

# LIBERATE ABORTION

## Messaging Guidance & Social Media Toolkit

*\*This toolkit is exclusively for coalition members. If you are sharing with someone outside the coalition, please share this [supporting organization toolkit](#) instead and emphasize the embargo. Spanish content is being added ASAP!*

The Liberate Abortion Campaign is a multitactical coalition of over 100 organizations who have come together to expand power, grow compassion, provide education, and build a groundswell of support for abortion access across the United States. Liberate Abortion is multiracial and multifaith, and encompasses diversity across geography, disability spectrum, gender spectrum and sexual orientation, immigration status, and income level.

Local, state, regional, and national organizations are collaborating:

- to fight for policies that protect and expand abortion access
- to mobilize and organize abortion supporters to speak out and take action across the country
- to change culture by replacing harmful, shaming abortion misinformation with innovative narrative strategies
- to plan for a collective future in which all people are able to receive the abortion care they seek with support and compassion, despite current and future barriers
- to continue building, together, a liberated abortion landscape where those barriers no longer exist

[Meet our coalition members.](#)

Liberate Abortion is about more than just protecting the legal right to an abortion. *Roe v. Wade* alone has never been enough to ensure people, especially Black, Indigenous, and People of Color, and people working to make ends meet, can get the care they need when they need it. We need more than legality. We need a world where abortion is affordable and available in all of our communities, when people need care, with the providers they choose, and in ways that people trust. We need abortion liberated, and we're working towards that vision together.

Liberate Abortion is call for abortion access, with complete freedom for all of us. We will achieve justice together by mobilizing and organizing abortion supporters to demand

legislative policy protections and expansions. Liberate Abortion is also a call to change culture by replacing harmful, shaming abortion misinformation with an understanding of the interlocking forces at work that limit abortion freedom and justice. Liberating abortion starts with understanding how racism, economic insecurity, and immigration status multiply the massive barriers to abortion care. From there, we can build solutions that transform abortion access alongside true racial, economic, and immigrant justice.

### What is messaging guidance?

Messaging guidance helps us all to stay connected and unified in our message to liberate abortion across the country. It helps us make clear and focused demands of our elected officials and others who seek to limit access to abortion and reproductive healthcare. It also helps people who are new to the movement to better understand the visionary future we're trying to create, what's at stake if the Supreme Court and our leaders do not act to protect abortion care, and challenge the misinformation they might hear about the issues we're facing.

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- [Slogans](#): Easy to use slogans, free of stigma and shame
- [Our Policy Demands](#): What we're demanding and why
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### Liberate Abortion Campaign Facts

- Number of Liberate Abortion campaign partners: Over 150
- Hashtag: #LiberateAbortion; #AbortionIsEssential, #BansOffOurBodies  
#KeepOurClinics

- Social Media accounts
  - Facebook.com/liberateabortion
  - Instagram: @LiberateAbortion
  - Twitter: @LiberteAbortion
    - Please note the spelling of *liberate* as *liberte* for the Twitter handle due to character limits.

### Our Liberate Abortion Values

- **Liberation:** Abortion access should be free of hurdles, including stigma and shame, and financial, logistical, and distance-related barriers. Abortion should be free from limits. All people should be trusted to know their lives and bodies, and to get the healthcare they need, when they need it, on the timeline that works for them.
- **Autonomy:** The ability to make decisions about our lives and bodies should be unassailable. Autonomy means accessing abortion care when we need it, in the way that works best for each of us, and with the guidance and support of providers we trust.
- **Respect:** Everyone should be able to control their own bodies, and that includes respecting and honoring people’s decisions to have abortions. When someone decides to have an abortion, it should be safe, affordable, accessible, and free from punishment or judgment. Each of us should be able to make our own decisions with dignity and respect.
- **Say the word “abortion”:** Now is the time to lead with abortion forward language and ask for what we want — abortion that is free from barriers and is not regarded as a shameful, secretive, or last resort decision. Abortion is a nuanced medical decision that many people come to over the course of their lives. It is not the time for euphemisms or veiled language. We want legally protected, funded, equitable, supported, and destigmatized access to abortion as soon as someone makes their decision — this is our vision for abortion liberation.
- **Intersectionality:** People of all races, religions, sexual orientations and gender identities and expressions have abortions. Bans and restrictions disproportionately impact communities that have survived systemic oppression and people who hold multiple marginalized identities.

