

MESSAGING MATTERS: ENGAGING THE PUBLIC IN ISSUE CAMPAIGNS

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OUTREACH ASSOCIATE, HEALTH & REPRODUCTIVE RIGHTS

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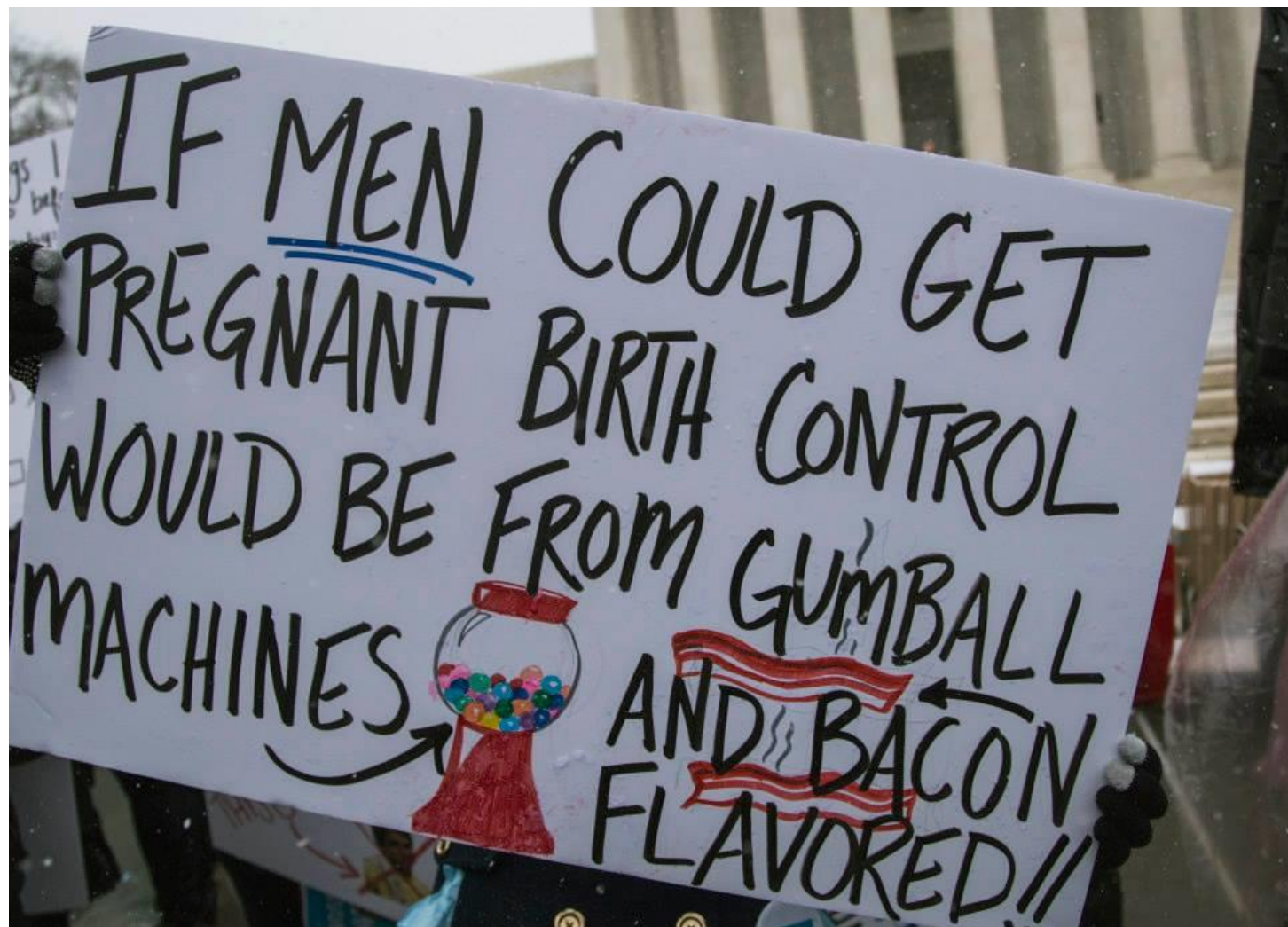
LAYING CAMPAIGN GROUNDWORK

- **Create Goals**
- **Target Audiences**
- **Research**
- **Develop a Message**
- **Produce Background Materials**
- **Timing**

EFFECTIVE MESSAGES ARE...

