

**NARAL PRO-CHOICE NEW YORK**

**ACTIVIST TOOLKIT**

**2009**

**[www.ProChoiceNY.org](http://www.ProChoiceNY.org)**



**NARAL Pro-Choice New York** is a political and advocacy reproductive rights organization that works at the state and local level to protect and advance access to the full range of reproductive health care to help men, women and teens stay healthy and safe.

We work to pass proactive, pro-choice legislation and to defeat anti-choice initiatives. Politically, we work to elect pro-choice officials and hold them accountable by ensuring they pass or defeat legislation consistent with our mission. At the community level, we provide educational resources and information while simultaneously engaging and empowering individuals to join us in working to achieve reproductive choice for all New Yorkers.

### **2009 Action**

This year, our political work includes campaigning to ensure that pro-choice candidates are elected to all levels of city and local government. On the legislative front, we are working to pass the Reproductive Health Act, a bill that would guarantee a woman's right to control her reproductive health here in New York State. In our community work we organize and mobilize thousands of New Yorkers, in every corner of the state, to be ambassadors for our message and take action in all of our political, legislative and community efforts.

**We are only able to do this work with the participation of activists like you.**

This toolkit will provide you with solid ideas and tools that you can use today to get out there and get started on making pro-choice change in your community and beyond. Please feel free to contact our Community Organizer Lalena Howard at 646-520-3506 or [LHoward@prochoiceny.org](mailto:LHoward@prochoiceny.org) with questions, success stories, for support, or with ideas for the future. We are excited to partner with you and can not wait to hear about all the amazing work you will do in support of women's right to choose.

## **A YEAR OF ACTIVISM**

### **What you can do to protect choice...**

#### **Once a day**

- [ ] Become our fan on Facebook: <http://www.facebook.com/naralprochoicenyork?ref=ts> Repost! Follow us on Twitter: <http://twitter.com/ProChoiceNY> Retweet us!

#### **Once a week**

- [ ] Join our virtual phone banks from home to urge people to contact their legislators in support of reproductive health issues. All you need is a high-speed internet connection and a phone to join. We will send you complete instructions for the phone banks when you RSVP. For a list of all upcoming phone banks, visit our Community Events Calendar here: <http://www.prochoiceny.org/getinvolved/events.shtml>

#### **Once a month**

- [ ] Host a pro-choice party, discussion, film screening, clothing swap, "Battle of the Bands," sporting event, or game night and hand out NARAL Pro-Choice New York materials. (Turn to page 10 for a complete list of materials that you can download or order for free!)

#### **Once a year**

- [ ] Register to vote and vote in every election. For more information on how you can register and for a calendar of all election dates, please contact the New York State Board of Elections at (518) 474-6220 or [www.elections.state.ny.us](http://www.elections.state.ny.us).

## ELECTIONS MATTER.

### What you can do to elect pro-choice candidates...

- [ ] Register to vote and vote in every election. For more information on how you can register and for a calendar of all election dates, please contact the New York State Board of Elections at (518) 474-6220 or [www.elections.state.ny.us](http://www.elections.state.ny.us).
- [ ] Visit [www.voteaprochoiceny.org](http://www.voteaprochoiceny.org) for information on elections in your district and to see who has been endorsed by NARAL Pro-Choice New York.
- [ ] Become our fan on Facebook: <http://www.facebook.com/naralprochoicenyork?ref=ts> Repost! Follow us on Twitter: <http://twitter.com/ProChoiceNY> Retweet us!
- [ ] Add our voter guide web sticker to your websites, blogs, and e-mail signature so others can learn about pro-choice representatives and campaigns by clicking here: <http://capwiz.com/prochoiceny/dbq/stickers/?command=statestickers>
- [ ] Download NARAL Pro-Choice New York's "Pledge to Vote Pro-Choice" and collect signatures from all your friends, colleagues, family, strangers, everyone! To download the Pledge, click here: <http://www.prochoiceny.org/assets/files/pledgetovotepro-choice.pdf>
- [ ] Ask your Facebook friends to vote pro-choice by updating your status with these statements, or make up your own:
 

"Pledged to vote pro-choice this election season and you should too. To learn more and sign the pledge, click here: <http://www.prochoiceny.org/assets/files/pledgetovotepro-choice.pdf>"

"Is voting for \_(candidate name) \_ on \_(election date)\_\_ because they are pro-choice and you should too. To see which candidates are pro-choice in your district click here: [www.voteaprochoiceny.org](http://www.voteaprochoiceny.org)"
- [ ] Hand out and hang up NARAL Pro-Choice New York's voter guide postcards and "Why Elections Matter" materials on the train, on campus, at events, on the street, at your community center, wherever! To order materials, contact our Community Organizer at [howard@prochoiceny.org](mailto:howard@prochoiceny.org) or 646-520-3506.

