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

Note: Please check the Lorain County Right to Life website (loraincountyrighttolife.org) for suggestions and materials for conducting the campaign.

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:

- On January 22, 1973 the U.S. Supreme Court in its *Roe v Wade* and *Doe v Bolton* decisions decriminalized abortion for any reason throughout all 9 months of pregnancy
- Since 1973, over 63 MILLION babies have been killed by surgical abortion, many MILLIONS of babies have been killed by abortion pills, and MILLIONS have died from so-called "birth control" chemicals and devices that act as abortifacients
- On June 24, 2022, the U.S. Supreme Court in its *Dobbs* decision overturned its 1973 decisions and returned the authority to regulate or prohibit abortion "to the people and their elected representatives."
- Tragically, in November of 2023, 57% of Ohioans used that authority to vote in favor of Issue 1, which enshrines unlimited abortion in the Ohio Constitution.
- According to the Ohio Department of Health, over 500 Lorain County children are killed by abortion each year. That's over 500 local children who were taken from the safety and security of their mother's womb and brutally killed!
- It is now more important than ever to proclaim the Pro-Life message! We must reclaim the culture, the law, and the Constitution in favor of the protection of life.
- The Right to Life Ad Campaign takes out print and online ads with local newspapers, and also rents same-theme billboards throughout the county.
- Right to Life will run the ads and rent billboards during the Fall.
- 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, print Ads ran in the Morning Journal, the Chronicle Telegram, and the Rural Urban Record and brought the Pro-Life message to about 70,000 homes. Ads were also on newspapers' web sites and we reached about 18,000 people on Facebook. Billboards were seen by 10s of thousands of people around Lorain County.
- We're asking people to sign as a sponsor of the ad, and to donate $5 (minimum). Larger donations are also welcome and very appreciated. Donations help cover the cost of the Ad and billboards (The newspapers and online ads cost over $4000 last year and the billboards cost almost $7000!)
- The more names/donations collected, the more print and online Ad space can be purchased, and the more billboard locations can be rented, reaching more people with the Pro-Life message.
- **The ads and billboards make a difference -- people re-think their position, expectant mom's see the Ad and billboards and choose life, people contact Right to Life to help out, etc.**
- It takes less than a minute to participate (sign your name, donate). You can also donate online or by mail.
- 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 because some people donate more than $5…).* If people don't wish their name to appear, they can donate anonymously.