

## Bring America Back to Life Ad 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 Bring America Back to Life Ad 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 Ad Campaign provides a "teachable moment" for your congregation.

***Note: Some churches and organizations are not meeting as they normally would. Please check the Lorain County Right to Life website ([loraincountyrighttolife.org](http://loraincountyrighttolife.org)) for suggestions and materials for conducting the campaign on-line and by mail.***

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 49th 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 print and online ads with local newspapers, and also rents same-theme billboards throughout the county
- Formerly known as the "Signature Ad", print ads will only have educational information and no sponsor names. However, the names of all the wonderful people who sign up to sponsor the ad will be acknowledged on the Right to Life website.
- Last year the print 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. The Ad was also on newspapers' web sites and we reached about 18,000 people on Facebook.
- Right to Life will run the ads again on January 22<sup>nd</sup>. Billboards will be on display throughout the County during January.
- We're asking people to sign as a sponsor of the ad, and to donate \$5 (minimum) 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 almost \$5000 last year and the billboards cost \$4000!)
- The more names/donations collected, the more print and online Ad space can be purchased, and the more billboard locations can be purchased, reaching more people with the Pro-Life message.
- The ads 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 encourage them to 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...)*