



## Bans Off Our Bodies Mobilizations: Partner Toolkit

Planned Parenthood Federation of America, Planned Parenthood Action Fund, Women's March, MoveOn, UltraViolet and the Liberate Abortion Coalition have joined with allies across the progressive movement to ensure that millions of people turn out for mobilizations across the country to demonstrate that support for abortion is widely and deeply felt on May 14. We're sending a clear message that the majority in this country support abortion. Together we will send a strong message that abortion access must be protected and supported. We invite you to join these efforts during this moment of crisis. It is necessary to act now, all across the country, not only to demonstrate that people support abortion access, but to show that we won't back down. We invite your organization to join with us in showing the strength of the movement when we unite in solidarity. Support from your organization can include recruiting event hosts, turning out to local mobilizations, promoting May 14 events, and amplifying on social media in this historic moment. *Note: Spanish translation will be added as soon as available.*

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***Legal Reminders:***



- *Nothing in this Toolkit is – or is intended to be – legal advice. Organizations must consult appropriate legal counsel for legal advice on mass gatherings and all attendant legal requirements and/or issues applicable in their respective locales.*
- *BansOff is a 501(c)(3)-appropriate campaign. Accordingly, the brand may be used by 501(c)(3) and 501(c)(4) organizations, but may not be used in connection with any election work. Moreover, some actions under the BansOff campaign may constitute lobbying under the federal tax code and/or other federal or state lobbying laws and/or guidelines. Please contact appropriate legal counsel about such requirements.*

## Joining Bans off Our Bodies Actions

Join us on May 14, nationwide, as we show our outrage and the collective voice of organized people. There will be mobilizations nationwide, including five anchor marches in Austin, TX, Washington, DC, New York City, Chicago and Los Angeles with numerous other mobilizations across the country. Anchor marches and mobilizations are where peak turnout is expected. We anticipate hundreds of thousands of people. The map of actions is on [bansoff.org](https://bansoff.org).

We invite partner organizations to ask their supporters and members to sign up to host mobilizations across the country on May 14th. Supporters can sign up to host their own mobilizations [here](#), or RSVP to attend a local action on [bansoff.org](https://bansoff.org).

## Calls to Action

**The message to supporters is: Don't lose hope—organize.** Over the next few weeks, the abortion access movement will use our collective voice to demand: BANS OFF OUR BODIES. There's more work to do and we need your help.

**Right now, everything is leading up to nationwide Bans Off Our Bodies rallies on May 14 — [RSVP here](#).**

**Have 5 minutes? Understand, amplify, and support online:**



## TOP four 5-min actions for supporters:

1. Visit [bansoff.org](https://bansoff.org) to join or organize a march and [add your name](#) to say #BansOffOurBodies. No bans. Not now. Not ever.
2. Share on social media (more on that in this toolkit).
3. **Amplify** [abortionfinder.org](https://abortionfinder.org) for people who are seeking care.
4. **Donate** to independent abortion providers through [keepourclinics.org](https://keepourclinics.org), and the National Network of Abortion Funds via the [donate page](#).

## Data Tracking

If you want to have eyes on how many of your supporters are signing up for an event on May 14th, go to MobilizeAmerica.

- If your organization does not use MobilizeAmerica, [fill out this form](#) to get a free dashboard to use for the mobilization
- Promote Women's March and Planned Parenthood Action Fund on your organization's MobilizeAmerica feed
- Filter promoted events

### Promote organizations

[Promote Other Organizations](#)

**Filter Promoted Events**

My Promoters

- Under "Events from organizations you promote" select "Reproductive Rights" and "Bans Off 2022" as tag under "Include events with these tags"



## Events from organizations you promote

### "Include" filters

Events that match any of these filters will be included in your feed.

All filters are optional. [Learn more](#)

### Include events with locations in these legislative or congressional districts

+ Add district filter

### Include events with locations in these states

State or territory

### Include events with these tags

Tags

Reproductive Rights

Bans Off 2022

- Now when your supporters see your MobilizeAmerica feed they will see all of the May 14th events happening across the country!