### Talking Points

- Liberated abortion looks like abortion access that is free from hurdles, that is not challenged continuously in court or punished criminally, that is fully available

regardless of zip code, income level, or insurance coverage, and is free from shame and stigma.

- We have known that the day when abortion access would be challenged at the Supreme Court is coming. This is not a surprise. This is not a secret. Abortion access has been systematically under attack in this country for decades, and abortion liberation has been undermined for years. It is beyond time for abortion to be liberated from legal barriers and funding concerns. **Liberated abortion is equitable and available for all who need it — when they need it, wherever they need it — without shame or stigma.**
- Politicians have been working for decades to make abortion as difficult as possible to get. This includes forcing people to travel long distances, wait days between appointments, pay out of pocket without insurance coverage, and making childcare difficult to get. We need policies that support people's whole lives, including better access to hospitals and clinics, healthcare provided by people our communities trust, insurance that actually covers our real needs, and policies that support families and individuals to live their fullest lives. We need policies that support abortion access, liberation, and our whole lives, now.
- Abortion rights are meaningless without funded clinics in our communities, widely accessible medication abortion, and a world where our abortion stories are respected, heard and uplifted. We need more than Roe — we need liberated abortion access for all.
- Roe must be protected but legality alone has never been enough -- we are fighting for abortion liberation and policies that free abortion from unnecessary legal restrictions, fund clinics, make abortion available and affordable, and lets all people know that they are trusted to make their own pregnancy decisions.
- All people deserve access to abortion care when they need it, on the timeline they choose, and in the community they trust.
- It's beyond time for the United States to recognize that access to abortion care is a key part of access to human rights. It is our right to shape our families, to access the healthcare we need, to decide when or whether we have children, and how we shape our lives -- and for that care to be funded and not leave families and individuals scraping by.
- Abortion has always existed and will continue to exist. It is pivotal healthcare that cannot be delayed. It is not in the shadows. Abortion care is healthcare that needs to be accessible, funded, and recognized.
- It is time to be loud and support the people that have abortions and the medical professionals that ensure abortion access happens every day. Fund local abortion

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clinics to keep our clinics open, donate to your local abortion funds to ensure people have access, support and funding, tell your own abortion story, and listen deeply to the stories of people you love.

- Whether you live in Texas, New York, Ohio, or California, we all need access to abortions in our communities. Laws like SB8 in Texas and bans in states like Mississippi, Ohio, and Georgia target communities that have survived systemic oppression. All people deserve access to the abortion care they need, when they need it, in the community they live in and trust.
- Now is the time for us to show up and fight for our communities. In the face of unprecedented restrictions and a Supreme Court stacked against us, it's up to us to push for bold solutions that ensure abortion is available, affordable, and accessible for anyone who needs it. It's time to liberate abortion everywhere.
- Everyone who decides to end a pregnancy should be able to choose the abortion care that's right for them, including self-managing an abortion at home or somewhere we feel safe—with the control in our hands, surrounded by the people we love, and with the support we want—these are key to abortion liberation
- Each of us should be able to live, work, and make decisions about our health and our future with unrestricted access to resources and support. When people can make decisions about their own reproductive health care, including whether and when to have children, they have more control over their economic security.

### Say This Guidance

<u>SAY THIS</u>	<u>NOT THIS</u>	<u>WHY</u>
<p>Title of Campaign: <b>Liberate Abortion</b></p>	<p>National Abortion Access Campaign</p> <p>Pro-Choice movement or "Planned Parenthood and friends"</p>	<p>Our coalition is no longer the National Abortion Access Campaign - we are now the Liberate Abortion Campaign!</p> <p>We want to be as inclusive as possible and we want to lead with abortion. Focusing on one organization or using language that doesn't resonate with many people today leaves out the many other organizations who contributed to this work for the rally and every single day. It also isolates trans and gender nonbinary people from being and feeling included in the movement—it's their movement too. This is a chance to lead with abortion forward language, which is what this is all about.</p>