- [ ] Volunteer with pro-choice campaigns in your area by contacting our Community Organizer at 646-520-3506 or [lhoward@prochoiceny.org](mailto:lhoward@prochoiceny.org). Pro-choice campaigns need help around the clock, so all schedules can be accommodated.
  
- [ ] Join our virtual election phone banks from home to urge people to vote pro-choice, all you need is a high-speed internet connection and a phone to join. We will send you complete instructions for the phone banks when you RSVP. For a list of all upcoming election phone banks, visit our Community Events Calendar here: <http://www.prochoiceny.org/getinvolved/events.shtml>
  
- [ ] Write an article or op-ed about why you vote pro-choice and submit it to the editors of your local and school newspapers, your professional or community organization's newsletters, and your favorite blogs and on-line news sites. At the end of the article, ask your readers to visit the NARAL Pro-Choice New York Voter Guide at [www.voteaprochoiceny.org](http://www.voteaprochoiceny.org) and take the "Pledge to Vote Pro-Choice" here: <http://www.prochoiceny.org/assets/files/pledgetovotepro-choice.pdf>
  
- [ ] Host a pro-choice party, discussion, film screening, clothing swap, "Battle of the Bands," sporting event, or game night and hand out NARAL Pro-Choice New York voter guide postcards and "Why Elections Matter" materials.
  
- [ ] Run for office! Consider becoming a pro-choice candidate in your community.

## LAWS MATTER.

### What you can do to pass the Reproductive Health Act...

- [ ] Visit our website to learn more about the Reproductive Health Act and how it will guarantee a woman's right to control her reproductive health here in New York: <http://www.prochoiceny.org/getinvolved/alerts/200705221.shtml>
  
- [ ] Post a link to NARAL Pro-Choice New York's Reproductive Health Act page on your websites, blogs, e-mail signatures, calendars and social networking sites so you can educate hundreds and help spread the word: <http://www.prochoiceny.org/getinvolved/alerts/200705221.shtml>
  
- [ ] Become our fan on Facebook: <http://www.facebook.com/naralprochoicenewyork?ref=ts> Repost! Follow us on Twitter: <http://twitter.com/ProChoiceNY> Retweet us!
  
- [ ] Download the Reproductive Health Act petition and collect signatures at school, work, concerts, on the street, at the beach, everywhere! To download and print the petition, please visit our website here: <http://www.prochoiceny.org/assets/files/rhapetition.pdf>. We can also mail you hard copies of the petition. Just contact our Community Organizer at 646-520-3506 or [lhoward@prochoiceny.org](mailto:lhoward@prochoiceny.org).  
 \*\*Please mail completed petitions to NARAL Pro-Choice New York, 470 Park Avenue South, 7<sup>th</sup> Floor, New York, NY 10016\*\*\*
  
- [ ] Order the Reproductive Health Act informational brochure and put stacks out in the cafeteria, the senior center, at your organization's event, at the bus stop, at coffee shops, everywhere! To order brochures contact our Community Organizer at 646-520-3506 or [lhoward@prochoiceny.org](mailto:lhoward@prochoiceny.org)
  
- [ ] Throw a letter-writing party at your organization, house, at a café, or in the park to write personal letters to your representatives telling them why you and your friends support the Reproductive Health Act. For tips on how to write a letter in support of RHA, check out our website here: <http://www.prochoiceny.org/getinvolved/rhaletter.shtml>
  
- [ ] Join our virtual Reproductive Health Act phone banks from home to urge people to contact their legislators in support of the bill, all you need is a high-speed internet connection and a phone to join. We will send you complete instructions for the phone banks when you RSVP. For a list of all upcoming RHA phone banks, visit our Community Events Calendar here: <http://www.prochoiceny.org/getinvolved/events.shtml>