## Best Digital Practices

- **We invite you to post often-and don't forget to engage with each other:** Cross post, share, retweet, and like content from partner organizations, whenever possible, to amplify collective reach. This will push posts up on platform algorithms and help keep content front and center;
- **Consistency is key:** Use the hashtag #BansOffOurBodies in all content posts, stories, shares, and comments. Encourage others to share using this hashtag by signaling on your organizational platform. Using this hashtag helps us better track the reach of the May 14 actions.
- **Influencers can help! Just keep them informed:** If influencers reach out, encourage them to reshare content from your social media. If they have questions that you may not have the answer to, feel free to reach out to MoveOn, Planned Parenthood, UltraViolet, or Women's March and we'd be happy to help.
- **Speak to your audience:** Feel free to edit content and posts to be accurate to your organizational voice. Review images and select visuals that feel genuine to you and your followers.
- **Refrain from retweeting/lifting up disinformation and attacks:** This brings more attention to the content and spreads hate, racism, classism and misogyny. If you must include it as a reference, take a screenshot. Linking / resharing only helps it spread.
- **Keep it legal:** BansOff is a 501(c)(3)-appropriate campaign. Accordingly, the brand may be used by 501(c)(3) and 501(c)(4) organizations, but may not be used in connection with any election work. Moreover, some actions under the BansOff campaign may constitute lobbying under the federal tax code and/or other federal or state lobbying laws and/or guidelines. Please contact



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## Organizing Sister Marches

We encourage organizations and supporters to host sister marches locally. For more information on how to do that and to get support, **please email**

[bansoff@womensmarch.com](mailto:bansoff@womensmarch.com)

## General Safety Tips

Here are some general safety tips to share with your supporters as you promote or recruit for the mobilizations.

- **Follow the lead of local abortion orgs, funds, and clinics first:** Seek out, honor and uplift local leadership, and those doing the organizing for reproductive justice, safety, health and access in your local area and graciously receive and incorporate feedback from above-mentioned communities.
- **COVID-19 safety and precautions:** We encourage participants in #BansOffOurBodies events to wear masks and encourage social distancing.
- **Non-engagement anti-abortion extremists, opposition members, or other hostile individuals:** Avoid engaging in conversation or any verbal exchange with aggressive, hostile individuals. Participants should be encouraged, if in an uncomfortable situation, to create distance and notify security or a protest organizer; only follow organizing guidance from official protest organizers and be wary of directions that are not coming from the organizers.
- **Know your neighbor(s):** Let someone know where you'll be, when you expect to be home and when they should expect to hear from you after you're back from the in-person events.
- **Digital surveillance:** If you can and feel comfortable doing so when going to in-person events, leave your phone at home so law enforcement can't track you. Turn off location services on your Maps / Navigation systems. For more information on how to protect yourself and your members, actions, or events from digital surveillance please contact [bansoff@womensmarch.com](mailto:bansoff@womensmarch.com).
- **Law enforcement:** For more information about your rights, consult the [National Lawyers Guild guide on police encounters](#).

