

2012 Texas Rally for Life

Church & Community Action Kit

How can I help make the 2012 Texas Rally for Life the largest ever?

We're glad you asked!

With the resources in this kit and those available online at www.TexasRallyforLife.org, you can do your part to ensure that a strong, unified message is conveyed by thousands of pro-life Texans at the 2012 Rally:



● Set an example

Plan for you and your family to attend the Texas Rally for Life on Saturday, January 28.

Encourage friends and Church leaders to join you. Ask fellow pastors, deacons, Sunday school teachers, group/club leaders, and choir members.

● Inform your church & community (sample announcements included)

Share the sample announcements with your pastor and ask for his support.

Announce the Rally during church services and at other events.

Place announcements, flyers, and posters (available at www.TexasRallyforLife.org) in your church bulletin and in the public places such as your church foyer and bulletin boards at restaurants, bookstores, coffeeshops, and your local library.

Invite others to the Rally using our postcards, sample email announcements, and social networking sites (such as Facebook and MySpace).

● Lead your organization

Create specialized T-shirts or a custom banner to wear/carry in the march before the Rally.

Adopt a church. Ask a partner church to join yours at the Rally.

Organize a bus or car pool. Ask people to sign up on the spot.

It's simple! Borrow a bus from a local church or find local charter companies in your area at www.busrates.com.

Enter your criteria and search.

Charter companies in your area will be listed.

For more information, visit www.TexasRallyforLife.org or contact 512.477.1244 or rally@texasallianceforlife.org.

Sample Announcements Promoting the 2012 Texas Rally for Life

Sample Newsletter Article

On Saturday, January 28, thousands of Texans will meet at 15th and Colorado Streets in Austin at 1 p.m. and will march to the State Capitol for a peaceful, prayerful, and powerful commemoration of the 39th anniversary of the tragic 1973 *Roe v. Wade* decision that legalized abortion throughout all nine months of pregnancy.

In the wake of *Roe*, legal abortion in our nation has claimed the lives of more than 53 million unborn children and has hurt countless women and men. It's time to stand up for the more than 77,000 unborn babies who will lose their lives in Texas this year, unless we act now.

The Rally will feature pro-life Texas Attorney General Greg Abbott, who is defending our state's Sonogram Law in federal court and will administer the *Choose Life* license plate fund to promote adoption. Also speaking will be Carol Everett, a former director of abortion facilities, who is now a pro-life leader.

Plan now to attend! Take advantage of the promotional tools available online at www.TexasRallyforLife.org to get your church and community involved.

Questions? Call 512.477.1244 or email rally@texasallianceforlife.org.

Sample Email/Bulletin Announcement

On January 28, join thousands of Texans at the Capitol in Austin for the 2012 Texas Rally for Life! We will gather at 1 p.m. at 15th and Colorado Streets in Austin and march to the South Steps of the State Capitol for the Rally. Show our legislators and the media that Texas is pro-life!

The Texas Rally for Life is a peaceful, prayerful, public commemoration of the 39th anniversary of the tragic 1973 *Roe v. Wade* decision that legalized abortion throughout all nine months of pregnancy.

Bring your whole family and experience invigorating pro-life speakers, music, prayer, and the thrill of seeing thousands of Texans coming together to stand for LIFE.

Visit the Rally website at www.TexasRallyforLife.org for maps and promotional tools to help you invite your community and church to get involved! Let's make this the largest Texas Rally for Life ever!

Sample Pulpit Announcement

From the minister/pastor/priest: I invite you to join me at the Capitol in Austin for the Texas Rally for Life on Saturday, January 28, to commemorate the 39th anniversary of the tragic *Roe v. Wade* Supreme Court decision that legalized abortion throughout all nine months of pregnancy. Our public witness will show our legislators and the media that Texas is pro-life! We will meet at 1 p.m. at 15th and Colorado Streets in Austin for a march to the Rally at the State Capitol with clergy and other pro-life speakers.

Alternate opening line if coming from a church member: Pastor/Father _____ is encouraging everyone to come to the Capitol in Austin for the Texas Rally for Life on . . .

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