

# WHAT THE FOCA?!

## Activism Day Checklist

### Educate and commit yourself:

- Watch the WTF?! video online
- Review and study documents and links online

Go to [www.WhatTheFOCA.com](http://www.WhatTheFOCA.com) and click on **Day of Action** for video, fact sheets and informational links.

### Educate your church, civic or pro-life group:

- Educate your entire circle of influence using the above resources
- Recruit your pro-life group and friends
- Discuss points, role play with objections, at your meeting etc.
- Create a plan of action including times, locations and strategies

### Prepare for the day:

- Print WTF?! fliers and handouts from website
- Purchase Sidewalk Chalk
- Find local media contacts
- Adapt press release to your local effort and send to media contacts
- Post fliers during the week or days leading up to the Activism Day
- Chalk the phrase "[www.WhatTheFOCA.com](http://www.WhatTheFOCA.com)" on public sidewalks
- Order your WTF?! T-shirts online

### Execute the Event:

- Pass out handouts in high traffic areas throughout the day. (Take shifts of at least two people at a time)
- Wear your WTF?! T-Shirts
- Be prepared to answer objections
- Observe what happens in your interactions and what happens to your fliers, take photos and video (share stories with [WhatTheFOCA.com](http://WhatTheFOCA.com))
- Have everyone change their facebook status, AIM away message, Twitter, etc. to say "What The FOCA?! – [www.WhatTheFOCA.com](http://www.WhatTheFOCA.com)" and include a link.

### Follow-up:

- Use stories of your interactions and the reactions you received to create a press release to send out immediately
- Use the same stories to write letters to the editor in student/local papers
- Post your letters as 'notes' on facebook and tag all your friends
- Tell at least 5 non-pro-life friends about your experiences
- Share stories with [WhatTheFOCA.com](http://WhatTheFOCA.com) on how your Day of Action went

- [www.WhatTheFOCA.com](http://www.WhatTheFOCA.com) -

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WhatTheFOCA.com is a project of Students for Life of Illinois.