



INSTRUCTION GUIDE

BY CAMPAIGN LIFE COALITION

As a lead-up to our second annual Defund Abortion Rally at Ontario's legislature on October 30th, Campaign Life Coalition is organizing a province-wide demonstration at the local constituency offices of MPPs two weeks earlier. At 11am on Saturday October 13th, pro-life Ontarians will simultaneously hold Defund Abortion Mini-Rallies at the constituency office of their local MPP. We hope to have enough pro-lifers in every riding to boast a Mini-Rally in all 107 electoral districts. This will send a powerful message to the government that support for defunding medically unnecessary abortions is broad, across the province. It reminds MPPs that this is not just an issue at Queens Park, but something that their very own constituents are demanding. Finally, because MPP offices are normally located in high traffic areas, the protestors, their signs and message will be seen by the broader community, cars driving by, etc. Local media may also be inclined to cover the mini-rally and thereby, spread our message further.

- BEFORE THE RALLY -

1. ADVERTISING

Campaign Life Coalition will supply you with Defund Abortion posters to hang in the Churches of your preference in your riding. We will also supply you with a bulletin announcement you can e-mail to the church secretary and ask her to put in the bulletin. Please do this 2-3 weeks prior to the rally, and ask that it be in 2 or three consecutive Sundays. A pulpit announcement is also attached- in case your pastor is willing to let you announce this event as well. Also- feel free to hang up the posters anywhere you think would attract more like-minded people- such as your high school, your youth group, your workplace etc. Making a Facebook event group (if you have an account) also helps get the word out and are therefore encouraged.

2. CONTACT YOUR MPP

Two weeks prior to the date, please phone your MPPs constituency office and make your MPP aware of the upcoming Mini-Rally. You may have to speak with an assistant if the MPP is not personally available. First, ask if the MPP will be in the office October 13th. Then explain that you and several other constituents will be conducting a Defund Abortion Rally outside the office. Ask the MPP to come out for a few minutes during the rally to hear a brief speech and to receive a petition signed by his constituents asking for abortion to be delisted from OHIP (provided by CLC). Mention that if he/she would like to say a few words to the crowd, they would be welcome to do so. Be very respectful in all interactions with the MPP and their staff, even if the individual is pro-abortion. Uncharitable behavior would reflect badly on our cause, on the volunteers, and on CLC through association.

3. CHOOSE YOUR SIGNS

At least 2 weeks before the rally, please let CLC know how many signs you will need for your rally and we will send them to your home address before the rally.



- DAY OF THE RALLY -

The rally begins at 11am Saturday October 13th and lasts one hour until 12 noon. Please be there at least a half an hour before to bring the signs to the location, as well as a megaphone (please rent and be reimbursed by CLC- approx. \$35). Below is the suggested itinerary for the event.

10:55am

One or two people go into the office and let the MPP know that you have arrived and are going to begin the Mini-Rally shortly. Respectfully remind the MPP (or staff) that you would appreciate if the MPP could come out briefly to hear a few short words and receive a petition. Make that request even if you were previously told that the MPP would not be available. Be especially pleasant with the staff so they're more inclined to be helpful. Remember to smile and say thank you. If the MPP is not available, ask if his/her assistant could step outside and receive petitions on their behalf. Suggest 11:30am as the time since that would be a nice midpoint break for volunteers. However, let the MPP choose.

11:00am

Line up all volunteers along the sidewalk, being careful to keep a safe distance from the road. Please do not block the sidewalk for other pedestrians. Public sidewalks are public property and you do not require any permit or permission from the City to be there. Hold up your signs facing the road so that cars driving by see the message. That's community outreach. If your group is a small number (10 or fewer), pacing up and down the sidewalk may be helpful in creating a perception of larger numbers.



***Notes:

1. Although not mandatory, many people enjoy group chants while they're demonstrating on the sidewalk. It helps pass the time and create a sense of enthusiasm. For instance "Defund abortion now. No tax dollars for killing babies". It also makes a stronger impression on MPPs if they hear you chanting outside their office. Ensure that group chants are respectful and never abusive. Chanting does not have to be continuous. There can be quiet times, just showing your signs, broken up by intermittent chants once in a while. If media shows up, that's also a good time to start up a chant because it makes for more interesting TV or radio clips.

- DAY OF THE RALLY -

11:30am

Gather everyone together as a group for a presentation to the MPP (or stand-in staff). CLC will provide your group leader with a script for the short speech. The leader(s) can also read the text of the Defund Abortion petition and then present the stack of petitions to him/her. The script will also include a request for the MPP to please present the petition during legislative proceedings and to read it out loud, as they do with many petitions on a variety of topics. After your speech and presentation of the petitions, invite the MPP to share their thoughts on the matter. However, even if the person reinforces an extreme pro-abortion stance, remain respectful.

**** Note: If possible, have somebody videotape this, especially any comments made by the MPP. Afterwards, send CLC the video.*

11:35am

Resume your positions along the sidewalk showing your signs and continuing your community outreach.

12:00am

Adjourn the mini-rally. Gather the remaining group for a closing prayer to thank God for this opportunity to witness. Gather up the signs so they can later be returned to and/or picked up by CLC.



- EXTRAS-



PHOTOS/ VIDEO

If possible, have somebody take photos and/or videos to share with CLC for further defunding initiatives.

HANDOUTS

CLC will provide you with literature to hand out to people walking by. Again, this can be another effective means of community outreach/education. You can also have a blank Defund Abortion petition on a clipboard and ask passersby if they'd like to sign.

MEDIA

Inviting media is not mandatory. However, if you feel comfortable and have a group leader who can present themselves professionally, then CLC can write a press release for you and help you invite local newspapers, radio and TV outlets to show up and cover the rally. Please notify CLC who your spokesperson will be so that we are able to answer any questions/ provide any material he/she may need.

**THANK YOU FOR PARTICIPATING IN THE DEFUND ABORTION MINI-RALLY
CAMPAIGN 2012!**