



OUTREACH

Every day, thousands of innocent children are brutally killed and thousands of women will be persuaded to make a choice that will scar them for life. To us, this is unthinkable. But to our culture, it is a right and even a moral good.

Our goal is to make abortion unthinkable and doing outreach on your campus is the most effective thing you can do to reach this goal. You never know what student on your campus needs to hear your message, or what unborn baby is scheduled to be walked into an abortion clinic the very next day. Outreach is uncomfortable, but not nearly as uncomfortable as the child who has her limbs torn off or the mother who lives in regret, wondering what could have been.

Here are some outreach guidelines to make you as effective as possible!

BEFORE: HAVE A TEAM HUDDLE

- **Talk about "The Why"** with your group. Remind yourselves that tiny lives are on the line every day.
- **Go over you goal of minds changed** for the semester. Where are you at? How many do you want to change today?
- **Review the expectations** during outreach listed below.

DURING: STAY FOCUSED

- **Talk to every student that walks past.** No student should walk past your table without being approached by you unless every single one of you is engaged in a conversation. You will feel like you're bothering people...and you probably are...but this is something worth bothering them about!
- **Stand next to your table,** not behind it. This makes you come off as more friendly and approachable.
- **Don't join another conversation.** This is the sacred rule of outreach. Only one of you should be in the conversation. It's okay to bring in someone else if you feel like you need help, but never join unless you're invited. More than one of you can make someone feel intimidated and ganged up on.
- **Avoid smiling and laughing among yourselves.** This is a serious topic that comes with a lot of pain for people. Laughter about an unrelated joke may be perceived as mocking this issue.
- **Track the number of minds you changed.** Use the sheet we send you with the activism kit.

AFTER: REGROUP

- **Debrief at your next meeting** using the guide provided on our website.
- **Follow up that day** with the people you talked to who need help or want to get involved.



OUTREACH FAQ'S

HOW SHOULD I PREPARE FOR OUTREACH?

The best thing you can do to prepare for outreach is to watch the Equipped for Life Course from the Equal Rights Institute. If you don't have access, ask the president of your group and they will get you signed up! The rest comes from practice. Talk with family and friends about abortion. If you're used to having this kind of conversation, outreach will be a lot easier!

HOW DO I START A CONVERSATION?

It's actually a lot easier than you may think! You can just walk up to someone and say "hey, what are your thoughts on this display over here?" Or "Hi! Some friends and I are doing a poll about abortion, do you want to vote and voice your perspective?" Exactly what you say depends on what display you're doing, but you can experiment and figure out what draws in the most people.

WHAT DO I DO IF THEY ARE ALREADY PRO-LIFE?

If 90% of our country said they are pro-life but didn't do anything about it, we still couldn't end abortion. We don't just want them to say they are pro-life, we want them involved! When this happens, you need to do two things. First, find out if they are 100% pro-life. You can ask, "do you think abortion is always wrong?" Sometimes they still have some exceptions such as rape. Once you confirm they are 100% pro-life, help them understand that the issue is so severe that it compels us to action. Remind them how brutal abortion is and how often it happens. You can ask "what do you think we have to do to end it?" You want to move them to action not in an accusatory way as if you think they're not doing enough, but in an inviting way by showing them what kind of impact they can have.

If they really ARE pro-life, recruit them to join the group! Don't just get their email address - invite them to have lunch with you and learn more about the group. Be intentional about making them feel like part of your group's community.

HOW DO I KNOW IF THEY CHANGED THEIR MIND?

We track how many minds we change so that we know how effective we are. It also motivates us to put in our best effort. We track two categories; slight mind changes and complete mind changes. A slight change is when someone walks away more pro-life than before. Maybe they first thought it was always okay, but now only up to a certain point or in certain cases. A complete mind change is when they start out believing abortion is okay, at least to some extent, and leave 100% pro-life. At the end of every conversation you need to ask "Has this conversation influenced your position on abortion at all?" Based on their answer, you can track how many minds you have changed on the back of the fetal development sheet that we send to you in the display kit.