicated list of individuals, can get your alert out very quickly to a large number of people. It might sound old fashioned, but it works very effectively.



When you send out the alert, be quick and efficient, explaining the issue as succinctly as possible, and what you're asking individuals to do. If you have to leave a message, be sure to repeat the contact information for the political representative twice. When you reach someone or leave a message, mark them off on the list, and keep going. After you've contacted everyone, go back the next day and try to reach those only received messages the first time. If possible, after the vote, make sure everyone receives a second call to thank them for participating, and to let them know the outcome of the vote.

## Fund Raising

Adequate funding for your chapter is essential, and obviously, abundant funding is more enjoyable. As a volunteer-driven organization, your financial burdens will not be as great as some other organizations (particularly pro-abortion forces), but the more money you have, the more you can do. Extra money means more resources such as brochures, stickers, signs, fetal models for you to give out, more resources for bigger and more professional looking events, etc. Showing that you have a successful fundraising operation will also help show the strength of your chapter to the community, boosting its image and influence. Let's look at some ways. As you fund-raise, always remember that we ask for money not out of self-interest, but because of generosity. You don't need to view donations as money being given *to you*, but as resources that people are giving to protect lives *through* you.

## Member Giving and Church Appeals

Charging membership dues annually is the simplest and easiest way to accrue a baseline of funds for your chapter. Even a very small amount per person spread over several hundred members can easily add up to thousands of dollars very quickly (\$10 from 100 people is \$1,000), and membership dues have the added benefit of increasing the vested interest your members will have in the chapter's operation and success.



From time to time, if the chapter decides that it's necessary, you can send out appeals to your members for one-time contributions that go towards specific projects or the funding of activities. You can send out e-mails, snail mail appeals, or include requests in your chapter newsletter (a Pay Pal account or similar online donation application can handle this) but be sure not to do this too often.

### **Churches**

Most churches support various charitable ministries through regular donations and asking local churches to make set annual contributions (you can even set them up as "member churches") to your chapter can pay off handsomely. In return for their contributions, your chapter can help supply them with pro-life literature and resources and recognize them as special friends of the Right to Life Movement.

### **The Proverbial Bake Sale**

It sounds cliché, but even something as simple as a bake sale can raise plenty of money for your chapter. The idea of a specific fundraising event can be realized in almost any sort of activity you can think of your only limitation here is your imagination. Many Right to Life chapters have enjoyed considerable success with bake sales, spaghetti dinners, used book sales, car washes (especially for Teens for Life groups), serving concession stands, silent auctions and concerts. "Cute Baby Contests," where members submit photos of babies and toddlers, and individuals vote on their favorite photo for a \$1 donation are fun and popular. And other chapters and state affiliates have raised thousands through "Walk for Life" events (though you can apply this to runs, marathons, bowling tournaments, golf, even video games for teenage boys). Participants get pledges for amounts or pay an entry fee for a team.

### **Major Donors**

Every community has a few key individuals capable of donating large amounts of money to charities. Of course, these individuals are always in high demand for just that reason and are bombarded constantly by requests, so a careful, sincere, and considered approach to a potential major donor is key. Make a list of individuals who might qualify, and always keep an eye out for new names (look for referrals from friends or members, any sort of personal connection will be a significant help). Do research on donors, try to find out what (if any) history they might have with donating to particular causes, and find out what their particular interests are (a pro-life software developer might be willing to pay for the cost of a good website, etc) so that you can tailor your appeal to what they'll be most likely to respond to. Find ways to make them aware of your chapter and your successes (through friends, sending them chapter materials, positive press stories) before you ask them for money, so that they will have a positive feel for your chapter



and its effectiveness. Try to arrange a meeting through a mutual friend, and have a one-on-one conversation to make your appeal.

Ask for a specific amount for a specific project, and have your pitch arranged in your mind prior to the meeting, rehearsed until it feels comfortable and natural. Be polite, courteous, up front and honest with them. Don't embellish or exaggerate. Explain your commitment to the Right to Life and what your chapter does (share a personal story if you can), and how the gift you're asking for can directly and tangibly contribute to saving lives. Ask on behalf of the babies, their mothers. Don't try to "sell" yourself, and don't over promise more than you can deliver. Be open to all questions or criticisms and try to answer them as best you can. If they're on the fence about donating, don't try to talk them into saying "yes" but instead try removing their reasons for saying "no." Don't plead for your chapter, be confident (no one wants to support a sinking ship). If they say yes, find an appropriate way to thank them, and keep them updated on the success of the project and how their money is being used.

### **Say Thank You**

Any time anyone gives to your chapter, find a way to appropriately thank them. Whether it's an earnest handshake even for a fifty-cent brownie at a bake sale, or an engraved plaque for a \$5000 gift, always acknowledging the support shown to you and your chapter cannot be overemphasized. For major gifts, along with any other more formal thanks your chapter offers should try to send a handwritten note. For bigger appeals (e-mail, mailers, etc), try to send a thank you letter in some form. If you can place a phone call, do so. Always acknowledge the gift and its amount and explain just how the gift is helping to save lives. This will show your donors your appreciation, and that your chapter is organized and able to use their gift effectively.

*Thank!  
You!*

fifty-cent brownie at a bake sale, or gift, always acknowledging the chapter cannot be overemphasized. other more formal thanks your send a handwritten note. For bigger try to send a thank you letter in some call, do so. Always acknowledge the

### **Giving Makes People Feel Good**

Asking people for things (and money especially) can be awkward for some people and make us feel uncomfortable. Always remember that you're not asking for yourself, but for the babies, and that people feel good when they do give. Americans are generous in the amounts they give to charities, and everyone likes to be a part of a cause they feel is noble and worthwhile. There are many ways individuals can contribute to the Right to Life Movement, and those who cannot afford donating their time and energy to volunteer can still provide a vital contribution through financial giving. If you develop a strong relationship with people in your community and they witness the good your chapter is doing, they will give to you with a smile.



## Chapter Events and Activities

So, you have your chapter running. Best case scenario, you have a few key members, committees, officers, a bank account, plenty of dedication and gumption. But don't wait until you have every potential slot filled to jump in with both feet. You will be amazed at what a spark plug or two can accomplish, and how just a little forward momentum with some guidance can take on a life of its own.

So then, now what?

Fortunately, you don't have to reinvent the wheel coming up with ideas and programs for your chapter to run, there are decades of proven activities that chapters everywhere use to push the pro-life ball across the field. Chapter activities are the principle means of connecting with the public at large and providing an opportunity for you to educate new pro-lifers. But events will also enable you to identify existing pro-lifers and connect them to the chapter, increasing your base of support and expanding your reach. And though most chapter activities will require some form of financial commitment, you can often turn an event into a successful fundraising venture for future projects.

Most Right to Life Chapters follow a quarterly schedule of annual events. Staging regular events each year that your supporters and the community will come to expect as community traditions will help establish you in the community and limiting yourself to four big events will give you downtime in between and help prevent burnout.

**Remember that these projects are by no means exhaustive. You are only limited by your own creativity. Find what works best for you and your chapter, taking advantages of any unique characteristics of your community. If you find a new idea that works well, don't hesitate to share it! And for any feedback, advice, or assistance, don't hesitate to get in touch with your state affiliate, other chapters, or NRLC. We are here to help.**

**March/Rally/Prayer Vigil:** While it might sound like a large and daunting undertaking, nothing grabs the attention of passive members of a community and brings out the media like a public demonstration in support of an important cause. A pro-life March or Rally is ideal as a January event commemorating the anniversary of *Roe vs. Wade*, or before a particularly important legislative vote. While hundreds of thousands of pro-lifers come to Washington D.C. each year for the annual National March for Life, Right to Life chapters and state affiliates host hundreds of smaller events in their towns and state capitols each January. While the National March is a tremendous event that renews the abortion debate amongst pundits every year, there is considerable value in hosting a local event. Many people in your community may be unaware of the National March for Life, or of any of the history and consequences of *Roe vs. Wade*.