- Strategic
- Clear
- Compelling
- Consistent





DELIVERING YOUR MESSAGE

- Develop a communications plan and calendar
 - Consider key moments, targets, and your audience
 - Planning is crucial, even if it's a short turnaround
- Integrate your message across a range of platforms
 - Action alerts
 - Social media
 - Blogs
 - Toolkits

ACTION ALERTS

- Compelling subject line
- Strong opening
- Introduce the issue
- Make your ask
- More information
- Repeat the ask
- Close



Dear Amanda,

Let's be clear. Anti-choice Members of Congress have one goal:

To eliminate abortion coverage for everyone. Period.

There are so many things Congress could be doing right now to help Americans. But instead of focusing on improving our education system or the economy, leaders in the House of Representatives will hold a vote this week on H.R. 7 — a bill that could lead to the elimination of abortion coverage in the private health insurance market for *all* women.

[Their Goal Is to Eliminate Abortion Coverage](#)

Tell your Representative to protect women's health by opposing H.R. 7.

 **Take Action** 

This is not the priority of Americans. [Tell your Representative to oppose H.R. 7 and protect women's health.](#)

How dangerous is this bill? H.R. 7 could:

- Punish women who have abortions to prevent severe, permanent damage to their health
- Coerce individuals and small businesses to drop comprehensive health insurance or pay higher taxes
- Make dangerous restrictions on abortion coverage permanent such as prohibiting funding for abortion for women covered under Medicaid, women serving in the U.S. military, federal employees, residents of the District of Columbia, women in federal prisons, and many more
- Strip the District of Columbia of the power that all 50 states currently have: the power to make decisions about how to spend locally raised revenue, such as offering abortion coverage for women who otherwise could not afford it

And that's just the beginning. We need to defeat this harmful bill to send a message to our Members of Congress intent on restricting women's health:

This shouldn't be a priority now. It shouldn't be a priority ever.

[Tell your Member of Congress to oppose H.R. 7.](#)

Thank you for everything you do to protect women's reproductive health.

Sincerely,

Judy Waxman
Vice President for Health and Reproductive Rights

ACTION ALERTS, CONTINUED

- What's your ask?
- What's your action?
 - Legislative
 - Pledge
 - Share your story
 - Will you report back
- Will you report back?

This Shouldn't Be a Priority

Let's be clear. Anti-choice Members of Congress have one goal:

To eliminate abortion coverage for everyone. Period.

There are so many things Congress could be doing right now to help Americans. But instead of focusing on improving our education system or the economy, leaders in the House of Representatives will hold a vote this week on H.R. 7 — a bill that could lead to the elimination of abortion coverage in the private health insurance market for all women.

Tell your Representative to oppose H.R. 7 and protect women's health.

Personalizing this message will add to its impact.

Please take the time to add your thoughts or share a personal story.

Send Message

Enter your information:

• Required fields

• Title:

• First Name:

• Last Name:

• Your Email:

• Address 1:

Address 2:

• City:

• State / Province:

Choose a State

• Zip:

Phone Number:

☒ Please continue to send me email updates from the National Women's Law Center

Message

• Subject:

Oppose H.R. 7 and Protect Women's Health

Dear [Decision Maker],

I am writing to urge you to oppose H.R. 7, a harmful bill that could lead to the elimination of abortion coverage in the private health insurance market for all women.

• Personalize your message

H.R. 7 would punish women who have abortions to prevent severe, permanent damage to their health, coerce individuals and small businesses to drop comprehensive health insurance or pay higher taxes, make dangerous restrictions on abortion coverage permanent such as prohibiting funding for abortion for women covered under Medicaid, women serving in the U.S. military, federal employees, residents of the District of Columbia, women in federal prisons, and many more, and strip the District of Columbia of the power that all 50 states currently have: the power to make decisions about how to spend locally raised revenue, such as offering abortion coverage for women who otherwise could not afford it.

Women and their families need Congress to focus on important issues like our economy and our education system. I urge you oppose H.R. 7, a harmful bill that restricts women's health.

Sincerely,
[Your Name]
[Your Address]
[City, State ZIP]

Send Message

SOCIAL MEDIA

- Facebook
- Twitter
- Other platforms



BLOGS

- Tone
- Length
- Links
- Visual Content

Texas Politicians Target Neglected Teens

Posted on June 02, 2015 | Posted by: [Kelli Garcia, Senior Counsel](#)

I grew up in a small Texas town of about 7,000 people, 30 miles from the closest city. There was no public transportation and, really, no way for a teenager without a car to get around except to rely on parents and friends. The courthouse was in the next town over. Some of my high school classmates lived an hour or more away—on ranches and farms and in houses and trailers down country roads with miles between neighbors or in little communities of less than 200 people that couldn't even support a gas station. Getting into town from these places could be an ordeal, getting into the city to see an abortion provider, near impossible.