## Social Copy

### Hashtags & Accounts

#BansOffOurBodies  
#AbortionIsEssential

#AbortionIsHealthCare  
#AbortionJustice



#WeWontGoBack  
#BastadeControlarnos  
@moveon  
@ppact

@ppfa  
@weareultraviolet / @ultraviolet  
@womensmarch

### Twitter copy *En español*

- This is the nightmare scenario we hoped wouldn't happen. Abortion care is a fundamental right. We're mobilizing May 14 – join us to demand #BansOffOurBodies [bansoff.org](https://bansoff.org)
- Este escenario es la pesadilla que esperábamos que no llegara. El aborto es un derecho fundamental. Nos movilizaremos este 14 de mayo - Únete a nosotros #BansOffOurBodies [bastadecontrolarnos.org](https://bastadecontrolarnos.org)
- We believe in a future where abortion is available in our communities, and people can make decisions about their bodies, their lives, and their futures. Join us in the streets to demand #BansOffOurBodies [bansoff.org](https://bansoff.org)
- Creemos en un futuro en el que el aborto esté disponible en nuestras comunidades y todas las personas puedan tomar decisiones sobre sus cuerpos, sus vidas, y sus futuros. Únete a nosotros para exigir #BansOffOurBodies [bastadecontrolarnos.org](https://bastadecontrolarnos.org)
- Abortion bans disproportionately hurt those who are already facing barriers to accessing quality health care like BIPOC, LGBTQ+, disabled, & immigrant communities. Join us to demand abortion justice & #BansOffOurBodies! [bansoff.org](https://bansoff.org)
- This moment demands that we fight for a future where abortion care is there for everyone who needs it. We know #AbortionJustice can't wait. Demand #BansOffOurBodies on May 14! [Bansoff.org](https://Bansoff.org)
- Este momento exige que luchemos por un futuro en el que el acceso al aborto esté disponible para todas las personas que lo necesiten. Sabemos que la #JusticiaDelAborto no puede esperar. Este 14 de mayo únete a decir #BastadeControlarnos [bastadecontrolarnos.org](https://bastadecontrolarnos.org)
- Now is the time to show up for our communities and support sexual and reproductive health care—including abortion access . Come together on May 14 to demand #BansOffOurBodies.Show up and speak out! [Bansoff.org](https://Bansoff.org)
- Ahora es el momento de apoyar a nuestras comunidades y a las personas que abortan. Únete el 14 de mayo para exigir #BastadeControlarnos. ¡Depende de nosotros manifestarnos y alzar la voz! [Bastadecontrolarnos.org](https://Bastadecontrolarnos.org)



- Angry that the future of #RoeVWade is in the hands of 9 people? So are we! Follow your local abortion fund or organizations' guidance on how to mobilize & take action on May 14! #BansOffOurBodies [bansoff.org](https://bansoff.org)
- What are you doing Saturday? Join us to demand #BansOffOurBodies! We'll be at [INSERT LOCATION] at [INSERT TIME] to make our voices heard!
- Join us, and our partners @ultraviolet @womensmarch @moveon @ppact on May 14 across the country to demand #BansOffOurBodies! [bansoff.org](https://bansoff.org)
- Your reason is the right reason. Join us to demand #BansOffOurBodies this Saturday, May 14! [bansoff.org](https://bansoff.org)
- Everyone loves someone who has had an abortion! Let's show up and make our voices heard this Saturday! #BansOffOurBodies
- On May 14, we're rising up across the country for abortion justice. Join us in [insert your location]! #BansOffOurBodies #AbortionIsHealthCare
- [Insert your location], are you ready to rise up for abortion justice? Join us May 14! #BansOffOurBodies
- What do we want? #BansOffOurBodies. When do we want it? NOW! Join us on May 14 in [insert your location].
- The threat to our constitutional right to abortion is not theoretical — we are watching access unravel. Will you join us and fight to protect and expand abortion access on May 14th and beyond? [LINK TO EVENT] #BansOffOurBodies
- Black, Indigenous, Latino, and other people of color in [STATE NAME] disproportionately feel the impacts of abortion bans — a result of our country's history of discrimination + racism. Join us in the fight for racial justice and to protect and expand abortion access: [LINK TO EVENT]
- Las personas negras, indígenas, latinas, y otras personas que enfrentan barreras para acceder a cuidados de salud en [NOMBRE DEL ESTADO] sienten de manera desproporcionada los impactos de las prohibiciones del aborto - un resultado de la historia de discriminación + racismo de nuestro país. Únete a nosotros en la lucha por la justicia racial y para proteger y ampliar el acceso al aborto: [ENLACE AL EVENTO]
- The leaked Supreme Court decision makes it incredibly clear: we are at a crisis point for reproductive rights. If Roe falls, 26 states could move to ban abortion, incl. [STATE NAME IF APPLICABLE]. Join us to fight back on May 14th: [LINK TO EVENT]
- We know [STATE-ANS] support access to abortion — and we are ready to fight back against any attempt to silence our voices. Join us on May 14th as we come together to say #BansOffOurBodies