- [ ] Ask your Facebook friends to take action in support of the Reproductive Health Act by updating your status with these statements, or make up your own!:

“Supports the Reproductive Health Act so NY women will always have the right to choose! Click here for more info: <http://www.prochoiceny.org/getinvolved/alerts/200705221.shtml>”

“Just wrote a letter to my representative in support of the Reproductive Health Act and you should too. Click here for more info and to get started: <http://www.prochoiceny.org/getinvolved/rhaletter.shtml>”

“Collected \_(# here)\_ petition signatures in support of the Reproductive Health Act and you should too. Click here to get more info and download the petition: <http://www.prochoiceny.org/assets/files/rhapetitionpdf.pdf>

- [ ] Write an article or op-ed about why you support choice and the Reproductive Health Act and submit it to the editors of your local and school newspapers, your professional or community organization’s newsletters, and your favorite blogs and on-line news sites. At the end of the article, ask your readers to take action in support of choice and the Reproductive Health Act by visiting NARAL Pro-Choice New York’s website and downloading petitions here: <http://www.prochoiceny.org/assets/files/rhapetition.pdf>

- [ ] Contact our Community Organizer at 646-520-3506 or [lhoward@prochoiceny.org](mailto:lhoward@prochoiceny.org) to schedule a meeting with your elected officials, so you can tell them face to face why you support the Reproductive Health Act and why they as your representative should too. We are happy to go with you if you’d like and will provide materials and training.

**ACTIVISTS MATTER.**  
**What you can do to spread the word and get others  
 involved with NARAL Pro-Choice New York...**

- [ ] Sign-up for our Choice Action Network and receive e-mail alerts about our upcoming events, opportunities to take action and emerging reproductive health issues. To sign up, click here: <https://id297.securedata.net/prochoiceny/getinvolved/getalerts.shtml>.
  
- [ ] Ask your friends to sign up for the Choice Action Network so they can hear about all the issues and how they can take action too! Post the sign-up page link on your website, blog, e-mail signature, everywhere! Here's the link: <https://id297.securedata.net/prochoiceny/getinvolved/getalerts.shtml>
  
- [ ] Become our fan on Facebook: <http://www.facebook.com/naralprochoicenewyork?ref=ts> Repost! Follow us on Twitter: <http://twitter.com/ProChoiceNY> Retweet us!
  
- [ ] You can also ask people to sign-up for the Choice Action Network off-line. Download and print-out the sign-up sheet and circulate it at your office, school, meetings, events, everywhere! To download the sign-up sheet, click here: <http://www.prochoiceny.org/assets/files/cansignup.pdf>
  
- [ ] Join our on-line community. Fan NARAL Pro-Choice New York on Facebook here: <http://www.facebook.com/home.php?ref=home#/naralprochoicenewyork?ref=nf> and invite your friends to do the same by updating your status with these statements:
 

“Just became a fan of NARAL Pro-Choice New York and you should too! Fan them here: <http://www.facebook.com/home.php?ref=home#/naralprochoicenewyork?ref=nf>”

“Wants all my pro-choice friends to fan NARAL Pro-Choice New York. Check them out here: <http://www.facebook.com/home.php?ref=home#/naralprochoicenewyork?ref=nf>”
  
- [ ] Order any of our free materials mentioned in this toolkit along with our Choice Action Network sign-up sheet and pass them around during your presentations at school or work, to your clients or students, puts stacks on your organization's front desk or your event table, at your local corner store or bodega, everywhere! To order materials, contact our Community Organizer at 646-520-3506 or [howard@prochoiceny.org](mailto:howard@prochoiceny.org).

- [ ] Host a pro-choice party, discussion, film screening, clothing swap, speak-out, “Battle of the Bands,” sporting event, or game night and ask your friends to sign up for the Choice Action Network so they can stay active after the event. To download and print out the sign-up sheet click here: <http://www.prochoiceny.org/assets/files/cansignup.pdf>
  
- [ ] Invite a guest speaker from NARAL Pro-Choice New York to speak with your club or organization, student or senior group, staff, book club, or at one of your upcoming events. We will speak about the current state of reproductive rights in New York, how you can take action and will bring educational and fun materials for everyone! Contact our Community Organizer at 646-520-2506 or [lhoward@prochoiceny.org](mailto:lhoward@prochoiceny.org) to schedule a speaker.
  