So trust me when I tell you that [Texas HB 3994](#) puts in place insurmountable barriers for many Texas adolescents seeking an abortion. Last Friday, this dangerous and extreme bill passed its last hurdle before heading to the governor's desk. Once it becomes law, it will threaten the safety and health of Texas adolescents.

Making it Harder to be Heard in Court

It's bad enough that Texas already requires anyone under the age of 18 to get a judge's approval to have an abortion if they are unable to get their parents' permission. But HB 3994 goes even further. Let's start with the requirement that adolescents must go to the judge in their county to seek permission. They can't even appear by video or phone which had been allowed before HB 3994. According to [Heather Busby](#), of NARAL Pro-Choice Texas, "The judicial bypass is in place to protect abused and neglected pregnant teens who cannot safely turn to a parent or cannot find a parent. When a minor is forced to go to her local courthouse in rural communities her confidentiality is near impossible to protect."

I know firsthand how hard it can be to have any privacy, to do anything in a rural community without it getting back to your parents, family, and friends. The one lawyer who handled family law cases in my hometown knew my parents, taught catechism at my church, and was good friends with one of my aunts. The whole school knew when one of my friends sought emancipation from her abusive parents. One night after she fled her parents, they showed up at the house where she was staying and tried to drag her home. Her location was supposed to be a secret but how do you keep a secret like that when her brothers could see whose car she got into at the end of the day? How do you keep a secret when the lawyer's office is just down the street from the high school and we could all see who walked in? When the court secretary is your cousin? When the police officer walking in the hallway at the courthouse is your sister's boyfriend? When you need a friend to drive you to the courthouse? A plausible cover story to tell your parents? An explanation to give your abusive boyfriend who tracks your every move?



HB 3994 will effectively cut off access for many adolescents who will be unable to get to court or who need to keep the fact that they are trying to have an abortion a secret, which includes just about anyone who is seeking judicial approval in the first place.

Making It Harder to Obtain Court Approval for an Abortion

And that's not all. HB 3994 requires adolescents to meet a higher standard of proof before being able to get a judge's permission and it permits the court to require the adolescent to be evaluated by a mental health professional. It also allows the judge to wait five days, instead of the current two, before issuing a decision and if the judge misses the deadline, the request will be denied. Under current law, if the judge does nothing, the request is granted.

Doing Harm

Issues

<Any>

Tags

<Any>

Search

THIS IS PERSONAL

Join the Reproductive Health Campaign
Go to [ThisIsPersonal.org](#) to get the facts and tools you need to help protect women's reproductive health.

Blogroll

AAUW Dialog	Leadership and Women Lawyers
About.com: Working Moms	Ms. JD
ACS Blog	OMB Watch
Aggressive Progressives	BudgetBlog
ataxmatter	RepoRepro
Because I Played Sports	Reproductive Rights Blog
Day of the Girl	Reproductive Rights Prof Blog
Fair Game News	SCOTUSblog
FemChat	Title IX Blog
Feminist Law Professors	Women's Health News
Gender & Sexuality Law Blog	Young Mothers' Education Policy
I Am Not A Loan	Young Women Misbehavin'

How You Can Help



Donate ▶



Take Action ▶



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PERSONAL**

**Moving a Generation of
Women to Protect
Reproductive Health**

WHAT ARE WE TRYING TO DO?

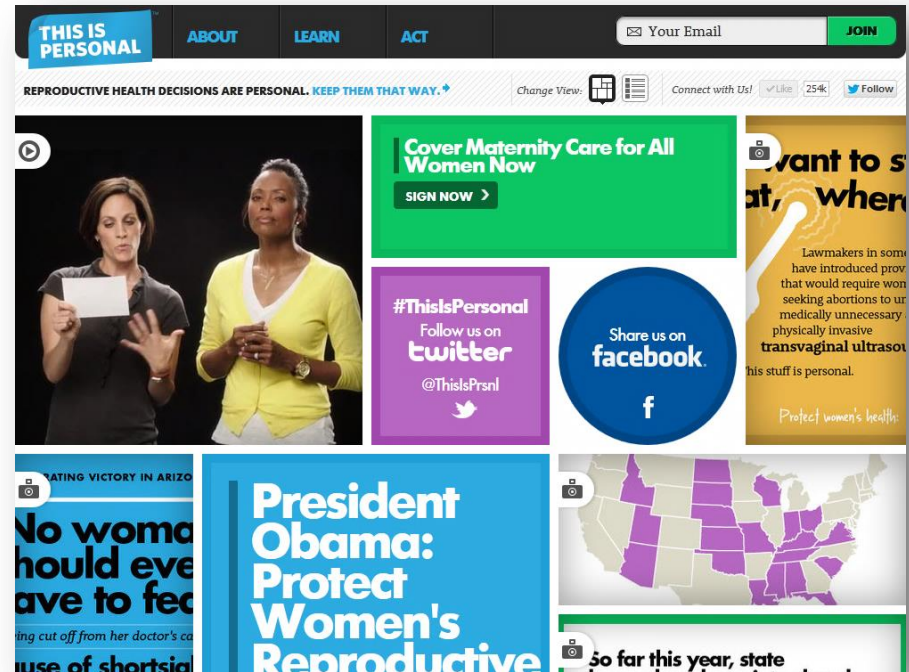
Reach – target a specific audience of women

