

## Signature Ad and Billboard Campaign Talking Points

We have found that a speaker before church services can, in a couple minutes, give people a better idea of what the Signature Ad and Billboard Campaign is, and why it's important to participate. This can increase participation substantially. A speaker who is able to share how they have been personally impacted by abortion is even more effective. The Signature Ad provides a "teachable moment" for your congregation.

Below are some talking points that can be used. Not all talking points need to be used. Feel free to choose those that you feel will be most effective with your congregation:

- January 22nd marks the 47th anniversary of the 1973 Supreme Court decisions that decriminalized abortion for any reason throughout all 9 months of pregnancy
- Since 1973, over 60 MILLION babies have been killed by surgical abortion and MILLIONS more by so-called "birth control" chemicals and devices that act as abortifacients
- Each year, to commemorate the Supreme Court decisions, Lorain County Right to Life takes out an ad in local newspapers and rents same-theme billboards throughout the county
- This "Signature Ad" as it's called has the names of all the people who signed up to sponsor the ad along with some Pro-Life educational information and a response coupon.
- Last year the Ad ran in the Morning Journal, the Chronicle Telegram, and the Rural Urban Record and brought the Pro-Life message to about 70,000 homes, and was also on newspapers' web sites.
- Right to Life will run the ad again on January 22<sup>nd</sup>. Billboards will be on display throughout the County during January.
- We're asking people to sign to have their name appear in the ad, and to donate \$5 for each name-line.
- Right to Life asks a \$5 donation per name-line to help cover the cost of the Ad and billboards (The newspapers alone cost over \$5000 last year and the billboards cost over \$3000!)
- The more names/donations collected, the more names appear in the ad and the stronger the statement for life, and also the more papers the Ad can run in, the bigger the Ad can be, and the more billboard locations can be purchased.
- The ad and billboards make a difference -- people re-think their position, people contact Right to Life to help out, expectant mom's see the Ad and billboards and choose life, etc.
- It takes less than a minute to participate (sign your name, donate).
- If people don't have the money, please sign anyway. Their support is important. *(In our experience, you will always end up with more than \$5 per name-line because some people donate more than \$5...)*