- Our movement has been preparing for this moment. We are ready for the fight. Help remind the Supreme Court the vast majority believe #AbortionIsEssential & join us on [EVENT SPECIFIC DETAILS]. #BansOffOurBodies
- Abortion is still legal — and we're fighting to keep it that way. We have to protect abortion access – in [STATE NAME] and everywhere. Join us on 5/14 [EVENT SPECIFIC INFORMATION] to help fight back: [LINK TO EVENT]
- 80% of Americans want abortion to be legal — and despite anti-abortion politicians' best efforts, [STATE] won't be silenced. Join us (and bring a friend!) on May 14th to help keep up the drumbeat and say #BansOffOurBodies! [LINK TO EVENT]
- We're channeling our anger into action. If Roe is overturned, nearly half of women of reproductive age, plus more people who can get pregnant, could lose abortion access. Join us to fight back on May 14th: [LINK TO EVENT]
- [STATE-IANS] are outraged. We're ready for this fight. Abortion is still legal — and we are using our voices to make sure it stays that way.
- No politicians, no bans, and no court ruling should interfere with your ability to access abortion. Your body is your own. We have to fight back. Join us: [LINK TO EVENT]
- People of all genders get abortions — we're fighting for everyone. Join us as we show the Supreme Court that the vast majority of Americans support the right to control our bodies and our futures: [LINK TO EVENT]

## Instagram copy

- We believe in a future where abortion is available in our communities, and people can make decisions about their bodies, their lives, and their futures. Join us in the streets to demand #BansOffOurBodies [bansoff.org](https://bansoff.org)
- Creemos en un futuro en el que el aborto esté disponible en nuestras comunidades y todas las personas puedan tomar decisiones sobre sus cuerpos, sus vidas, y sus futuros. Únete a nosotros para exigir #BansOffOurBodies [bastadecontrolarnos.org](https://bastadecontrolarnos.org)
- This moment demands that we fight for a future where abortion care is there for everyone who needs it. We know #AbortionJustice can't wait. Demand #BansOffOurBodies on May 14!
- Now is the time to show up for our communities and people who have abortions. Come together on May 14 to demand #BansOffOurBodies. It's up to us to show up and speak out!





- Ahora es el momento de apoyar a nuestras comunidades y a las personas que abortan. Únete el 14 de mayo para decir #BastaDeControlarnos. ¡Depende de nosotros manifestarnos y alzar la voz!
- Your reason is the right reason. Join us to demand #BansOffOurBodies this Saturday, May 14!
- Everyone loves someone who had an abortion! Let's show up and make our voices heard this Saturday! #BansOffOurBodies

### Facebook copy

- This is the nightmare scenario we hoped wouldn't happen. Abortion care is a fundamental right. We're mobilizing May 14 – join us to demand #BansOffOurBodies [bansoff.org](https://bansoff.org)
- Este escenario es la pesadilla que esperábamos que no llegara. El aborto es un derecho fundamental. Nos movilizaremos este 14 de mayo - Únete a nosotros #BansOffOurBodies [bastadecontrolarnos.org](https://bastadecontrolarnos.org)
- We believe in a future where abortion is available in our communities, and people can make decisions about their bodies, their lives, and their futures. Join us in the streets to demand #BansOffOurBodies [bansoff.org](https://bansoff.org)
- Creemos en un futuro en el que el aborto esté disponible en nuestras comunidades y todas las personas puedan tomar decisiones sobre sus cuerpos, sus vidas, y sus futuros. Únete a nosotros para exigir #BansOffOurBodies [bastadecontrolarnos.org](https://bastadecontrolarnos.org)
- Your reason is the right reason. Join us to demand Bans Off Our Bodies this Saturday, May 14! Find a rally near you >> [bansoff.org](https://bansoff.org)
- The threat to our constitutional right to abortion is not theoretical — we are watching it unravel. Will you join us and fight to protect and expand abortion access on May 14th and beyond? [LINK TO EVENT] #BansOffOurBodies
- Black, Indigenous, Latino, AAPI and other people of color in [STATE NAME] disproportionately feel the impacts of abortion bans — a result of our country's history of discrimination + racism. Join us in the fight for racial justice and to protect and expand abortion access: [LINK TO EVENT]
- Las personas negras, indígenas, latinas, AAPI y otras personas que enfrentan barreras de acceso a cuidados de salud en [NOMBRE DEL ESTADO] sienten de manera desproporcionada los impactos de las prohibiciones del aborto - un resultado de la historia de discriminación + racismo de nuestro país. Únete a nosotros en la lucha por la justicia racial y para proteger y ampliar el acceso al aborto: [ENLACE AL EVENTO]

