

SPREADING THE word

Many students are pro-life but don't know it yet. Here are some quick, easy and inexpensive ways to get the pro-life message out.

01 FLIERS

Cover your campus with fliers. Many classrooms, dorms, student unions etc. have bulletin boards that are open to the public. These are prime locations for a positive pro-life message (make sure the locations you use are indeed public domain). Bored students will read just about anything during a long lecture so let's give them something to read. Here's a break-down of what you need to do.

DESIGN FLIERS

Come up with witty slogans, cute baby pictures, movie quotes, slick advertisements for local crisis pregnancy centers (CPCs), shocking statistics and more. Remember the golden rule of flier design: "Flier the truth with love." In other words, don't make antagonizing fliers, false fliers, overly angry fliers... etc. You want people to respond, you want people to think about abortion. You also want people to notice them so make them stand out! You can find pre-made fliers online at locations like <http://feministsforlife.org/ads/index.htm>. It is highly recommended that you also look into making fliers that advertise services, offered by the university or CPCs, that are available to pregnant students. Always get permission from the CPC before putting their name on anything.

DISTRIBUTE FLIERS

"Flier early, flier often" Yes, yes, another good axiom to live by. Do it often and do it consistently. You never want to miss an opportunity to spread the word. You should try to be creative with your distribution methods. Combine social events with posting fliers. Events may include a scavenger-hunt whilst posting, a dance party after posting...the sky is the limit folks. The UIUC Lifesavers club has done this successfully in the past by getting together Sunday nights for dinner and fliers. They would order pizza then split up to put up fliers for about 30 minutes reunite when the pizza arrived.

OBSERVE

Look for reactions around campus. See what people are saying on the streets, in classrooms, and in the school paper. Change your fliers accordingly. If some fliers are not effective, pitch them, if others get a great reaction use them more. Your fliers may be torn down immediately, or may stay up for weeks. This will dictate how often you meet to re-post the fliers. Finally, be ready to respond to anyone who might have questions/objections thusly bringing them to a deeper understanding of the horrors of abortion.

02 BUSINESS CARDS

This is similar to the flier idea.
Here's how it works:

Do some research.
Find contact for CPCs in your area or other information that would be helpful to student mothers.

It can be easy to find large quantities of business cards for a relatively low cost (vistaprint.com). Put the info that you found on these cards and get tons of them.

Have each member carry them around throughout the day and leave them wherever they go. People will find them all over: at the library, in the bathroom, the computer lab, on the bus...you get the idea.

SIDEWALK CHALK 03

WARNING: Do not try to jump into your chalk pictures like they do in Mary Poppins... it doesn't work.

You can also use sidewalk chalk to put pro-life messages around campus. This activity is essentially the same as posting fliers but comes with some small provisos.

This is a very effective way to get people to go to your website and to advertise for upcoming events.

Check the weather before you go. You don't want to put in a bunch of work only to have it washed away before anyone sees your beautiful chalkings.

You may need more chalk than you think. (Try the new spray chalk with a stencil...it looks great!)

Be sure to chalk in high traffic areas. i.e. the main quad

04 STUDENT NEWSPAPER

Newsprint can be an effective way to spread any message. Unfortunately it is often filled with pro-choice thoughts and ideas. You can change this with these techniques:

1 Assign one person (or more) in your group to read the paper. Read the headlines and the opinions sections looking for articles on life issues. Whenever these articles appear in the paper assign someone in your group to write an opinion piece on it. Do this even when the original article is pro-life in order to show support. If it's a really big issue, have several people write in. This way you can help balance out a paper that may be biased and also provide some good pro-life arguments. If no articles appear in a long time write an opinion piece to get people thinking.

2 Another effective activity is to put an insert into the student paper. There is an organization called Human Life Alliance that puts out a very professional insert. HLA's contact information is below. Please contact Jillian, she is very helpful.

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FACEBOOK 05

If everybody's on it you should be too! Besides joining the Students for Life of Illinois facebook group you should also use facebook to spread the pro-life message at your school! There are "facebook fliers" that allow you to pay a small amount of money to show your flier to other facebook users. You can put pro-life messages on these or use them to advertise for events! (Be sure to read and abide by the rules given for facebook fliers).