Be sure and check to see if your state affiliate already hosts/sponsors a March for Life. If they do, it might be more important for you to organize your community to go to the Capitol and march with your state organization. If this is the case, you can always host a prayer service on a different weekend that falls close to January 22. Though a local march might be a smaller affair, you can have a much more powerful impact in your own community. In addition to a March or Rally, you can also think about holding a candle-light vigil in the evening along with a prayer service. Many chapters start their March or Rallies every year by coordinating with a local church holding a special commemorative service right before the event starts.

If your state affiliate does not host/sponsor a March for Life and you jointly decide that it would be a good project for your chapter to take on locally, then you will want to start by contacting city officials and ask about acquiring a permit for the event months in advance (you should be able to do this through the local government website).

Work with officials to select the best route or site for the event, making sure it is as close to the center of town or by important landmarks such as City Hall or a Courthouse. Lay out the agenda for the event, if you are holding a rally, look for a prominent speaker to invite (contact your state affiliate for any suggestions). If you're going to have a stage and podium with a sound system (see if any local churches have audio equipment and speakers they can lend), work on developing a music playlist. Advertise in advance with ads in the local paper (there might have a free section for community events or non-profits), churches, and your contact list. Put out press releases ahead of time to alert the media and invite them to attend.

Use a banner or large signs to advertise your chapter's name and logo. You can contact NRLC for hand carried signs and people-stickers to give out. You can also encourage people to make their own signs and bring them. **Note:** be very firm in telling everyone in attendance to be respectful, polite, and law-abiding. Any violent or threatening signs, imagery, gestures, or comments are not only **wrong**, but they will give any media members sympathetic to abortion a chance to run slanted and biased coverage.

Have chapter members on the lookout for anything amiss and decide ahead of time on what to do about anything that should arise. **Also:** We strongly advise **against** using any graphic photos of aborted babies. While the reality of abortion is violently brutal and graphic, your event is a family affair, and some mothers will not want their children to see something so horrible. It is better to use photos and artwork which celebrate life and show the unborn child growing in the womb. Remember, we oppose abortion because we first and foremost celebrate life. Emphasizing the positive aspects and the joy of life will help people realize the humanity of the unborn.



**Attend the National March for Life:** Instead of holding a local March for Life, you can also arrange transportation for anyone in your community to travel as a group to either the National March for Life in Washington D.C., or the West Coast March for Life in San Francisco.

Traveling as a group creates a strong sense of camaraderie and makes it easier to all march as a group, showing just how many people from your community came to the march. Depending on the size of your group and how far you have to travel, you will want to look into group rates on air fare, renting cars or large passenger vans, or chartering buses to take you. Look into hotel rates, but keep in mind that some churches in the Washington D.C. area help put up march attendees or find lodging for them.

**Roses for Life** (Ideal for Mother's Day, Fundraising): Red Roses have long been a symbol for the pro-life movement, and many chapters and state-wide groups organize Roses for Life campaigns every year around Mother's Day, selling Red Roses at churches and around town in honor of Mother's everywhere. The campaign is a good way to help you grow lists of likely pro-lifers, raise money, and remind your community that the pro-life message is just as "pro-women" as it is "pro-baby." For Mother's Day, your message can be one of thanks to Mother's for choosing life.

Some groups use Roses for Life as their principal yearly fundraiser, but you can be as ambitious or simple as you like. You'll want to plan well ahead of time (two months at the very least, three is better) by contacting outlet that might allow you to come and sell roses, and it's best to focus on area Churches that will let you operate after Sunday Services on or around Mother's Day. Call or write the churches presenting your request and its importance to the pro-life movement (tip: for Catholic Churches, you might be able to get local Knights of Columbus Council's to help you). See if the Church will place an announcement in their weekly bulletin advertising the Rose Sale. Organize teams of volunteers in groups of two or three who will be able to take a Church for the day (if you can get parishioners, all the better). Get a feel for how many Churches you will be able to cover and plan the number of roses you will need accordingly (tip: a good rule of thumb is to expect one rose for every three people attending a service).

Call around to local florists, check with bulk retailers like Sam's Club, Costco or BJ's, and look online for bulk pricing on red roses. Don't just order the lowest quality roses, you will want them to hold up well and look nice, and bulk rates should be around a dollar a rose (although it never hurts to ask for non-profit discounts or to try to find a local pro-life florist). When you order your roses, be sure to keep careful track of the order and get a guarantee about when the roses will be delivered (you will want a few days' cushion to make sure you get the roses in and dispersed to your volunteers, but also need the roses to stay fresh so plan carefully). Make sure to keep the roses chilled and/or in water.





On the day of the sale, have your volunteers set up at their churches, with a cash box, sales forms, and paper or plastic wrapping for the roses (this can be done ahead of time). You can also make up cards to go along with the roses if you like. The more volunteers you can get per church the better to speed up the sales process, as customers won't wait long in line. Use the sales forms to collect the names of customers (to grow your lists).

After the event, be sure to send out thank you letters to your volunteers and to the Churches for participating. If you sell the roses at the fairly reasonable price of \$3 each, you can end up with a very successful fundraiser. If you paid around \$1 per rose to begin with, you can expect a return of roughly \$2 per rose, so a modest sale of 500 roses at five or six churches could raise a \$1000 for the chapter!

**Signature Ad Campaign (Education, Fundraising):** A Signature Ad Campaign is an excellent way to make a high-profile splash in your community and can be a net money-maker to boot. Placing an ad in a local newspaper will reach a large number of people in a single stroke and will signal to your community that the Right to Life presence is organized and influential. While there might be talk of the "death of traditional media" these days, think about how many people you know still read the newspaper, especially if it's a smaller publication that covers local events. And if you're feeling enterprising, there's no reason you can't look into doing some form of online advertising as well, with your local paper's website, or another online forum that people in your community visit frequently.

It's not hard for pro-lifers to feel alone and isolated, especially in the face of a media environment largely sympathetic to pro-abortion interests. In reality, there are far more pro-lifers and individuals inclining towards the pro-life position that we sometimes realize. Reaching out to them through the media and showcasing just how many pro-lifers there are in your community will educate people uninformed on the issues and tell other pro-lifers that we are decidedly not a small minority.

The particular trick to the Right to Life Signature Ad is that you collect signatures from your supporters in order to place their names in the ad. In return, you collect small donations (usually around \$4-6) from individuals who sign-up, to pay for the ad. So, the ad ends up paying for itself (and often a little more on top for the chapter,) *and* you showcase to the community how many engaged and active pro-lifers there are in the community. And it is not difficult to collect hundreds, even thousands of names.

First, decide what you want your ad to focus on. It could be a *Roe vs. Wade* memorial to run in January, or a Mother's Day ad thanking Mom for choosing life, or an ad in support of a particular piece of legislation (i.e., "we support the proposed new ultrasound law"). Figure out what newspaper you want to run the ad in. Obviously the bigger the better, but a smaller newspaper



that serves your immediate area will be cheaper. Contact the advertising department of the newspaper to find out what their rates are for different ads (black and white vs. color, weekday vs. Sunday, full page, quarter page, half page, etc.). Don't be afraid to negotiate, you can often talk them down in price, and they might have discounted rates for non-profit interest groups. For the ad itself, ask about what sort of formatting the paper will need the artwork to be in (image file, pdf, etc.). If you can find a graphics designer or chapter member handy with a computer, you can develop the artwork itself. Your state group can also help, and NRLC has many ad templates and technical assistance on offer. For any help with the campaign, just call or e-mail us!