- [ ] Write an article or op-ed about a reproductive rights issue you care about and submit it to the editors of your local and school newspapers, your professional or community organization’s newsletters, and your favorite blogs and on-line news sites. At the end of the article, ask your readers to take action in support of choice by signing up for NARAL Pro-Choice New York’s Choice Action Network here: <https://id297.securedata.net/prochoiceny/getinvolved/getalerts.shtml>.
  
- [ ] Table with us at community events or order materials so that you can represent NARAL Pro-Choice New York at a tabling event in your home town. For a listing of our upcoming tabling events, please visit our Community Events Calendar here: <http://www.prochoiceny.org/getinvolved/events.shtml>. To order materials for tabling, please contact our Community Organizer at 646-520-3506 or [lhoward@prochoiceny.org](mailto:lhoward@prochoiceny.org)

*Contact NARAL Pro-Choice New York’s Community Organizer Lalena Howard  
[lhoward@prochoiceny.org](mailto:lhoward@prochoiceny.org) or 646-520-3506  
Visit our website at: [www.prochoiceny.org](http://www.prochoiceny.org)*

## Resources for success...

Below is a list of all the free materials that are available to order from NARAL Pro-Choice New York. To order, either download using the link provided or contact our Community Organizer at NARAL Pro-Choice New York at 646-520-3506 or [howard@prochoiceny.org](mailto:howard@prochoiceny.org) for hard copies.

### Political

- [ ] Pro-Choice Voter Guide postcards
- [ ] “Why Elections Matter” brochures
- [ ] “Pledge to Vote Pro-choice”  
(<http://www.prochoiceny.org/assets/files/pledgetovotepro-choice.pdf>)

### Legislation and the Reproductive Health Act

- [ ] “Why Laws Matter” brochures
- [ ] Reproductive Health Act informational brochures
- [ ] Reproductive Health Act petition  
(<http://www.prochoiceny.org/assets/files/rhapetition.pdf>)

### Community Outreach Materials and Resources

- [ ] NARAL Pro-Choice New York Activist Toolkit  
(<http://www.prochoiceny.org/assets/files/activisttoolkit.org>)
- [ ] “Choice Action Network” sign-up sheets  
(<http://www.prochoiceny.org/assets/files/cansignup.pdf>)
- [ ] “NARAL Pro-Choice New York – How to Get Involved” brochures  
(<http://www.prochoiceny.org/assets/files/npcnybrochure.pdf>)
- [ ] I <3 Pro-Choice New York stickers
- [ ] I <3 Pro-Choice New York square pins
- [ ] “Book of Choices” postcards ([www.bookofchoices.org](http://www.bookofchoices.org))
- [ ] “What You Should Know About HPV” brochures for youth  
(<http://www.prochoiceny.org/assets/files/hpvbrochure.pdf>)
- [ ] “Resource Guide on Free and Low-Cost Reproductive Health Care in New York City”  
([http://www.nirhealth.org/sections/ourprograms/documents/UninsuredWomensResource\\_3.pdf](http://www.nirhealth.org/sections/ourprograms/documents/UninsuredWomensResource_3.pdf))

## Things to remember...

- [ ] NARAL Pro-Choice New York's website is [www.prochoiceny.org](http://www.prochoiceny.org)
- [ ] Contact our Community Organizer anytime with questions, ideas, or for support at 646-520-3506 or [lhoward@prochoiceny.org](mailto:lhoward@prochoiceny.org)
- [ ] Please send all completed pledges, petitions and Choice Action Network sign-up sheets to the following address, so we can add them to the thousands being collected throughout the state:

NARAL Pro-Choice New York  
470 Park Avenue South, 7<sup>th</sup> Floor  
New York, NY 10016  
Attn: Activists

- [ ] Become our fan on Facebook: <http://www.facebook.com/naralprochoicenyork?ref=ts> Repost! Follow us on Twitter: <http://twitter.com/ProChoiceNY> Retweet us!
- [ ] By using this toolkit to make pro-choice change, you are joining a network of over 70,000 NARAL Pro-Choice New York activists who stand up everyday in support of reproductive rights. The future of reproductive rights is in all of our hands and we are honored to partner with you to ensure that women always have the right to choose here in New York State. Thank you for taking action with us. We look forward to all of the fun and important work ahead!