

PRO-WOMAN / PRO-LIFE RESOURCE MATERIALS

Political Candidates' Resource Kit

UNDERSTAND THE GENDER GAP

These resources will help you to address the abortion issue in a powerful, new pro-woman way. This is important because—for most voters—abortion is highly personal:

- **One in four women has had an abortion.**
- **Over half have daughters, sisters or friends who've had an abortion.**
- **Most voters empathize with girls and women coerced into unwanted abortions.**

Studies indicate that most women suffer intense grief and guilt after abortion. Many judge themselves harshly and worry about further judgment from others.

Most women favor candidates who express compassion. They'll vote for those who propose post-abortion counseling programs and legislation to hold abortionists liable for post-abortion injury.

According to recent polls, most Americans believe that *abortion makes women's lives worse*.
They simply want candidates who will help, not judge, women.

REVERSE THE GENDER GAP

Remind voters that you are both pro-life and pro-woman.

Please feel free to copy and distribute these materials, substituting your name and logo if needed. For more details, read the essential, comprehensive pocket guide for pro-life candidates:

Reversing the Gender Gap:
Touch the Hearts, Win the Trust,
Earn the Votes of 30 Million Post-Abortive Women

Call **1-888-412-2676** to order the 50-page printed version with glossy full-color cover, or download the free e-book version at www.afterabortion.info/reports.

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Elliot
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