



Rally for Reproductive Rights Digital Toolkit

2021

Accounts:

Facebook: [@NationalNOW](https://www.facebook.com/NationalNOW)

Instagram: [@NationalNOW](https://www.instagram.com/NationalNOW)

Twitter: [@NationalNOW](https://twitter.com/NationalNOW)

Website: [now.org](https://www.now.org)

Hashtag to use:

#BansOffOurBodies #ReproRightsNOW

Link to use:

Facebook Event page: <https://fb.me/e/1JL4AUnBb>

Link to downloadable graphics:

<https://drive.google.com/drive/folders/1Ogy76PLrcscKHR35SY0cUK-gt9WqZgHk?usp=sharing>

Topline Messaging:

Sound the alarm! Our reproductive freedom is at stake. We need a massive mobilization to send a loud and clear message: We will defend *Roe*.

Join the National Organization for Women (NOW) and over 90 coalition partners, including Planned Parenthood, Women's March, National Latina Institute for Reproductive Justice, SHERO Mississippi, Mississippi in Action, Access Reproductive Care-Southeast, The Frontline, Working Families Party, SisterSong and many more - in **Washington, D.C. on October 2** to let the Supreme Court and lawmakers know that we will not stand by and let our reproductive rights be stripped away.

If your chapter is participating in a march locally, you can still join our digital campaign for reproductive rights by using this toolkit to raise awareness virtually.

Sample social media to promote the abortion rally in D.C.:

Post 1:



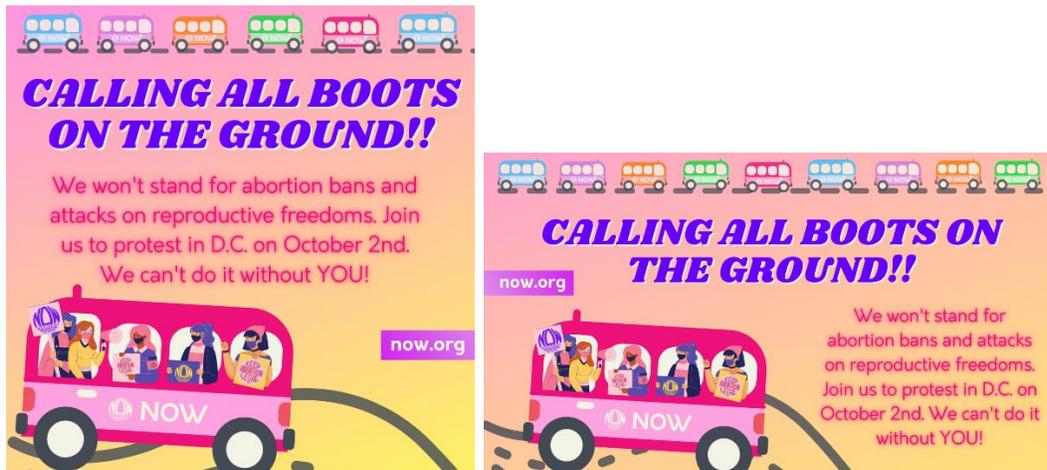
Caption for Facebook/Instagram:

NOW members, get ready to mobilize! 🚗 We've had ENOUGH with abortion bans and attacks on reproductive rights. The Supreme Court has allowed Texas to carry out the most restrictive anti-abortion law in the U.S., banning abortions after just six weeks. Join us and our coalition partners on October 2 to protest this injustice together in Washington, D.C. Be sure to RSVP on our Facebook page and follow along for updates here: <https://fb.me/e/1JL4AUnBb> Masks are strongly encouraged. We can't wait to see you there!