Once you know what your financial target is, start organizing volunteers to collect signatures. Churches are again one of the best sources to go to here. A church willing to have a few volunteers present after Sunday services and collect signatures will likely have large numbers of pro-lifers willing to sign-up. Call or write the church pastor ahead of time, explain the project and ask for their help, and see if they can place an announcement in the church bulletin, and be sure to send thank-you letters afterwards. But don't end with churches. There may Christian schools or school groups where parents would be interested, as will local pro-life business, especially Christian bookstores. College Christian, or pro-life school groups are also a good idea. Also be sure to send out the sign-up form via e-mail or any online social groups you have. And to round things out there is always good old fashioned street presence. A few volunteers standing on the sidewalk or in front of the local supermarket can pay dividends.

When writing up your collection form, make sure you include a brief description of what the ad is for, the donation amount required and why it is necessary. Leave plenty of space for individuals to fill out all their contact information and a box for the person to check off granting their permission for you to place their name in the ad.

If you need any assistance or advice on this project, don't hesitate to contact NRLC. We have an up to date "how to" packet with tons of info and sample ads. And be sure to save lots of copies of the ad when it runs and send one along to us.

**County Fair Booth (Education)** A county fair booth is one of the closest things to a "must do" chapter activity in terms of its relative ease and considerable effectiveness. A simple booth display at local fairs and festivals with educational tools, literature and petitions can reach many individuals. Fairs and Festivals are very much "community events" that everyone can be invested in. People like to say "*our*" when referring to their town's event. Having a presence establishes the chapter as a part of the community, telling people that you care about the community as well and want the chapter to be a part of the community as much as the local First Baptist Women's Group. And it usually ends up being plenty of fun for your volunteers to!





Look into what fairs or festivals your area offers every year. If any of them allow groups and vendors to set up displays, see what it would take for you chapter to reserve space there. The cost of renting a booth can run into the hundreds of dollars sometimes, but it will be worth it. See if they have discount non-profit rates. You will need to line up volunteers in advance who can man the booth (at least two per shift for at least two-hours at a time is good rule of thumb). Then make a list of what you need. We'd suggest at least:

Sign or Banner for the Chapter

Tablecloths

Fetal Displays (either the excellent model sets or pictures. NOT graphic photos of aborted children).

Literature (introducing the chapter and the right to life movement, the basics of the pro-life movement, etc.)

Fliers for local Crisis Pregnancy Centers (you never know who might be facing an unexpected pregnancy)

Advertisements for ongoing and upcoming chapter activities and projects.

Volunteer sign-up sheet (for people who might want to become involved)

Petition (never leave home without it!)

Donation Jar and items to give out for a suggested donation (like life bracelets, precious feet baby pins, educational videos, etc.)

Stickers (to hand out to individuals, great free advertising)

Bowl of candy (free sweets always attract people)

Once you've got everything together, and have lined up volunteers, set up your fair booth and have fun! Other Right to Life groups and chapters are full of stories telling how encouraging and enjoyable the experience can be. Fairs tend to be family events, with a high number of likely pro-lifers in attendance. We guarantee you'll enjoy the experience as pro-lifers stop by to pick up a flier, sign a petition, or just chat with you. If you think about the number of people who come through a fair over several days, the potential for reaching thousands of people with your message is significant.

For any of these materials, do not hesitate to contact your state affiliate or NRLC for assistance or advice. NRLC also provides a "how to" packet on county fair booths that is packed with valuable information.

**Dinner/Banquet/Prayer Breakfast** (education/fundraising) Hosting a pro-life dinner or banquet can require a lot of work and effort, but it can pay off tremendously. Elaborate dinners with well-known speakers tied in with events such as awards ceremonies, movie showings, or auctions can raise potentially thousands of dollars and/or garner good media attention and are a common events for many non-profits. Finding a venue, advertising in advance, setting a menu, acquiring a speaker, and setting a cost per plate can require a lot of advance planning. If possible, find



someone with experience in event planning or talk to individuals from other groups who have experience staging banquets.

But you don't necessarily have to go the fancy and expensive route. There are some very cost-effective tricks for putting on a good dinner.

Find a Church willing to host the event, or even at the home of a supporter if there is sufficient space (you can always consider an outdoor setting with covered pavilions too). You don't need to have all your food catered either, with sufficient volunteer help you can prepare the food yourself. Teenagers from a local church youth group or pro-life club looking for a few volunteer service hours can often be coaxed into helping serve the meals (even bringing the plates to tables and refilling drinks). With a little care, large servings of salad, garlic bread, rice or beans can round out your meal nicely. For an entrée, there are always the good standbys such as spaghetti and meatballs, roast, or chicken.

As your main attraction, you can invite a well-known pro-life speaker or local politician (contact NRLC or your state affiliate for help if you need too,) or issue awards to local pro-life leaders of special note, or both. Showing a pro-life movie, having a raffle contest, or holding a silent auction are also good ideas. See the section on fundraising for more specifics.

Instead of a more formal dinner or banquet, you can also arrange more informal gatherings and invite local figures such as pro-life leaders and public officials for "meet and greet" opportunities. You can host these in the Summer or Fall while the weather is nice and have backyard barbecues or potlucks. These will be good social events for you supporters to look forward to, and local pro-life politicians will want to attend in many cases as an opportunity to meet constituents. For your supporters, meeting politicians is a great way to build contacts and relationships and encourage more participation in civic activity.

**A word of caution.** Remember to make sure that the pro-life dinner event stays within the chapter's financial means and budget. A chapter can raise significant amounts of money on a dinner event, but it does require comparatively heavy investment on the front end.

### **Other Activities and Projects**

In addition to the "big" events outlined above, there are plenty of smaller events that you can do more often. When your chapter is just starting up, you certainly don't have to do all of the "big"



quarterly events. It can't be emphasized enough that you don't need to do everything all at once and risk burning out. Do what you can, when you can. Anything, no matter how small, that helps save unborn lives, is worth it.

**Petitions** (education, list-growing): An absolute must-do activity, petitions are the bread-and-butter activity for any activist. There's hardly anything simpler and easier than running a petition drive, and its benefits are manifold. Asking a new volunteer to distribute a petition and collect signatures is a great way to involve someone new to the movement since not too much effort is involved, and you can quickly brief them on the particular issue so they can talk about it with ease. Collecting petition signatures shows you how strong pro-life support in your community is, and every individual who signs is now someone you have positively identified as a pro-life supporter. As you collect names, you will want to send the forms along to your state group or National Right to Life but **be sure to make copies of the forms and add every name to your own lists**. You can then contact those individuals for future projects.

A petition is also an ideal forum to educate. The average citizen does not follow every issue closely and may be unaware of the latest pro-life bill going through the legislature or attempt by pro-abortion forces to advance their agenda. Simply circulating a petition brings this issue to their attention and provides you with an opportunity to speak with them on it.

You can run a petition drive by either simply giving copies to individuals and asking them to collect signatures or setting up a more formal project with set goals and areas to target. It is perfectly acceptable for a church to host a petition drive by having volunteers place petitions at the back of the Church or outside in the parking lot. You can also run petitions online through a chapter website, Facebook page, or e-mail campaign. Petitions can also be incorporated with almost any other event you have and work great as a sign-up sheet. Tip: never leave a blank petition or sign-up sheet out, go ahead and fill in the first entry yourself to encourage everyone else.

National Right to Life almost always has a petition in circulation, and many state groups and chapter use their own petitions for more localized projects (e.g., a state petition in support of legislation the state affiliate is working on at any given moment). You can always request petitions for free from National Right to Life.

