

# Save Women's Lives:

*March for Freedom of Choice*  
Washington, DC • April 25, 2004

## Recruitment and Publicity

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Mobilize the pro-choice majority on your campus and actively recruit students, faculty, staff, and your campus community for this historic march. In recruiting for and publicizing the March, get people on campus excited about it, and encourage them to come by car, bus, van, plane, train, or whatever way is the cheapest and most convenient for them.

### **SET GOALS FOR DELEGATIONS AND MARCHERS: SET THEM REALLY HIGH!**

Get creative about achieving high numbers for this historic march. Remember that a delegation is 20 or more people who will carry a banner identifying the group. Your group can organize multiple delegations for your campus or one large delegation comprised of a coalition of progressive groups. Delegations can be a mixed group of college students, friends, faculty, staff, local high school students, neighbors, community activists, and/or family members. This is our opportunity in this decisive year to register unprecedented public support for reproductive choice.

REMEMBER: Don't limit yourself into thinking your delegation will consist of only your friends and group members. We must recruit as many pro-choice supporters as possible!

### **Recruitment:**

- ❑ Meet with faculty and staff from **Women's Studies, African American Studies, Chicano(a) Studies, Asian American Studies, Queer Studies, Political Science, Anthropology, Sociology**, and other progressive departments. Ask to come to their classes and **make a brief announcement during the beginning or end of class about the March**. Send a sign-up sheet around the room for students to get more information, and follow up with phone calls and e-mails to let them know of the next March meeting or when your group will table and/or sell bus tickets.
- ❑ Send representatives to **meetings of other progressive student groups**. Ask for potential participants, organizers, and fundraisers. Invite members to attend a future March meeting. Send campus representatives to community groups and invite them as well.
- ❑ **Use the enclosed sign-up sheet** and make copies of the enclosed flyer to use when tabling during the fall Activities Fair, new student orientation, club day, and any time your group can table in a high traffic area on campus. Sell bus tickets or hand out transportation information on the spot when tabling and whenever possible. People who are interested but not ready to commit to purchase a bus ticket can sign up to be notified of future March meetings, ticket sales, March events, and volunteer opportunities.
- ❑ **Sell bus tickets** (see sample on Travel handout) and set up information tables on campus, at shopping centers, festivals, conferences and everywhere students and faculty meet or gather. Print bus tickets (or carpool sign-up sheets or other transportation information) in advance and have them at the tables. Have your March Organizing members with clipboards, flyers and petitions working the crowd, directing people to the

table to purchase bus tickets and/or learn about your group's transportation plan. Be sure that the table is visible, using banners and/or posters for the March.

- ❑ Collaborate with **Women's Center Staff/volunteers** and organizers of your campus **Take Back the Night, Vagina Monologues**, and other major women's campaigns. Ask them to join your group in leading the efforts of mobilizing the pro-choice majority on campus to come to the March. See if these groups can commit to bringing their own delegation. Give them a copy of this information so they can be co-sponsors, and let them know that it only takes 20 people to form a delegation but that they should strive for more if possible.
- ❑ **Contact every supportive group in your community.** Reach out to progressive student and community groups that support reproductive freedom. Use the list of co-sponsors as they are posted on the March website ([www.MarchForChoice.org](http://www.MarchForChoice.org)) and contact their local chapters/affiliates/units.
- ❑ **Contact women whose abortion rights have already been restricted or denied** – such as women of color, low-income women, military women and young women. Get commitments from supportive groups to form their own delegations. You can also invite leaders and activists from other groups to a special meeting with the goal of getting them more involved in the March organizing.
- ❑ **Send email announcements about March organizing meetings**, updates on delegations from your area, updates from the national March headquarters, etc. Forward email updates to your community organization, or campus group's listserv and other progressive lists.
- ❑ **Activate a phone bank** to sell bus tickets and recruit more marchers, grow more delegations coming from your campus or community, and call for volunteers and contributions. Be creative in constructing lists of people to call for the March. Lists should include the sign-ups collected from events, tabling, and other recruitment tactics.

#### **Publicity:**

- ❑ Send a **press release to your campus and local papers** about the March (see sample letter included in this packet). Ask the editor of the paper or supportive feminist reporters to do a feature on the threat to reproductive rights, the need for this march, and your group's involvement in this historic gathering.
- ❑ **Ask for a spot on your campus and local morning television station or radio show.** Have a two- to three-minute interview about the March. Make sure that you have talked to the host ahead of time and agreed on questions that he/she will ask.
- ❑ Write a sentence about the March for marchers' **Instant Messenger profiles**. Include a link to the official website, <http://www.MarchForChoice.org/>.
- ❑ **Hang up March flyers in interesting places** – inside bathroom stalls and phone booths, next to copy machines and computer printers, next to the line at the cafeteria and local restaurants. Make "table tents" by printing two quarter-sheet flyers back-to-back on cardstock. Place these on tables in dining areas. Take advantage of a captive audience!

- ❑ **Organize March events around the 31<sup>st</sup> Anniversary of *Roe v. Wade*** on January 22<sup>nd</sup>, 2004. Celebrate this historic event by spreading enthusiasm for the March, promoting strong pro-choice support and visibility, and recruiting for your growing delegation.
- ❑ Make sure to include information about the March on each of your **campus group's newsletters or email announcements** from now until then. For flyers, you may want to have a "clip off" form for participation and for bus ticket sales/transportation sign-up. Try to get other organizations to run the March flyer in their newsletters.
- ❑ **Stuff campus mailboxes** with quarter-sheet flyers about the March. Include contact info, meeting time and place, group contact info, and other pertinent information. Use brightly colored paper to make your announcement stand out.
- ❑ **Send an announcement** to the coordinator of your women's studies, sociology, political science, or other progressive department. Ask the coordinator to forward the e-mail to all majors, minors, faculty, and staff in the department.
- ❑ **Plan special march organizing meetings.** Use these as a tool for recruiting new activists to help organize your delegation to the March and to keep the interest and enthusiasm of seasoned activists.
- ❑ **Use the sign-up form in this packet** and gather all of the e-mail addresses you can get your hands on – from your student group members, peers, friends, faculty, campus staff, family, community, and co-workers.
- ❑ **Include a one-line signature in your emails announcing the March** (i.e. "Join the first massive demonstration for abortion rights in over a decade: Feminist Majority, NARAL Pro-Choice America, NOW, and Planned Parenthood organize March For Freedom of Choice, April 25<sup>th</sup>, 2004 Washington, DC, [www.MarchForChoice.org](http://www.MarchForChoice.org).")