Caption for Twitter:

NOW members, get ready to mobilize! 🚗 We've had ENOUGH with abortion bans. Join us and our coalition partners on October 2 in Washington D.C. to protest abortion bans together. RSVP on our Facebook page here: <https://fb.me/e/1JL4AUnBb>

Post 2:



Caption for Facebook/Instagram:

Let's get our boots on the ground, NOW members! 🇺🇸 The Supreme Court has allowed Texas to carry out the most restrictive anti-abortion law in the U.S., and we won't stand for it. Join us and our coalition partners on October 2 in Washington, D.C., to protest these attacks on abortion rights and reproductive freedoms. You can RSVP on our Facebook page here: <https://fb.me/e/1JL4AUnBb> Get ready to make change happen. 🇺🇸

Caption for Twitter:

Let's get our boots on the ground, NOW members! 🇺🇸 We won't stand for abortion bans. Join us and our coalition partners on October 2 in D.C. to protest for reproductive rights. RSVP and follow along for updates on our Facebook page here: <https://fb.me/e/1JL4AUnBb>

Other Sample Tweets:

- CALLING ALL NOW MEMBERS! 🇺🇸 It's time to put our foot down on abortion bans. Join us in D.C. on October 2 to rally for reproductive rights. RSVP on our Facebook page here: <https://fb.me/e/1JL4AUnBb> #BansOffOurBodies #ReproRightsNOW
- We've had ENOUGH with abortion bans, and we're calling on our members to put boots on the ground. 🇺🇸 Join us and our coalition partners on October 2 in D.C. to rally! RSVP on our Facebook page here: <https://fb.me/e/1JL4AUnBb> #BansOffOurBodies #ReproRightsNOW
- It's time to take a stand against abortion bans. 🇺🇸 We've had enough with attempts to police our bodies. Join @NationalNOW and 90+ organizations on October 2 in D.C. to protest together. RSVP on our Facebook page: <https://fb.me/e/1JL4AUnBb> #BansOffOurBodies #ReproRightsNOW
- March with us and our coalition partners to fight abortion restrictions NEXT WEEK in D.C. !! We're meeting on October 2, and we want you to join us. Follow for updates on our page here: <https://fb.me/e/1JL4AUnBb> #BansOffOurBodies #ReproRightsNOW
- 🇺🇸 HAPPENING THIS WEEKEND 🇺🇸 Join us in D.C. on October 2 to rally against attacks on reproductive & abortion rights. More here: <https://fb.me/e/1JL4AUnBb> #BansOffOurBodies #ReproRightsNOW

Instagram Story Graphics:



Record a Video:

Instructions:

Record a video of yourself on your cell phone explaining why you're marching and/or why reproductive rights and abortion rights matter to YOU.

- Record video using our sample script below
- Download and place one of our transparent overlays on top of the video recording.
 - You can do this with an app such as the free version of the [Videoleap phone application](#).
- Share your video on any and all social media platforms with the hashtags #BansOffOurBodies and #ReproRightsNOW.
- Encourage others to record videos of their own!
- Don't forget to tag @NationalNOW in the post or story

Sample Script 1:

Hello, everyone! My name is (your name) from (your NOW chapter and/or state), and I'm marching in (where you're marching) to protest abortion bans and restrictions to reproductive rights. I'm protesting because (explain why this issue matters to you!). Keep your bans off our bodies!

Sample Script 2:

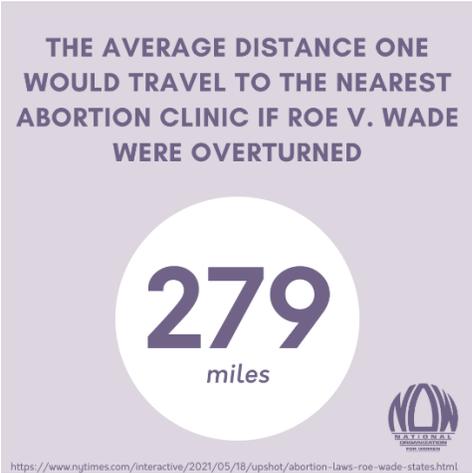
Hello, everyone! My name is (your name) from (your NOW chapter and/or state), and I'm speaking out against abortion bans. I care about this issue because (explain why this issue matters to you!). Keep your bans off our bodies!