### All GRAPHICS and VISUALS



## Talking points and the language we use

We encourage the use of language that reflects the breadth and depth of our different bodies, communities and experiences, including that not everyone who has abortions or gives birth is a woman.

If we want our events to be welcoming and healing to our communities in our fullness we must acknowledge that men, women, genderqueer, trans people, non-binary people all have a stake in this fight.

While we know that the issues of abortions and reproductive care are widely and deeply felt, we assert the importance of considering communities that will likely be more adversely impacted by lack of abortion access because of class, race, gender, ability, sexual orientation, and documentation status.

We expect affiliated marches to use inclusive language in your recruitment, program and promotion.

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## #BansOffOurBodies Talking Points

- ★ All people deserve access to abortion care when they need it, on the timeline they choose, and in the community they trust.
- ★ Abortion has always existed and will continue to exist. It is pivotal healthcare that cannot be denied. It is not in the shadows. Abortion care is healthcare that needs to be accessible, funded, and recognized.
- ★ It is time to be loud and support the people that have abortions and the medical professionals that ensure abortion access happens every day. Fund local abortion clinics to keep our clinics open, donate to your local abortion funds to ensure people have access, support and funding, tell your own abortion story, and listen deeply to the stories of people you love.



- ★ Wherever you live, we all need access to abortions in our communities. Laws like SB8 in Texas and bans in states like Mississippi, Oklahoma, and Idaho target communities that have survived systemic oppression. All people deserve access to the abortion care they need, when they need it, in the community they live in and trust.
- ★ Now is the time for us to show up and fight for our communities. Abortion justice can't wait. (Courtesy of All\* Above All)
- ★ Each of us should be able to live, work, and make decisions about our health and our future with dignity and respect. When people can make decisions about their own reproductive health care, including whether and when to have children, they have more control over their economic security.

## Additional Resources

- ★ [Tips to Fight Systemic Racism and Reduce Health Risks While Protesting](#): tips to showing up in the right relationship with one another.
- ★ [LiberateAbortion.org](#): Learn more about the Liberate Abortion Coalition, their upcoming June events and see their messaging, graphics and other resources.
- ★ [Jewish Rally for Abortion Justice](#) on Tuesday, May 17, 9-10:30am ET at the Supreme Court
- ★ [Donate to Abortion Funds](#): a donation to the National Network of Abortion Funds brings abortion funds closer to a future where all people have access to abortion without shame or stigma.
- ★ [Keep Our Clinics](#): support independent community providers who provide the majority of abortion care in the US.
- ★ [ReproLegal Helpline](#): a free, confidential source for legal advice and information on self-managed abortion. Visit [ReproLegalHelpline.org](#) or call 844-868-2812.
- ★ [INeedAnA.com](#): find a clinic - to find vetted, up to date, and personalized info on how to get an abortion; no search or user data saved.
- ★ [Task Force Public Library](#) of Graphics and Memes to Protect Abortion Access
- ★ Are you hosting an event and/or action before or after May 14th? Please [submit event and/or action info here](#). Curious about other events and action? [See here](#) for a list