**"Everybody Wins" Petition Drive.** There are local Crisis Pregnancy Centers in just about every community that provide free help, counseling, and assistance for pregnant women that create a powerful alternative to abortion. Like your chapter, Crisis Pregnancy Centers (CPCs) are non-profit organizations that depend on generous support from private individuals. While CPCs often have good fundraising capabilities and you don't need to turn your chapter into an outreach program for them, there are some great ways you can help out your local center and help your



chapter in the process. A long-time favorite is the "Everybody Wins" drive at your local Supermarket.

Work with a local CPC to develop a list of particular items they need (diapers, baby formula, maternity clothes, etc.) and make up a flier listing the items and why the center needs them. Contact your local supermarket and talk to a manager about getting permission for your members to stand outside the store for a few hours on a Saturday to hand out the fliers to shoppers and asking them to consider purchasing something on the list to donate to the center. You can also send a letter to the store manager outlining your request and why it's important.

We call it the "Everybody Wins" drive, because the CPC, your chapter, and the supermarket will come out ahead. The CPC will receive needed items that help them assist women (and the babies!), while your chapter gets good publicity in the community (and if you keep petitions on hand, more names of area pro-lifers), and the store will profit from the extra purchases.

People are sometimes wary of giving cash for a particular cause or organization, not knowing how the money might be used. But if asked to buy a specific item, they know that the item is going to be used directly, and for a specific purpose. In addition, helping a Crisis Pregnancy Center is one of the least controversial aspects of the pro-life movement, many people who might not be particularly pro-life will be willing to donate to an institution that helps women, and they might realize that there's a lot more to the pro-life movement than the false stereotype of simply wanting to "take away a woman's right to choose."

It's also a very easy activity for your chapter, requiring minimal preparation and investment, and it's not uncommon for a group to receive hundreds of dollars worth of items in a single afternoon. The supermarket won't mind hosting you again if they continue to sell that much.

**Baby Bottle Drive.** A very easy activity. Simply purchase a large number of baby bottles, and give them out to pro-life families and churches, and ask them to just put their spare change in the bottle. After a month, have them returned, and donate the proceeds to your state organization or use the funds to attend the National Right to Life Convention (more on the Convention below).

**Be a part of community events.** Just county or state fair booths are excellent ways to both reach people and show that your chapter is an important part of the public life of your town or county, finding a way to participate in community events will increase your chapter's exposure and remind people that you are a voice that cares about the unborn *and* your community. Activities like entering a float in the local 4th of July parade or turning out to thank service members on Veterans Day are a good way to do this. Find what's specific to your community and find a way to be the pro-life part of it.



**Be the go-to resource for information.** Anyone reading this is likely to be informed and motivated about the pro-life issue, and most likely politics as well. It's critically important to remember that **most people are not.** Abortion remains an unpleasant subject for most people, and it is often easier go with an "out of sight, out of mind" policy. Even a large number of pro-life leaning individuals don't spend much time educating themselves on the issue and rely on formal pro-life outlets (like your chapter) to provide them with important information. One of the greatest assets to the pro-life cause is that our case does not rest on complicated arguments or PR spin campaigns. The average person doesn't know the true consequences of *Roe*, the basic facts of fetal development, or where to direct a woman in need who might be abortion minded. Very often, all we have to do is get that information in their hands to help save a life.

Always remember that you and your core chapter members will be more dedicated, and more informed about the pro-life issues, than the average individual, and that one of the key roles your chapter will play in the lives of people is to help transmit information and resources to them that they would lack otherwise. The broadest function of your chapter will be to inform those individuals and encourage them to action on specific issues. Keep this principle in the back of your mind as you go forward.

**Educate Yourself.** Make sure that you and your chapter members are educated and up to date on the issues. Add the occasional educational presentation as part of your regular chapter meetings. Develop a reading list of some of the best books and publications on the issues (including books from pro-abortion figures) and a list of pro-life and pro-abortion news outlets, as well as more general political news both on the federal level and your state level.

**Make Resources Available.** Have a list of pro-life resources you can give out to the public. Compile pro-life and pro-abortion news outlets, local and national political outlets, local media outlets, and local pro-life outlets. Be especially sure to have contact information on:

Your chapter

Your state affiliate

NRLC

Local and national elected officials (state representatives and senators, state governor, federal representative and two senators, the White House)

Local media outlets

Local Crisis Pregnancy Centers

Post-Abortive Counseling and Ministries

Local pro-life businesses

In addition to contact information, you'll want to have basic educational resources available. NRLC and your state affiliate will have fliers and fact sheets available, along with pamphlets



describing your chapter and your goals and mission, along with an overview of the issues the pro-life movement deals with.

Ultimately you want your chapter to be viewed as the community's first choice for information on the pro-life movement. When anyone has a question about anything remotely related to the life issues, you want their first thought to be, "I'll bet that the Right to Life Chapter can answer this for me."

**Spread the Word.** Anywhere public information is posted for the benefit of your community, is a place where you want to have information available. Churches, schools (if they'll let you), town halls or civic buildings, are very good places. For churches (see more in the Church Outreach Section), make sure that local pastors have pro-life resources on hand, and that they know how to direct anyone to your chapter or a Crisis Pregnancy Center. Many women facing an unintended pregnancy will turn to their pastors, making sure that local churches know to send women to a Pregnancy Center instead of an abortion clinic will save many lives. You can act as a free advertiser for your Crisis Pregnancy Center this way and help save lives around you.

**Local Libraries.** While the internet continues to be the ever-growing choice for individuals to look up information, do not discount how important your local library can be. Go to your library and see what books they have on abortion. Make sure they have good pro-life resources by offering to donate some of the best pro-life books and educational materials available. You could end up changing someone's mind while researching a school paper. A few recommended book titles include:



*Your work, saving lives,  
affects eternity and inspires  
generations. Whoever saves a  
life saves the whole world.  
Thank you for never giving  
up.*

Ann McElhinney, Author, Producer - *Gosnell: The Untold Story of America's Most Prolific Serial Killer*

*Why Pro-Life?: Caring for the Unborn and Their Mothers*  
Revised and Updated by Randy Alcorn

*You Carried Me: A Daughter's Memoir*  
Melissa Ohden

*Defenders of the Unborn: The Pro-Life Movement Before Roe v Wade*  
Daniel K. Williams

*Gosnell: The Untold Story of America's Most Prolific Serial Killer*  
Ann McElhinney, Phelim McAleer



*Fighting for Life: Becoming a Force for Change in a Wounded World*  
Lila Rose

*Culture of Death: The Age of Do Harm Medicine*  
Wesley Smith

*Abortion Rites: A Social History of Abortion in America*  
Marvin Olasky

*The Church and Abortion*  
Paul Stallworth

*Pro-Life Answers to Pro-Choice Arguments*  
Randy Alcorn



*The two days of the National Right to Life Convention represents the annual gathering of America's pro-life "family" and it is like coming home again.*

**Dr. Jean Garton, Author, Lecturer**

**Attend the NRLC Convention:** National Right to Life hosts an annual Summer Convention, that is the largest of its kind and features the largest gathering of grassroots pro-life leaders in the country. The Convention is held specifically for people just like you, local chapter members and leaders. The Convention lasts three days (usually in late June), and features over seventy workshops and general sessions led by some of the biggest names in the pro-life movement, along with veteran activists and leading experts on all the pro-life issues. With sessions ranging from the basics of fetal

development, tips and tricks on chapter organizing, the latest information in abortion related science, legal developments, and the state of the political landscape for pro-lifers, the Convention is designed to be the most comprehensive pro-life resource in the world. **You should have at least one representative from your chapter attend the convention each year and incorporate travel expenses into your chapter budget.** The chance to meet pro-life leaders and chapter members from across the country, see the exhibit booths, and find out the latest about the pro-life movement, is an incalculable benefit.