Engage – get them interested and educated about reproductive health issues

Activate – move them up the ladder of engagement

Learn – experiment and gather best practices to share with our community

Grow – build the movement with new people and new tactics



WHO ARE WE TRYING TO REACH?

Millennial women (age 18-35)

Inactive women who agree with the campaign principles but they are not currently active on the issue.

Emphasis on **women of color**

Women in **target states**



WHY ONLINE?

43% of young women vs. 37% young men

Young women ages 18-35 are more likely than men 18- 35 to keep up with political news on social networking sites.

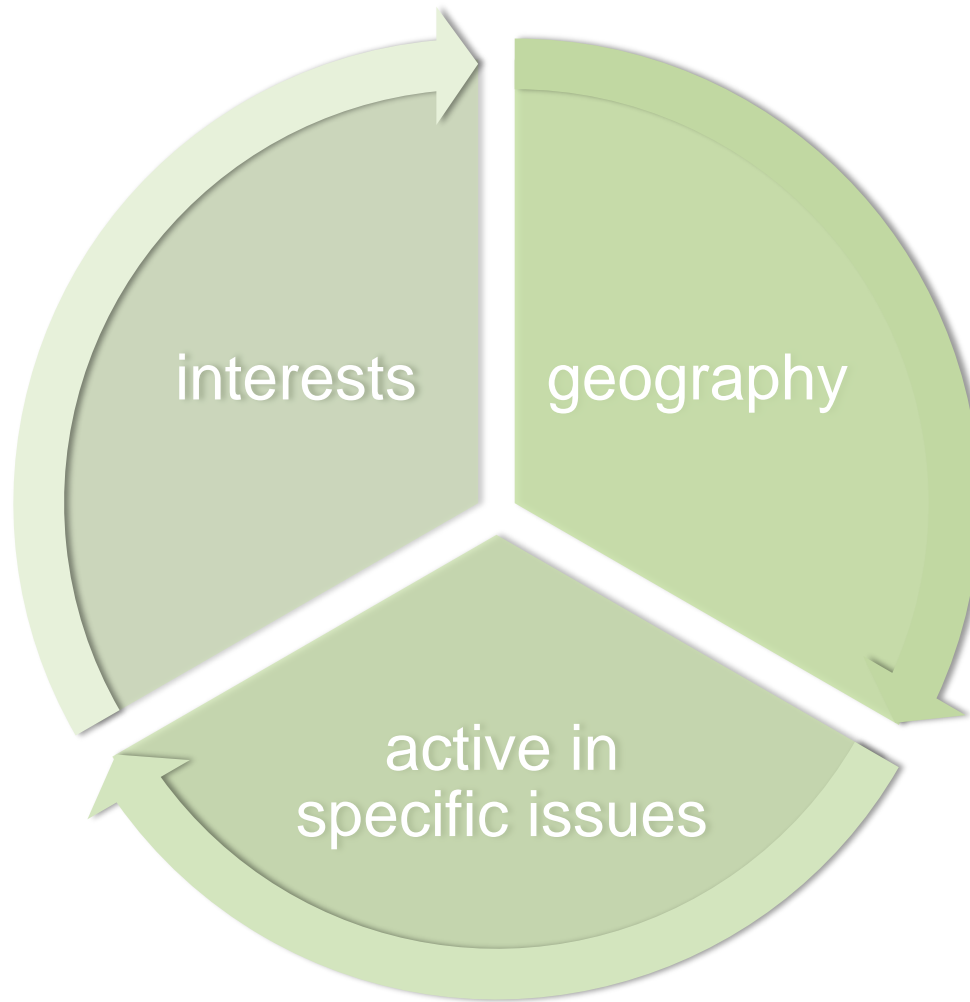
Young women ages 18 – 35 are more likely than any other age group to recruit people on social networking sites to get involved with political issues that matter to them

33% of young women vs. 26% of everyone else

Communities of Color

Black and Latino communities are more likely to use social media and social networking sites than Whites.