Transparent Video Overlays:



Sample social media to promote a digital reproductive rights campaign:

Post 1:



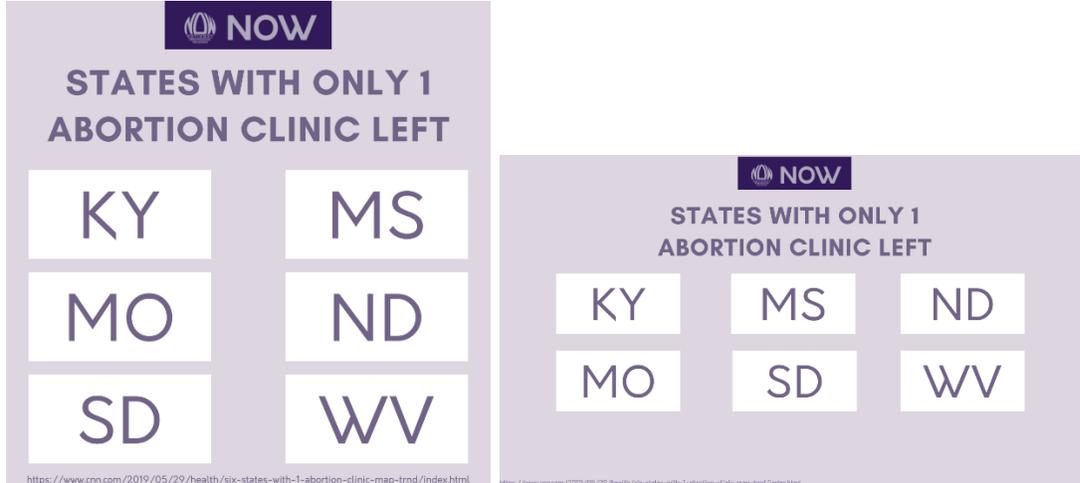
Caption for Facebook/Instagram:

If Roe v. Wade were overturned, the average distance one would have to travel to the nearest abortion clinic would be 279 miles or about 4 hours. For millions, this would mean traveling out of state & arranging childcare, lodging, and transportation. This is unacceptable. Keep abortion SAFE and LEGAL!

Caption for Twitter:

If Roe v. Wade were overturned, the average distance one would have to travel to the nearest abortion clinic would be 279 miles. For many, this creates challenges such as taking off work, finding lodging & transportation, and even childcare. #BansOffOurBodies #ReproRightsNOW

Post 2:



Caption for Facebook/Instagram:

There are currently six states that only have one abortion clinic left- and we cannot risk losing them. Protecting Roe v. Wade means preserving these clinics and the people who need their services every single day. Abortion is a human right!

Caption for Twitter:

Currently, six states only have one abortion clinic remaining. Without the security of #RoeVWade, these clinics are at risk of closing. We must preserve these clinics and the services they provide because people's lives depend on them! #BansOffOurBodies #ReproRightsNOW

Post 3:



Caption for Facebook/Instagram:

It's a fact: 1 in 4 women will get an abortion, and we need Roe v. Wade to protect their safety! Learn more about our work towards reproductive justice by visiting our core issues page here <https://now.org/issues/abortion-rights-reproductive-issues/>

Caption for Twitter:

It's a fact: 1 in 4 women will get an abortion, and we need Roe v. Wade to protect their safety! #BansOffOurBodies #ReproRightsNOW

Post 4:



Caption for Facebook/Instagram:

It's time to call our representatives and demand action! 📞

- ✓ Congress must pass the Women's Health Protection Act
- ✓ Federal and state governments must lift restrictions to allow for access to medication abortion via telehealth services
- ✓ Congress must repeal the Hyde and Helms Amendments
- ✓ Congress must end the Global Gag Rule permanently

Help us advocate for reproductive health and abortion care by calling the Capitol Switchboard at 202-224-3121.

Caption for Twitter:

It's time to call our representatives and demand action! 📞 Help us advocate for reproductive health and abortion care by calling the Capitol Switchboard at 202-224-3121. #WHPA #ReproRightsNOW