### **Youth Outreach**

The youth today form a changing and critically important demographic that will determine the shape and direction of our country for decades to come and changing views on abortion present a potentially fantastic opportunity for the pro-life movement.





Today's teenagers and young adults are some of the first individuals to have grown up under the established regime of a legalized abortion on demand. Many of them are likely to have pro-life parents who have promoted an appreciation for life at a young age, while pro-choice adults are obviously less likely to have children to begin with. A good portion of them grew up listening to the partial-birth abortion debate as their first exposure to the issue. And the youth have lived through abortion, seeing what it can do to parents and friends. Deep down, they know that a third of their generation is missing, and that to be born after *Roe vs. Wade* is to be a survivor of *Roe vs. Wade*.

Perhaps the biggest factor is the basic lack of education on the issue. Young people may be more likely to be inclined towards the pro-life position because they have grown up under the specter of *Roe* and have seen ultrasound pictures and the Partial-Birth Abortion debate, but they have not been systematically educated, because much of the larger cultural environment pushed by many teachers and the media at large, remains pro-abortion. There is massive confusion amongst a huge swath of the public about the basic facts of abortion and its legality. So, while many youths think abortion is morally wrong in most cases, they don't want to see *Roe* overturned because of their concerns about (usually the) Life/Rape/Incest exceptions, fearing that a reversal of the Court decision would permanently outlaw all abortions.

In fact, most adults don't understand that the *Roe* and *Doe* decisions have had the effect of essentially legalizing abortion on demand throughout all nine months of pregnancy *for any reason*. Also, the pro-abortion tactic of invoking the "hard case" exceptions as the first response to any pro-life talking point tends to cement the idea that "hard case" abortions are a far more common occurrence than they actually are. When you explain to individuals who have concerns about the "hard case" exceptions and point out that less than six percent of all abortions qualify as life of the mother, rape, incest, or fetal abnormality instances, people who might often call themselves "pro-choice" realize that in reality *they oppose over ninety percent of all abortions!*

So, the pro-life movement has both a challenge and an opportunity with the youth. Many youths have not been taught or directed to understand the pro-life issues with correct information and in the correct context, and they often treat the issue as a secondary one, particularly amongst those who vote. But, as is similar with the rest of the general public, our challenge as pro-lifers is not having to persuade them on the issue, but only getting true and correct information in their hands to capitalize off of and hone their existing pro-life sympathies.

The potential payoff is truly huge. If today's younger generations can be cultivated to appreciate and advocate for the value of defending innocent life, the generational implications for the pro-life movement could be almost as significant as the sixties protest movements were for the pro-abortion side in defining a whole generation.





## What to Do

When crafting pro-life outreach to the youth, approach the project as you would any other by looking for the easiest things to start doing in your community, and do them. If you have contacts with Christian Schools or Youth Groups or know of local college student pro-life groups (campus ministry organizations are an avenue as well), contact them. Many of your chapter members will be parents, organize an event specifically for teenagers and college students and explore the possibility of starting a teens for life or college pro-life groups.

Develop a presentation or several types of presentations to talk to youths at various functions. Focus on the basics: Fetal development, abortion, numbers, teen pregnancy, risks of abortion, how the pro-life movement saves lives, how the pro-life movement wants to help women, outline the issue in broad and simple terms. You can do the same thing with euthanasia, embryonic stem cell research, health care rationing, which many youths are surprisingly interested in and receptive to. Be aware that a number of teenagers may have some experience with abortion, either firsthand or through friends of theirs.

Many older pro-lifers worry about "being able to relate to kids," but this is not as big an impediment as you might find. Don't worry about an age gap or teenagers writing you off as an someone they can't relate to, focus on the issues and let your content do the work. Abortion is so gripping of an issue that if you just focus on simple content, the rest will take care of itself. Don't worry about trying to be the "cool adult," and don't worry too much about dumbing things down, in any given situation a number of teenagers will have some familiarity with the issue and will help pull others into it.

Also don't worry if you're finding and talking to mostly pro-life kids, a broader outreach to at-risk teenagers can come later. Finding pro-life teens and helping educate them will not only make them better able to engage with their peers, but will train future pro-life leaders, who can also help your chapter right now.

Teenagers make excellent volunteers for most types of chapter events and can enjoy getting to participate in an adult activity that they see as important and making a difference. Any volunteer work they participate in can also be recorded as community service hours for college transcripts, and some schools require a certain number of service hours as part of their curriculum.

Teenagers enjoy participating in events with their friends, and a pizza party and soft drinks will usually help entice them. You can also combine fun activities with pro-life education (Summer pool party with a pro-life theme to raise money for the chapter or a crisis pregnancy center, or a movie watching night. You can even organize sporting contest or a video game tournament to engage teenage boys who might not be otherwise so inclined).



Teens can also be very useful to your chapter with social networking, helping with the technical side of web development or even maintaining a Facebook page or making their own pro-life videos. And when you're fundraising for your chapter, mentioning youth outreach is a good selling point. Donors like to give to projects that help young people.

### **National Teens for Life, the Teens for Life Convention, Pro-Life Camps, National Oratory Contest and the National Right to Life Academy**



National Teens for Life is a nationwide youth outreach affiliated with NRLC which fosters the creation of teen pro-life groups in local areas. As your outreach to local youths grows, you can encourage them to formally start a Teens for Life Group, functioning like a dedicated teenage chapter, complete with meetings, officers, and activities. Formalizing the efforts of a teen pro-life group increase the presence of youth outreach in the community and demonstrate to the public that their town's teenagers are organized and motivated on behalf of the pro-life issue.

Each year the National Right to Life Convention hosts a Teens for Life Convention alongside the adult program, complete with workshops for teens on all aspects of the pro-life movement, activities, an even a closing teen pizza banquet and dance. If you can recruit a few teens to come to the Convention with you, the educational and motivational experience will be one they will not forget, and they will return home energized to share what they've learned with their peers.

At the annual Convention, NRLC also hosts the Jane B. Thompson Oratory Contest, which strives to promote the ability of high school juniors and seniors to share their pro-life views with others. Although speaking ability is important, this contest also seeks to help teens organize and express their pro-life views. We also strive to give the contestants an opportunity to meet other pro-life teens.

The National Right to Life Oratory Contest is held each year in conjunction with the National Right to Life Convention. High school juniors and seniors write and present original pro-life speeches. Contests are sponsored by many states' right to life groups, and the winners of the state contests compete at the national level. Cash awards for the top three finishers, and the winner gives their speech at the closing dinner at the convention.

**If you are interested in participating, please contact your state right to life group to inquire about the state oratory contest.**

National Right to Life is also forming Pro-Life Camps around the country, in partnership with local state affiliates. Contact your state affiliate to discuss the possibility of a pro-life teen camp.



As part of the pro-life movement's outreach to college student and as part of our efforts to train the next generation of pro-life leaders, NRLC has a Summer Academy program for college students. The Academy is a six-week intensive course led by veteran pro-life leaders, college professors, and NRLC staff, to train college students in detail to become leaders in the pro-life movement. The curriculum covers everything from the basics of the issues, pro-life politics and law, the history of the movement, and activist tips such as media training, fundraising, and events. Contact NRLC or your state affiliate to discuss sending a local college student to Alexandria, VA for the Academy, and how your chapter can help raise funds for the tuition and living costs.

### **Religious Outreach**

The Right to Life Movement is non-sectarian and non-partisan and has to be able to engage in the secular forum and welcomes all pro-lifers no matter what (if any) their religious background may be. But many, if not most pro-lifers are motivated by their religious faith, and faith continues to play an incredibly important role in American society as a source of moral foundation and conscience for countless citizens.

