

RAPID RESPONSE

HOW TO GUIDE



**STUDENTS
FOR LIFE**
OF AMERICA

PLANNING TO RAPIDLY RESPOND

With the news of the leaked majority draft opinion in favor of reversing *Roe*, many pro-choice groups are protesting. As members of the Post-*Roe* Generation our job is to compassionately bring the truth to our culture and to the people that disagree with us the most. *Students for Life of America* will equip you and your group to be lights in the darkness and bring the truth about abortion violence to these protests.

BE PREPARED TO RAPIDLY RESPOND

To prepare to rapidly respond, your group should keep on hand markers, posters, and *Standing With You* pregnancy and post-abortion resources. If you need any supplies, contact your Regional Coordinator at [yourstate]@studentsforlife.org. For your homemade signs, use these post-*Roe* messaging points:

- "We Are the Post-*Roe* Generation."
- "In A Post-*Roe* America...No Woman Stands Alone."
- "We Demand Protection At Conception."
- "We Survived *Roe*, BUT *Roe* WILL NOT Survive US."
- "You Are Not Alone. We Stand With You. StandingWithYou.org"
- "Women Deserve Better Than *Roe*."

KEEP AN EYE OUT FOR PRO-ABORTION EVENTS/PROTEST

You must know when abortion protests, rallies, walk outs, and other events are happening to effectively respond to them.

- Keep an eye out for pro-abortion protests on or near your campus.
- Follow local and school abortion groups on social media and join their email lists to stay up to date on events.
- If you find out about an event, contact your Regional Coordinator immediately. Your Regional Coordinator can help you and your group leaders brainstorm ideas to counter protest.

DEFEND YOUR RIGHT TO PROTECT THE PREBORN

No one has the right to discriminate against you for your pro-life values; this includes administration, faculty, staff, and your fellow students. If you are facing discrimination, unjust treatment, vandalism, or harassment on your campus:

- Document everything with photos and screenshots.
- Contact FreeSpeech@StudentsforLife.org for free support.

Recruitment Suggestions:

The key to recruitment is personally inviting others to join you. Reach out to your student group, other like-minded groups, local friends, family, and fellow pro-life leaders to join you. Make sure that you give them the details and ask them to help you counter protest.

- Personal invitations are best. So, give your leads a call or send a text.
- Ask people that are committed to coming to also recruit people to join you.
- Utilize emails, texts, group chats, and social media to promote your counter protest.
- Make sure that your group is on board to join you. Reach out to like-minded groups to join you.

ORGANIZE VOLUNTEERS

- If you have time before the event, have a call/meeting with all the people planning to attend the counter protest and have a meeting point away from the rally to have a short prep meeting on the day of.
- Follow up with confirmed volunteers before the event and on the day of the event to ensure that they still plan to attend.
- Consider making a GroupMe for easier communication with your volunteers.
- If you do not have time before the event, ensure that everyone that joins you is on the same page. It is very important to discuss plans to rapidly respond with your group, set up a group text, and keep supplies on hand so that no matter when a pro-abortion event happens you can effectively respond.

AT THE COUNTER-PROTEST

SAFETY PROTOCOLS

Your safety is of the utmost importance. So please follow these safety protocols:

- If your group has not already been trained with our *Pro-Life Apologetics* training, please request one from your Regional Coordinator today. This training will equip you and your leaders to lovingly change hearts and minds for Life.
- You must have a bare minimum of 5 people to help you counter protest. Stay with your group. If you know someone with security experience, consider asking for their help.
- Do not taunt or intentionally engage people on the other side. Do not enter their rally, stay on the edge. If someone in your group is antagonizing the other side, ask them to take a break with a partner. Ensure that you keep an eye on your surroundings at all times.
- If things get intense and you fear for your safety, please call the police, and leave the protest.
- Remember we are not there to engage, so please keep a safe distance. You are there to peacefully bring the pro-life message.
- If someone does become aggressive and you are in a safe place, please record horizontally and send to media@studentsforlife.org immediately and CC your Regional Coordinator. Please share as much information about the situation with our team including a brief paragraph.

TELLING THE PRO-LIFE STORY:

Take pictures, videos, and share with Students for Life of America!

- *Add your content to social media, tag Students for Life of America, and use the #PostRoeGen!* Make sure you follow up on social media!
- Please share your photos and videos with your Regional Coordinator and our Communications Team at comms@studentsforlife.org.
- When you are taking story videos on the day of the event, explain what is happening at the event and why you are there. People watching your content will learn about what is going on from you!
- Take vertical and horizontal photos and share them all with us!



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MEDIA & PRO-LIFE TALKERS:

At these protests, our goal is to be a peaceful presence and to share the pro-life message. A major part of representing the pro-life message is engaging with any media present at the protest. Here are a few tips on how to address the media:

- If media is taking pictures from a safe distance, then try to get the Post-Roe Gen signs in the pictures so that media photos have our messaging in them too. So be aware of where the media is so that you can use your pro-life signage to spread our message.
- If the media approaches you, explain who you are and what you are doing at the protest. Tell them you lead a group and are involved with *Students for Life of America* and that you are at the protest to be a peaceful presence for the preborn and women most affected by abortion violence. You may approach the media to share the pro-life message as well.
- If you and your group members prefer not to take an interview, you can direct them to media@studentsforlife.org.

Utilize these talking points to help you address the potential reversal of Roe:

- In the *Dobbs* case, we have an historic opportunity to correct the human rights issue of our day – abortion. *Students for Life of America* was founded as a Post-Roe organization. Even when no one believed us that it was possible for *Roe* to fall -- we knew that such a great injustice could not continue to stand.
- This case is not the end of our work – but the beginning – as we dedicate ourselves to protecting life in law, supporting women and families, and making abortion **unthinkable**. *Students for Life of America* has a woman focused initiative called, *Standing With You*. With this initiative we strive to protect the rights of pregnant and parenting women, provide resources and support for women in need, and support families.
- The Constitution does not include a right to abortion, written in invisible ink unseen until 1973. But States Right ARE in the Constitution. The ability of states to legislate abortion should be respected and supported.
- The Supreme Court is responsible for the current chaos of abortion ... and the Supreme Court should take steps to fix it by getting out of the way, and letting states decide.
- We will wait to celebrate until we know the final decision, but this is still a sober moment. MORE THAN 63 MILLION have died because the legal atrocity of abortion was permitted to continue for almost 50 years. We hope and pray that our laws will be restored and that the innocent will no longer be vulnerable to a death sentence because they reside in the womb.
- More Post-Roe Information:
- For more in-depth talking points and action items, please check out our [Post-Roe FAQs](#).
- To ensure that your group is Post-Roe ready, please check out our [Post-Roe Checklist](#).
- To learn more about Post-Roe events and opportunities, check out our [Post-Roe Action Center](#).



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