



## January

### *March for Life*

How does your organization uniquely fit into the national event marking the anniversary of Roe v. Wade? Are you involved in a local or regional March for Life or Sanctity of Human Life event? Are you offering creative public programming about life issues or a celebration of life? The annual Sanctity of Human Life month is a wonderful time to showcase your organization's contributions to the pro-life movement.



## May

### *Mother's Day*

Share the statistics about mothers-to-be in your community. Showcase the work done by pro-life organizations to support expectant mothers and new moms. Encourage mothers in unplanned pregnancies with baby showers. Tell the stories of moms who chose life. Provide information on comprehensive, life-affirming resources. As graduation season begins, promote pro-life volunteer options as new grads seek career employment.



## February

### *Valentine's Day*

Love is the motivation behind the pro-life culture: love for women and children at risk, love for one another, love of God. Showcase your members who love life and tell their stories. February is also a great month to focus on legislative Heartbeat Bills and the fact that a preborn baby's heart is beating by 7-weeks gestation. On Valentine's Day send roses to your legislators, as a traditional symbol of the pro-life movement, along with a life-affirming message.



## June

### *Father's Day*

Offer support to expectant fathers who face fears over an unexpected baby and the accompanying responsibility. Countless studies affirm the importance of fathers across all aspects of society. This is a good month to encourage veteran fathers to mentor new fathers and impress upon them the great value of their role in the lives of their families and their children, even those in the womb.



## March

### *Spring*

Invite people to "Spring into Action for Life" when new life is bursting forth in nature. Deliver "bouquets for life" or place flowers outside abortion facilities in memoriam for aborted children. For Christians, the time of Lent brings penitent reflection – and the Easter season brings joy. Grieve the loss of mortal life to a culture of death and celebrate the resurrection joy of eternal life. Promote and participate in vigils and prayer services outside abortion facilities.



## July

### *Independence Day*

America celebrates its freedom on July 4. The Declaration of Independence marks the unalienable right to life that is given to all humans by their Creator, and which governments are created to protect. Share the Right to Life message and affirm the First Amendment rights of all pro-life advocates to freedom of speech, religion, and assembly. During summer travel season, your organization could supply vacationers with life-affirming t-shirts and bumper stickers for the journey.



## April

### *Tax Day*

As taxpayers rush to meet the annual IRS deadline, encourage them to speak out against public funding for abortion. Planned Parenthood, America's largest abortion provider, receives \$618 million of federal funding annually from taxpayers' pocketbooks. April Fools' Day is a time to warn people about how the abortion industry tries to fool the public – share the truth about abortion. On April 10, celebrate Siblings Day and note that Pro-Life T-Shirt Day falls in April each year.



## August

### *Back to School*

Memorialize the more than 62 million children lost to abortion since its 1973 legalization in the United States. Promote and participate in the annual National Day of Remembrance for Aborted Children, held on the second Saturday in September. Grandparents Day is the first Sunday after Labor Day and is an opportunity to remember the grandparents that mourn aborted children.



## September *National Day of Remembrance for Aborted Children*

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## October *Pregnancy Loss*

During Pregnancy & Infant Loss Awareness Month, many mothers remember the babies lost to stillbirth and miscarriage – consider also providing post-abortive parents a safe opportunity to work through their regrets. On October 1, the International Day of Older Persons, promote respect and support for older adults and provide resources for life-affirming later-life planning and even end-of-life decisions. The third Tuesday of October every year is a Pro-Life Day of Silent Solidarity, when students give up their voice for a day to acknowledge the unborn. October 9 is Pro-Life Cupcake Day.



## November *Thanksgiving*

Give thanks for life! Ensure that parents-at-risk, new parents, and post-abortive families have outlets to deal with potential holiday depression. Provide pregnancy center clients and staff with Thanksgiving meal baskets or other tangible forms of encouragement. Host and participate in holiday prayer vigils and services.



## December *Christmas*

Recognize the value of all human life with the December 3 International Day of Persons with Disabilities. Partner with life-affirming organizations to host inclusive holiday events or send cards and gifts to people with disabilities in group homes and facilities. Participate or coordinate Christmas caroling outside an abortion facility, with hymns and songs that focus on the Baby Jesus and His mother Mary. Encourage your constituents to find ways to honor life in their holiday giving – through honorariums, memorials, and pro-life merchandise.



## *Your Pro-Life Organization's Anniversary*

Every year, just like a birthday, your pro-life organization has the opportunity to celebrate its anniversary. This is a great time to pitch local media a feel-good story to coincide with an annual fundraising banquet or community awareness event.



## *When News Breaks*

Abortion court cases. Miracle surgeries in utero. Persecution of pro-life advocates. When life-related headlines appear, consider submitting commentary to the local newspaper or penning a blog article for your website. Studies have shown that communication about breaking news receives higher attention on social media and more email “opens.” Don't miss these opportunities to capitalize on trending news to promote your pro-life message.

# Pro-Life Public Relations

Pro-life communications professionals committed to helping share your pro-life message through the media.

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