When looking at polling numbers of religious groups and voters, it's very important to distinguish between people who vaguely identify with a certain denomination, and people who attend regular weekly services. For instance, "Roman Catholic voters" as a whole voted for pro-abortion candidate Joe Biden in 2020. But Roman Catholics who actually went to mass fairly regularly voted on the whole for the pro-life President, Donald Trump. Weekly churchgoers are far more likely to be pro-life, and as such, pro-life churches present ready-made organizations ripe for pro-life activities.

There will be exceptions, but as a rule, some denominations are more pro-life than others. Roman Catholic and Eastern Orthodox churches are explicitly pro-life as mandated by their respective hierarchies (though you may find frustrating exceptions at the local level sometimes). The more traditional branches of certain mainstream protestant denominations such as the Missouri Synod of the Lutheran Church and the Presbyterian Church of America (as opposed to the Presbyterian Church of the United States of America) tend to be pro-life, as are most Southern Baptist Churches. Evangelical, Non-Denomination, and Bible Churches are also often pro-life. United Methodist Churches are usually not very pro-life, nor are most Episcopal Churches (though there are dramatic exceptions, and traditional Anglican churches are staunchly pro-life).

A single petition drive in a church can grow your chapter's contact lists significantly, which is very important for action alerts on key issues. Getting pro-life bulletin inserts allows you to



educate more pro-lifers and advertise events, and most churches tend to have all the necessary financial and organizational resources for pro-life activities.

To get started, urge your members to become active within their own congregations. With just a little work, you have a presence in multiple area churches, and many parishes have existing pro-life organizations, such as Respect Life Committees. As your chapter grows, you can use your presence as an established organization to contact more and more churches to build relationships with them.

Start by running petition drives or asking churches to advertise upcoming pro-life events, or just ask a pastor to preach a pro-life sermon from time to time. Make sure that churches have information to hand out to women who might be facing a crisis pregnancy which lists local Pregnancy Resource Centers and what alternatives to abortion are available. Develop a pro-life presentation that you can give to churches tailored to the subject, outlining the pro-life issues and what churches can do. You can also ask for specific appeals for volunteers and/or financial assistance. Over time, you can establish your presence through designated liaisons amongst your chapter members and encourage the formation of specific pro-life outreach committees at area churches that don't already have one.

### **Overcoming Pro-Abortion Bias and the Fear of Politics in a Church**

The two main challenges you may have to deal with in Church outreach are existing pro-abortion bias, and the fear that many religious organizations have in getting involved with anything which might be considered "political in nature."

Be sure to constantly encourage pro-life pastors and pro-life parishioners. If they meet opposition from individuals who aren't pro-life, remind them that they are not alone, and that people need to hear the truth of the pro-life message. If your pastor gives a pro-life sermon, be sure to thank him and support him, and ask others to do so as well. This will show your pastor that a significant portion of the congregation is on his side. Offer tips on pro-life outreach, especially how to minister to post-abortive women and show them that they are not being looked down upon or judged, but that the church can offer healing and counsel to them.



*It's been my privilege to be associated with NRLC for the past thirty years, as a supporter and as a friend. I love this organization.*

**Monsignor Jim Lisante, Pastor**

Many pastors and church members are afraid of becoming "too political" and losing their tax-exempt status. There is a lot of confusion on this issue. Be sure you understand what churches may or may not do and be ready to help explain this to churches.



Churches are non-profit institutions under IRS 501(c)3 designations. This means that donations are tax deductible, and that churches may take any sort of educational position they wish. This means churches can educate and hold educational meetings on all manner of pro-life activities, including explaining how abortion laws and pro-life legislation works.

But churches are allowed to be involved with legislative issues as long as they don't spend a significant amount of time or money doing so. It is perfectly permissible for your church to hold a petition drive in support of or opposition to a certain piece of legislation for example. Churches are also allowed to educate people on the status of laws and on candidates for office (although they are not allowed to endorse candidates).

Comparison pieces showing the stance of two candidates on abortion, without offering an explicit opinion one way or another, is permissible. Note that candidate comparison pieces are excellent ways to help reach pro-life voters before elections. For elections, there are more single-issue pro-life voters than there are single issue pro-choice voters, so simply getting accurate information in the hands of pro-life voters before an election will help create a pro-life advantage at the polls. Before elections, it is legal for a church to place non-partisan candidate comparison pieces inside the church.

National Right to Life has legal memorandum from our legislative counsel outlining in detail what churches may and may not do. Contact National Right to Life's State Organizational Development Department for this packet or for further information.

## **Media**

Your chapter is the public face of the pro-life movement in your local community, the image you present and the impression you make on those around you will form for many people their opinions on what the pro-life movement is and what it stands for. That's terribly important to keep in mind, and it might sound a little intimidating. Keeping a handle on your public image is integral to your chapter, but it can be done more easily than you might think. Most of the time, it's a simple matter of exercising some common sense and prudence. Today, it is easier than ever before to get your message out to the public and your supporters, let's look at some of the ways to do this.

**Press Contacts** - Many pro-lifers are justifiably suspicious of the media, which has long skewed towards a pro-abortion bias and is quick to cast pro-lifers in an unfavorable as fringe extremists, often religiously motivated. Be aware of this potential so that you're not blind-sided by unfavorable press. But also know that local media outlets are often far less ideologically driven and may be more likely to give you a fair hearing. Depending on where you are and what your local community is like, you could be in for an easier time of things. Even if it is biased in your



area, don't give up and don't ignore the media game. Don't let pro-abortion supporters hog the media spotlight, and don't miss the chance to let your supporters know that the media isn't giving you a fair hearing. Remember that the pro-life movement has truth and scientific and medical fact on its side. The best constructed pro-life argument can stand up to almost anything.



Start by compiling a list of all the major media outlets that cover your area, including local TV stations, newspapers, radio stations, and bloggers. If there are local Christian media outlets or radio talk shows that might be friendly, be sure to include them. Make a list of contact information for each outlet, including physical mailing addresses, phone numbers, websites, and e-mail addresses. For bloggers or

Christian outlets that are friendly towards you, try to develop a good relationship with them so that they can get to know you and your chapter on a personal level. With your media list, you can send out press releases for important events such as major activities, voter alerts, and elections. Don't put out a press release for every small thing that happens, save them for bigger occasions. You can search the NRLC website for examples of press releases to give you an idea of how to draft them if you like. On your press release, be sure to include contact information for your chapter, and keep the release concise and focused on tightly on the point you wish to deliver. Using more formal language similar to what you would find in a newspaper article is a good idea and adds "weightiness" to the release. Also, try to avoid religiously themed phrasing and content. While most pro-lifers are religious, you are addressing a secular audience in the public sphere. Finally, have someone from the chapter available to give interviews or respond to questions from the press. Make sure your spokesperson is a good speaker and well versed in the issues, able to speak calmly and clearly. You can talk to other chapters, your state affiliate, or NRLC's Communications department for tips on media relations.



**Social Media** - The internet has always served to streamline communication and information-gathering, but social media has accelerated this like never before and now enables even the smallest group of individuals to establish an online presence.

The best way to approach social media is to simply think of it as an opportunity for traditional human interaction in a new medium. The strength of the pro-life movement has been its local chapters which have a personal investment in their communities and worth through face-to-face conversations, the internet now allows us to do essentially the same thing online through virtual communities that mirror our real-world communities. Most social media users seek out and communicate with the people they know in real life, or with people who share similar interests and causes; like-minded individuals spontaneously organizing





themselves around common principles. So social media is simply a new tool to let you do the sorts of things that your chapter has always done.