HOW DO WE FIND THEM?



HOW DO WE ENGAGE THEM?

We publish a steady drumbeat of visual content in response to the daily news cycle.

WHAT DOES THAT LOOK LIKE?

get the conversation going

educate



8 in 10 Americans say family planning services (including birth control) are important to basic preventive health care.

9.4 million women receive these services from publicly funded clinics each year.

Public funding matters.

Learn more: THISISPERSONAL.ORG



I support birth control because

_____ •

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activation moments



Serving your country:
Honorable

Denying military women who have been raped access to abortion services:
Dishonorable

Write to Congress
and tell them to stop playing politics with our servicewomen's health and dignity.

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growing the movement

Comment OF THE **Week**

“I've never heard of anyone calling a man a slut for using Viagra... Why is a woman considered a slut when she's actually making a mature, wise decision to prevent unwanted pregnancies?”

- ALEESA B.
APRIL 4

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nearly 44% of total letters came from Facebook fans

ENGAGEMENT ON FACEBOOK

Support for *Roe v. Wade*

Equal Pay Day

WHAT DO WE WANT THEM TO DO?

moving our target audience up
the ladder of engagement...



...and measuring success through:

- click through and action rates
- post virality*
- being part of the conversation

** our average virality is 6.5%, with some reaching the 20 – 35% range, putting us in the top 1% of all content.*

WHAT DOES SUCCESS LOOK LIKE?

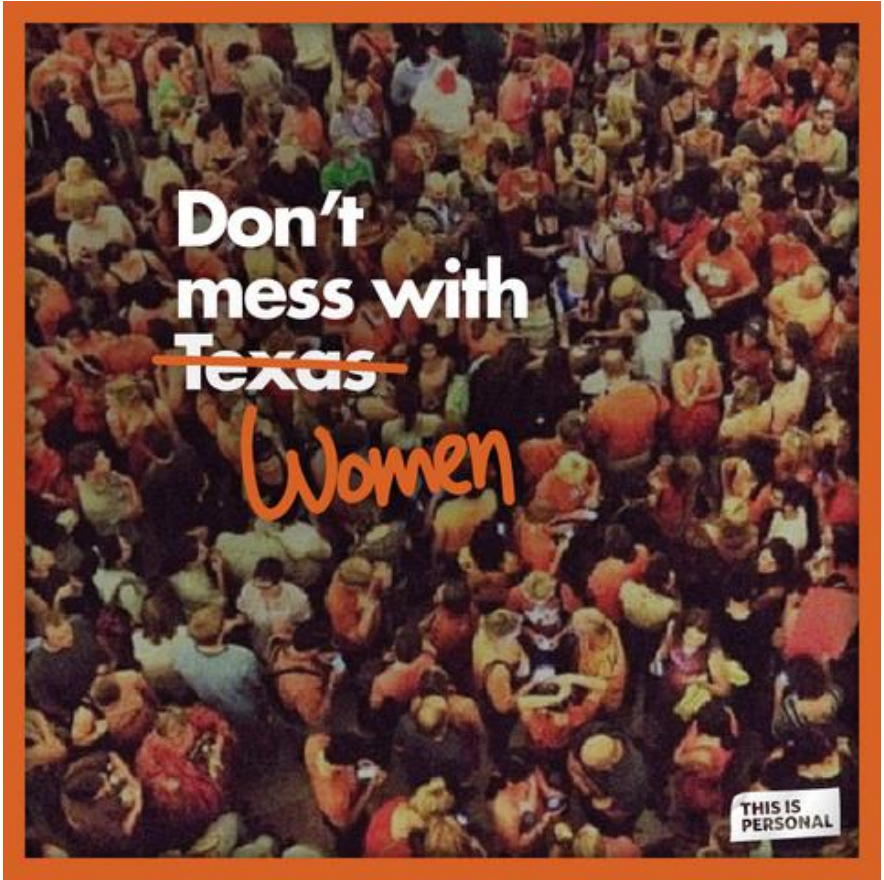
Over 500,000 people in total community and

Over 315,000 Facebook fans

On Facebook almost 90% in the target age/gender demographic and 78% not engaged following other reproductive health groups

Over 55% of our website traffic comes from Facebook

Almost 3 million supporter actions



QUESTIONS?

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