



Pro-Life Activism Training

Campaign Kick-Off Workshop

What to Expect – Local Organizer

- Expected abortion-supporting efforts
- What language is expected
- Timelines

Campaign Strategy 101 – Dena Espenscheid, Leadership Institute

- Campaign basics
- The ultimate goals

Communication Basics – Dena Espenscheid, Leadership Institute

- Leesburg Grid
- Simple, Unexpected, Concrete, Credible, Stories Stick
- Caring, Fairness, Liberty
- Share Your Stories

Guerrilla Activism – Dena Espenscheid

- Strategies for slowing down circulators
- Reporting sightings
- Information Interview
- The Reporter
- The Tracker
- Behavior Disruption
- Complain to the Manager
- Prayer Warrior
- Demonstrations
- Texting
- Alternate Petition
- Meet the Neighbors
- Social Media