**Website** - Having an established internet presence that can serve as a hub for individuals to find your chapter and get information is now very incredibly easy, and you probably know someone or can find someone willing to help start and maintain a website very easily. Free internet programs such as Blogger and WordPress let you start your own site for free (you can pay around \$50 if you want to be sure that your site pops up in a Google Search more often though), and are easily customizable, letting you put up the pictures and artwork that you want.

Having a site for your chapter will principally help you A) educate your supporters and the community, B) make it easier for people to find and contact your chapter, and C) help you organize and advertise activities and integrate your supporters into the work of the chapter. Posting content on news stories and pro-life opinion will directly help you educate chapter members and individuals looking for information on the pro-life movement that they might not as easily find on their own. Building the site as a hub for pro-life information will keep individuals returning to the site and will help them get used to thinking of your chapter as the go-to pro-life institution in their area.

You can also use it to respond to pro-abortion stories and correct media bias in a way that was simply not possible as little as ten years ago. An online presence also functions as essentially free advertising for your chapter. If a pro-life individual moves into your area or simply wants to find out if there is a local pro-life presence, all they need do is search online and your chapter's site will pop up for them. Posting advertisements for upcoming events, appeals for volunteers or fundraising drives, and pictures and reports on chapter activities will also help you mobilize supporters and volunteers, and give your supporters a sense of investment in their involvement with the chapter.



**Follow Us**

*We have included a list of  
NRLC's social media  
accounts and we URGE you  
to follow us on our Social  
Media Platforms.*



**Facebook** - As of 2021, Facebook has over 2.85 billion users. Love it or hate it, Facebook is the largest social media platform in the world. It is still one of the best sites for getting our message out to the masses.

Facebook primarily functions by allowing individuals to sign-up for free and create a unique profile page with their name, personal information that they choose to post, and pictures. Users connect with other users by "friending" them and can write comments and send messages to each other. A user's profile page functions a little bit like a personal website, as users can post links to internet content (articles, videos, etc.) for their friends to see and comment on. The ability for a pro-lifer to easily share the latest pro-life articles or news stories is much more simplified. The open public form sense of Facebook means that multiple users can comment on the same piece of content in discussions that other users can view and participate in. It's a great way to educate people.

Right to Life chapters can create a group page dedicated to your specific community and chapter. You can post content to your page for your followers to discuss and share on their profiles and create events and notes to remind your followers of upcoming activities. You can also post pictures and videos easily, and you have a fair amount of control over the page and can determine who posts. There are also features that let you view statistics for your page so you can see how many people receive your content and what percentage of those engage with your content.

If you're willing to spend a small amount of money, you can create ads for your Facebook page. These ads are relatively cheap, and as a chapter you will have a fairly small geographic area to target (you can customize your ads so that only people using a computer within a given radius of a particular town or region will see the ad). You can customize the ads to only appear on the pages or searches of people for given criteria that a pro-lifer is likely to have. Ads can advertise upcoming events, help alert people of an upcoming important vote, or just help drive online traffic to your pages and sites. A relatively low percentage of people might actually click on your ad at first, but over time a patient ad campaign can help increase your chapter's name recognition significantly.

**Twitter** - Twitter is a social networking tool for very rapid exchange of information. Users post relatively short (140 – 280 characters or less) messages to their profile or to other users, and by including links to web pages they can help increase the reach of information they view as important. Twitter essentially functions on the premise that the ability to survey what large numbers of individuals are talking about can rapidly increase data-sharing. Operating a Twitter account for yourself and for your chapter can help increase the media presence of your chapter and can let you communicate very quickly with supporters and news outlets. Twitter can be





linked to almost any cell phone with text-messaging capability, which makes it a very mobile tool. Try sending out live updates from your next chapter event. You can also integrate Twitter with your Facebook and Website tools, so that any update you post automatically goes to Twitter as well, and vice versa.

**Instagram** Commonly abbreviated to IG or Insta- An American photo and video sharing social networking service created by Kevin Systrom and Mike Krieger. In April 2012, Facebook acquired the service for approximately US\$1 billion in cash and stock. The app allows users to upload media that can be edited with filters and organized by hashtags and geographical tagging. Posts can be shared publicly or with pre-approved followers. Users can browse other users' content by tags and locations and view trending content. Users can like photos and follow other users to add their content to a personal feed. It has become critical to the pro-life cause because we are able to post daily informational graphics. Make a Business Profile.

1. Connect Instagram and Facebook.
2. Include a Link in Your Bio.
3. See What Other Content Your Followers Like.
4. Tag, Tag, Tag.
5. Make Use of the Donate Sticker.
6. Use Other Apps to Edit Photos.

**Parler** – An alternative to Facebook and Twitter. It is a conservative owned platform that grows in followers every day.

**MeWe** - An American social media and social networking service owned by Sgrouples, a company based in Culver City, California. MeWe's light approach to content moderation has made it popular among American conservatives. Due to concerns with possible pro-China censorship of Facebook. The site's interface has been described as similar to that of Facebook, although the service describes itself as the "anti-Facebook" due to its focus on data privacy.

### **Do's and Don'ts**

When using social media for your chapter, remember that you don't have to put in many hours of work every day, but you do need to monitor and keep an eye on your sites, and you should be sure you're putting up content fairly regularly. "Tweeting" on Twitter doesn't take much time at all, and you can "tweet" 2 or 3 times a day. You should post on Facebook and Parler at least twice a day. If you're ever struggling to find content, just check out the sites of your state affiliate



or National Right to Life and re-post content. National Right to Life runs a Facebook page, Twitter Account, Instagram page, MeWe page, Parler, LinkedIn and our website. We **strongly urge** you to use and re-post our information and posts.

Keep an eye on interactions individuals have with your sites and try to respond to questions and comments whenever you can. Many individuals might only interact with your chapter through your online presence, so it's important to create a favorable impression. Develop a comment policy to adhere to, deleting offensive or inappropriate statements. But don't necessarily delete something that a pro-abortion individual might post, use it as a forum to have a polite debate on the issues and encourage participation.

Whenever writing up your own content, be very careful to double and triple check yourself before posting. Check not only for grammar and syntax, but also content. Be absolutely sure that every fact you put up can be verified by a reputable source. Being truthful and accurate is not only a good thing in and of itself, but people will rely on the information your chapter provides, they will cite you as an authority. Also, the Right to Life movement has always had a tougher standard of accuracy placed upon it by pro-abortion forces and biased media outlets. If you are ever in doubt about the accuracy of a fact or statistic, take the time to do some research, or don't hesitate to contact your state affiliate or National Right to Life for help.

### **National Right to Life Departments**

National Right to Life and its 50 state affiliates and over 3,000 local grassroots chapters make up the largest, oldest, and best organized pro-life organization in America. National Right to Life has been called, "the flagship of the pro-life movement." As a local Right to Life chapter, National Right to Life and its many departments exist to provide a voice for your chapter in our nation's capital, and to provide any assistance possible to aid you in your work to educate the public and protect the unborn and medically vulnerable. The following is a brief description of each of National Right to Life's department's and how they can provide you with assistance. We are always a phone call or e-mail away and are always happy to speak with you.



*Thank you NRLC, for five decades of extraordinary leadership in defense of the weakest and most vulnerable. Because of your amazing work at both the state and federal level, countless babies are alive today and untold women have been spared the violence of abortion.*

**Rep. Chris Smith (NJ-04)**



## **Administration**

National Right to Life, its various departments, and day-to-day operations are overseen by its Administration Department. The offices of the President of National Right to Life, Executive Director, and Co-Executive Director manage National Right to Life employees and work to ensure that the corporation rules smoothly and in accordance with the directions of the Committee's Board of Directors.

