



Outreach Guidebook

We're a social action movement seeking to end the greatest human rights injustice of our time. Killing preborn babies is age-based discrimination. Abortion robs us of our future. Our goal is to restore the true meaning of equality to include equal protection between the born and the preborn.

Protecting preborn children is our cause. What makes Created Equal a movement is that we are an organized, mobilized generation choosing to live intentionally to protect the weak and defenseless by drawing strength and inspiration from each other.

Our various media make it possible for people to become part of a grassroots effort intelligently responding to injustice. We are 21st century defenders. There's a place for everyone in this movement.



Conversation: Outreach

before the outreach

- Assemble a team. Have members sign Volunteer Agreement forms (see Resources).
- Construct signs if you don't already have them (see Resources).
- Ongoing training:
 - ✓ Review Created Equal [training](#).
 - ✓ Watch Created Equal films (www.createdequalfilms.com).

"You may choose to look the other way but you can never say again that you did not know."

- William Wilberforce, Abolitionist

- ✓ Review FAQs (<http://www.createdequal.org/faqs/>).
- ✓ Practice using the Created Equal brochure.
- ✓ Inspirational movies/documentaries. (See list under Resources.)
- Location:
 - ✓ Look for a location with high pedestrian traffic/visibility.
 - ✓ Follow university/city protocol to reserve the space.
 - ✓ Communicate with local law enforcement.
- Network:
 - ✓ Compile list of local related organizations (pregnancy resource centers, Right to Life chapters, etc.) and invite them to attend the event.
- Media:
 - ✓ Compile list of campus/city media outlets.
 - ✓ Write and send press release (see sample under Resources).
- Contacts:

	Name	Cell	Office	Email
Campus				
Administration Representative				
Campus Police				
Legal				
Alliance Defending Freedom	Legal Intake Team		800-835-5233	
Created Equal				
Outreach Coordinator	Ian Spencer	419-953-5182	614-269-7808	Ian@CreatedEqual.org
Director of Training	Seth Drayer	260-273-1881	614-269-7808	Seth@CreatedEqual.org

“The real damage is done by those millions who want to 'survive.' The honest men who just want to be left in peace. Those who don't want their little lives disturbed by anything bigger than themselves.”
 - Sophie Scholl, Member of The White Rose, anti-Nazi literature student group



during the outreach

- Bring:
 - ✓ Signs—abortion, prenatal, warning
 - ✓ Hardware: U-hooks
 - ✓ Created Equal brochures
 - ✓ Abortion image authenticity documents (see Resources)
 - ✓ Contact list
 - ✓ Reservation confirmation
- Document the event:
 - ✓ Record comments from passers-by.
 - ✓ Take photos and video.
 - ✓ Post on Facebook, Twitter, Instagram, etc during event. Tag Created Equal on Facebook, @CreatedEqualOrg on Twitter. Use #createdequal across social media.



Three elements of an ideal photo: your team member, students who stop by, and the signs.

after the outreach

- Complete documentation
 - ✓ Assemble comments, photos/video.
 - ✓ Survey Twitter for tweets about the event.
 - ✓ Gather URLs of news stories, editorials, and letters to the editor.
 - ✓ Send all of the above to Created Equal’s Director of Campus Outreach.

“The movement was so much more than sitting down with a hamburger. Ultimately, we wanted to change society.”
 - James Zwerg, Freedom Rider

- Team debrief
 - ✓ Share stories.
 - ✓ Discuss lessons learned.
 - ✓ Respond to difficult objections which arose during outreach.
 - ✓ Send thank-you cards.
 - ✓ Schedule the next event.



Don't forget your group photo. For more examples of pictures, go to www.Facebook.com/CreatedEqual. Sample video clips can be viewed at www.CreatedEqualFilms.com.

Resources

why the images of abortion victims?

Abortion images represent the victims. While it is possible to have a conversation without showing photos, this is an incomplete presentation of the evidence. These are not examples of exceptional barbarity; they are photographs of common abortion.

In his celebrated "Letter from a Birmingham Jail," Dr. Martin Luther King, Jr. wrote the following:

Like a boil that can never be cured so long as it is covered up but must be opened with all its ugliness to the natural medicines of air and light, injustice must be exposed, with all the tension its exposure creates, to the light of human conscience and the air of national opinion before it can be cured.

We seek to expose the injustice of abortion to the same light of human conscience and air of national opinion as King did for racism. We bring this atrocity to light with images to stop it because words alone are inadequate to describe the horror of abortion.

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image authenticity: signed photographer statement

http://www.createdequal.org/wp-content/uploads/2011/06/photographer_affidavit.pdf

image authenticity: signed abortionist statement

http://www.createdequal.org/wp-content/uploads/2011/06/abortionist_statement.pdf

sign making instructions

If you need assistance with making a handheld sign, please contact Created Equal to help you. Office: 614-269-7808.

free speech on college campuses

<https://www.adflegal.org/issues/religious-freedom/university/overview>

students' rights handbook

<http://www.adflegal.org/students-rights-handbook>

inspiration

Books

- ✓ *Bury the Chains*, Adam Hochschild
- ✓ *Tactics*, Greg Koukl
- ✓ *The Case for Life*, Scott Klusendorf
- ✓ *The White Rose*, Inge Scholl
- ✓ *The Unaborted Socrates*, Peter Kreeft

Films

- ✓ *The Courageous Heart of Irena Sendler*
- ✓ *Freedom Riders*
- ✓ *Sophie Scholl: The Final Days*
- ✓ *Iron Jawed Angels*
- ✓ *The Untold Story of Emmett Louis Till*

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sample press release

For more information or interviews contact, Mark Harrington at 614-419-9000 or mark@createdequal.org

Controversial Anti-Abortion Demonstration Comes to Ohio State University

Columbus, OH – March 19, 2018 – On Tuesday, March 26, 2018, [Created Equal](http://CreatedEqual.org) will display graphic abortion images at Ohio State University to engage the abortion debate—and it will be hard to ignore them. Students will stand with the large signs displaying human beings killed by abortion while handing out literature and talking to passers-by.

Details

Who: Created Equal and OSU students

What: Images of human embryos and fetuses both in development and those killed by abortion

Where: OSU Oval, Oval Drive South, Columbus, OH 43210

When: March 26, 2018 from 9:00 AM – 3:00 PM

Created Equal Statement:

“Most people are opposed to other types of discrimination but sadly tolerate age discrimination—abortion. Preborn embryos and fetuses are no less human than college students. Yet they are denied equal rights because they are younger. This is injustice. We are bringing our display to Ohio State University because it represents the marketplace of ideas and dialogue on difficult issues like abortion.”

--Mark Harrington, Executive Director, Created Equal

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