

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 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" 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)
- Have everyone change their facebook status, AIM away message, Twitter, etc. to say "What The FOCA?! – 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 on how your Day of Action went

- www.WhatTheFOCA.com -

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