President – Carol Tobias

Executive Director – David N. O'Steen, Ph.D.

Co-Executive Director – Darla St. Martin

## **State Organization and Development**

National Right to Life's State Organization and Development Department (State OD) exists to provide logistical and material support and coordination, and resources for the growth and maintenance of, the vast grassroots network that makes up the Right to Life movement. State OD provides a wide range of services to help local chapters and affiliates maximize their efforts and potential to educate individuals in their community, including educational materials and technical support for fundraising, chapter organization, chapter events and activities, volunteer identification programs, chapter bylaws and IRS non-profit guidelines, and much much more. For every chapter and grassroots pro-lifer, State OD is only a phone call or e-mail away. State OD maintains the National Right to Life Chapter Website, an online forum specifically for Right to Life chapters.

Director - Jacki Ragan

stateod@nrlc.org

www.nrlchapters.org

## **Conventions**

Just as our physical bodies need nourishment, so, too, do our minds require intellectual sustenance and our spirits the uplifting impact that comes with associating with fellow pro-lifers. that is what National Right to Life's annual convention is all about. It's been rightly said that a key reason the Right to Life movement thrives is the companionship, exchange of ideas, and camaraderie that characterizes National Right to Life's three-day teach-in. There is no larger gathering of pro-life leaders and activists in the country. Held each year in late June or early July, the Convention features three days of intensive workshops, general sessions, keynote speakers, and exhibits, all tailored to help educate grassroots pro-lifers and provide them with the resources and information necessary to carry on their life-saving work. Every possible topic,



from medical and scientific presentations on the life issues, to political and legislative overviews, to the basics of chapter organizing and operation, are covered. There are four general sessions, which over the years have featured such prominent individuals as Cardinal John O'Connor, Vice President Dan Quayle, Fred Barnes, Sean Hannity, Mother Teresa, Fred Thompson, and Karl Rove, among many others.

The National Right to Life Convention is the premier annual grassroots gathering for pro-lifers, please join us. For more information, please visit [www.nrlconvention.com](http://www.nrlconvention.com)

Director - Jacki Ragan

### **NRL News and NRL News Today**

National Right to Life maintains a daily news site at [www.nationalrighttolifeneews.org](http://www.nationalrighttolifeneews.org), which provides multiple blog posts every day addressing the most important topics of interest. With NRL News, you can never be uninformed on the pro-life movement.

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[www.natioanrighttolifeneews.org](http://www.natioanrighttolifeneews.org)

### **Educational Trust Fund**

The National Right to Life Educational Trust Fund educates the public about abortion, euthanasia, infanticide and other related issues within the scope of bioethics. The Trust Fund publishes and distributes books and other publications, films and audio materials, holds seminars and conferences, and advertises on general right to life issues through television, radio and print media, The Trust Fund supports crisis pregnancy centers and outreach programs through the National Teens and collegians For Life, Black Americans for Life, American Victims of Abortion, International Education and the Horatio Storer Foundation. The Trust Fund also shares proceeds to its state chapter affiliates from workplace campaign contributions each year to assist with pro-life educational endeavors around the country.

Downloadable fact sheets and information can be accessed easily and for free from National Right to Life's website ([www.nrlc.org](http://www.nrlc.org)).

Director - Dr. Randall K O'Bannon  
[nrlc@nrlc.org](mailto:nrlc@nrlc.org)

### **Federal Legislation**

*Loving Life...Working for the Right to Life...*



The Federal Legislative Department advances National Right to Life's public policy goals in Congress and the federal executive branch. National Right to Life's lobbying staff promotes pro-life policies and fights anti-life policies in a variety of ways, including meetings with lawmakers and congressional staff, preparing briefing materials on pro-life legislative issues for policymakers and pro-life activists, appearing in the media, and disseminating congressional voting records.

In addition, the Federal Legislative Department coordinates grassroots lobbying activities by pro-life activists by disseminating legislative alerts, reporting on upcoming legislative activities in National Right to Life News, posting bulletins on the National Right to Life Web Site, and directly contacting National Right to Life affiliate leaders.

The Federal Legislative Department has been very active in Congress on legislation dealing with unborn victims of violence, partial-birth abortion, the cloning of human embryos, parental notification, taxpayer funding of abortion

Director- Jennifer Popik, JD  
Legfederal@aol.com  
www.nrlactioncenter.com

### **Communications**

The National Right to Life Communications Department has two main functions: working with the media to present the pro-life view on the life issues; developing and placing advertisements in print and broadcast media. The Communications Department puts out press releases, takes media requests, and provides briefing information to members of the press.

Director – Laura Echevarria  
mediarelations@nrlc.org  
www.nrlcomm.wordpress.com

### **Information Technology**

National Right to Life's IT Department maintains and updates National Right to Life's online presence and website and develops National Right to Life's social media presence. The IT Department makes sure that all of National Right to Life's websites are updated daily so that the most accurate and timely information possible is made available. The IT Department also places



itself at the service of the grassroots, providing assistance and knowledge in response to software and hardware concerns that any state affiliate or chapter may have.

Director - Patrick McGee,  
[nrlc@nrlc.org](mailto:nrlc@nrlc.org)

### **State Legislation**

National Right to Life's State Legislation Department provides assistance to state affiliates in passing pro-life legislation at the state level. The State Legislation Department works closely with state groups to draft model legislation, develop fact sheets and prepare legal memoranda, and to provide close support to state groups by offering tips and advice on the legislative and lobbying process. The State Legislation Department is active every year in helping push forward dozens of pro-life bills around the country and has successfully helped with the passage of nearly every major pro-life law, ranging from Women's Right to Know, to Parental Involvement, Ultrasound, Partial-Birth Abortion, Funding Bans, and most recently, the landmark 2010 Nebraska Pain-Capable Unborn Child Protection Act.

Director – Ingrid Duran  
[nrlc@nrlc.org](mailto:nrlc@nrlc.org)

### **National Right to Life Political Action Committee**

National Right to Life Political Action Committee (NRL PAC) is the nation's largest and most effective single-issue pro-life political action committee. Formed in 1980, NRL PAC actively supports candidates for federal office, regardless of party affiliation, who will work to further the goals of the pro-life movement. An important component of this involves educating the public, the media, and political candidates about the issues so that voters may make the best-informed decision when they cast their ballot. Recurring election cycles have repeatedly shown that it is a distinct advantage for candidates to be pro-life. In every major election since 1980, pro-life candidates have fared better than have pro-abortion candidates among those voters who base their vote on a candidate's position on abortion.

Director - Karen Cross  
[www.nrlpac.org](http://www.nrlpac.org)

### **Development**

The Development Department is the fundraising arm of National Right to Life, working with the extensive base of Right to Life individuals who support the Committee and ensure that National



Right to Life has the financial resources to carry out its life-saving work. Through cultivating members, direct-mail campaigns, and recruiting major donors, the Development Department ensures that the Corporation is financially competitive. The Development Department is also able to provide advice and guidance to Right to Life Affiliates and Chapters on fundraising.

Director – Derrick Jones

### **Financial Services**

National Right to Life's Financial Services handles the essential tasks of managing Corporation's finances. The Department handles payroll and authorizes disbursements for projects undertaken by other projects. The Department takes special care to closely track and oversee how money is spent to ensure that National Right to Life makes the most effective use possible of its donations.

Chief Financial Officer – Amarie C. Natividad

*Let's Do This!!!*



**Join a chapter today! Many hands make light work.**



**Should you find something you feel needs to be changed, deleted, or added, please contact [stateod@nrlc.org](mailto:stateod@nrlc.org)**

**Produced by the National Right to Life  
State Organizational Development Department**