

AIUSA Abortion Advocacy Planning Template

You can use the table below to create your advocacy plans. You can add your plans for each section to the right side of the table and take notes on the final page of this document. You can feel free to modify this template, based on what your group is doing.

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| Meeting Date & Time: | |
| Set Advocacy Objectives (20 min) <ul style="list-style-type: none"> Consider the specifics of the abortion ban in your state and list the goals of your group's advocacy efforts. | Ban specifics: <ul style="list-style-type: none"> Advocacy Objectives: <ol style="list-style-type: none"> |
| Identify Target Audiences (10 min) <ul style="list-style-type: none"> Who are you trying to reach with your advocacy efforts? Why are they important? How can you build a persuasive advocacy campaign/argument that is specific to this person and their interests? | Target Audience <ol style="list-style-type: none"> Who? <ol style="list-style-type: none"> Why? How? |
| Identify Supporters and Donors (15 min) <ul style="list-style-type: none"> Consider reputable individuals, groups, organizations, or companies that will support your group's advocacy efforts. List people or entities that may be willing to donate to your campaign in order to amplify your reach. Create a plan for how you will engage with both supporters and | Supporters: <ol style="list-style-type: none"> Donors: <ol style="list-style-type: none"> |

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| <p>donors in order to build a strong and sustainable relationship.</p> | <p>Relationship-building Opportunities:</p> <ol style="list-style-type: none"> 1. 2. 3. |
| <p>Tactics (20 min)</p> <ul style="list-style-type: none"> • Invite group members to share ideas and brainstorm how you can advocate for abortion in your state. Make a long list and then choose up to 3 to prioritize. <p>Questions to Consider:</p> <ul style="list-style-type: none"> • What skills, talents, or connections does our group have that could be used to take action? | <p><i>Add relevant links or information for how the group will take action.</i></p> <p>Action: Links: Instructions (if needed):</p> <ul style="list-style-type: none"> • |
| <p>Activities and Messaging (15 min)</p> <ul style="list-style-type: none"> • Create a communications plan for public messaging. • Consider social media platforms to use, hashtags, flyers, how to advertise protests, etc. <p>Questions to Consider:</p> <ul style="list-style-type: none"> • What creative ideas does our group have for amplifying a message or promoting a change? | <p><i>Add relevant links or information for how the group will take action during the meeting.</i></p> <p>Action: Links to messaging guides: Instructions (if needed):</p> <ul style="list-style-type: none"> • |

Notes