



## SAMPLE LETTER TO LEGISLATORS



The Honorable (Full Name)  
U.S. Senate Office Building  
Washington, D.C. 20510

OR: The Honorable (Full Name)  
U.S. House of Representatives  
Washington, D.C. 20515

Dear Senator:

(Dear Representative:)

Please help us reverse the gender gap in voting among women for pro-life politicians. Polls show that opposition to abortion-on-demand among women is growing. Polls also show that you can unite America's vast *majority* behind a pro-life message that is also passionately pro-woman.

Thirty million or more American women have had abortions. Many more are defensive of loved ones who have had abortions. Because of their guilt and shame, they are afraid that pro-lifers are judging and condemning them. They are inclined to fear us rather than see us as their friends.

Together, you in your campaigning and we in our educational efforts, must overcome this fear by becoming more explicit about expressing our compassion and concern for those who must live with a past abortion. Otherwise, these shame filled voters will gravitate toward the "pro-choice" candidates, not because they favor pro-abortion policies, but because they hear in "I'm pro-choice" the message "I'm not judging you like those pro-lifers."

### Turn the Tables on Your Opponent

Research from both sides of the issue indicates that most American women *oppose* abortion on demand. You'll win their respect — and their vote — by boldly and compassionately articulating a vision for ending abortion in a way that helps women. Polls show these messages resonate with women and anyone who cares about women:

1. **"I am *pro-woman and pro-life*. I support legislation which advocates for *authentic women's rights* and protects women from feeling pressured into unwanted, unsafe abortions."** Women have the right to safe health care, full information, freedom from coerced abortions, and fair compensation for post-abortion injuries.
2. **"Abortion is a poor choice. New studies show that it is even more dangerous than we realized."** Current research, published in academic journals, documents serious post-abortion complications, including depression, infertility, cancer and significantly higher death rates.
3. **"Abortion injures both women and the unborn. My goal is to help both, not just one at the expense of the other."**

Reject the "WOMAN versus FETUS" spin! Reframe the issue by saying that abortion is bad for *both* and that you advocate for "the rights of WOMEN *and* THE UNBORN" *versus* "abortion PROFITEERS and OTHERS WHO EXPLOIT WOMEN."

*continued*

## A Proactive Campaign Strategy

It's not difficult to reframe the debate, but you will need to become familiar with new research, facts and sound bites. (Visit [www.PoorChoice.org](http://www.PoorChoice.org) for information.)

We urge you to emphasize the need to empower women to take on the *unscrupulous abortion industry* and those who would force them into *unwanted abortion*. You can help us to mobilize voters who want to be pro-woman, not poor-choice, simply by stating your support for authentically pro-woman legislation that:

- Protects women from being coerced into unwanted abortions;
- Guarantees the right of women to make free and *fully informed* decisions about abortion;
- Requires physicians to screen patients for factors that place them at higher risk of physical or psychological complications; and
- Expands the rights of women to compensation for physical or psychological harm resulting from abortion.

Consider putting your political opponents on the defensive and challenge *them* by saying:

**“This is how *I’m* going to help women . . . what are *you* going to do?”**

If they oppose these pro-woman/pro-life initiatives, we will join you in exposing the fact that they care more about protecting the abortion industry's profits than they do about protecting women.

We will support candidates who advocate for life, and we hope you will be among those who lead America's anti-abortion majority into a pro-woman/pro-life future.

Sincerely,

(Pro-Life Leader)