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<p>“Roe is the floor, not the ceiling.”</p> <p>“We are advocating and coming together for a world where abortion isn’t just legal -- it’s accessible, affordable, and destigmatized.”</p>	<p>“Roe is on the line” “Roe is falling”</p> <p>General Roe catastrophizing</p>	<p>We know that <i>Roe</i> has never served all people or guaranteed abortion access. <i>Roe</i> is the bottom rung, and we need to have a more expansive future and not settle. <i>Roe</i> has never been a reality.</p>
<p>“Abortion is safe.”</p> <p>“Let’s work to ensure abortion becomes more accessible and less stigmatized.”</p> <p>“We have the resources and medications, like abortion pills, for people to self-manage their abortions safely.”</p> <p>“Self-managed abortion gives us another option for care on our own terms, with the support of people we love and trust.”</p> <p>“Ending the criminalization of pregnancy, abortion, and all aspects of reproduction is essential to affirming the right to reproductive autonomy.”</p> <p>“Decriminalizing reproduction is also fundamentally interconnected to other decriminalization efforts, including substance use and sex work, that similarly threaten bodily autonomy.”</p> <p>“We don’t always know a person’s circumstances or why they may choose to self-manage their abortion care. For some people, ending their own pregnancy in the privacy of their homes is a safer option that offers the support they need.”</p>	<p>“Make abortion safe.” “Keep abortion safe.” “Dangerous illegal abortions.”</p> <p>References to underground abortion, coathangers, back alley abortions, botched abortions, Handmaid’s Tale references.</p> <p>Imagery: Feel free to use the visionary imagery in the campaign document. <b>Please do not use the above imagery, verbal or visual, that coalition partners have named as harmful.</b></p>	<p>Abortion is already an incredibly safe procedure and medication abortion is available—something that wasn’t available prior to 1973. Just because something is illegal does not mean it is unsafe. What is risky is the criminalization of people who have abortions.</p> <p>There are many people who are trying to obtain abortions and may choose to self-manage their abortion. We do not want to scare them nor do we want to undermine the availability and safety of medication abortion pills.</p>
<p><b><u>SAY THIS</u></b></p>	<p><b><u>NOT THIS</u></b></p>	<p><b><u>WHY</u></b></p>
<p>Use the word abortion: Liberate abortion, liberate abortion access,</p>	<p>Avoid euphemisms: Choice, pro-choice, access</p>	<p>It’s time to move past euphemisms. It’s time to name and ask for what we want.</p>

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<p>funded abortion, accessible abortion, abortion access/ reproductive healthcare access in our communities, our vision for abortion, the abortion experience we're looking to create for everyone</p>	<p>to choice, the right to choose, a woman's right, reproductive rights, Roe as a euphemism for abortion access</p>	<p>We only destigmatize abortion by using the word abortion. We only liberate abortion from stigma and shame by saying the word abortion. Additionally, using phrases like "reproductive rights" as a euphemism for abortion, without an expansive definition that explicitly highlights all reproductive choices, erases the discrimination and barriers that particularly BIPOC people face when making the choice to parent.</p>
<p>Use inclusive language when talking about people who have abortions: People have abortions, folks who have abortions, those of us who have abortions, abortion patients, people seeking abortion care, abortion fund clients</p>	<p>Avoid gendered language designed to exclude trans and nonbinary people.</p>	<p>Abortion access and reproductive healthcare include people of all gender identities; all people have reproductive healthcare needs; including access to prescriptions for sex and sexual health, IVF, etc.</p>
<p>The only thing to compare abortion to is abortion.</p> <p>Abortion is healthcare.</p> <p>Abortion is a medical procedure.</p> <p>Abortion is a human right.</p>	<p>Avoid comparing abortion to things that are not abortion or unhelpful hypotheticals.</p> <p>"If men could get pregnant there would be a clinic on every corner/available like Starbucks."</p> <p>"We should ban Viagra!"</p> <p>"We should make men get vasectomies."</p> <p>Compare abortion access to guns.</p>	<p>People of all gender identities have sexual and reproductive health needs, such as miscarriage management, abortion care, infertility, contraceptive needs, and more. Abortions and sexual healthcare <i>should</i> be widely available, on every corner, and fully funded. Historically, our nation has forced sterilization on people of all genders, particularly because of their race, disabilities, and gender identity—we do not take that lightly and it is not a joke. Reproductive healthcare and medicine shouldn't be taken away from anyone.</p> <p>When we compare abortion access to gun control we're creating a false equivalency -- we need more restrictions on guns and less on abortion and other repro healthcare. Also, it invokes violent imagery we need to stay away from.</p>
<p><b><u>SAY THIS</u></b></p>	<p><b><u>NOT THIS</u></b></p>	<p><b><u>WHY</u></b></p>
<p>"The process that was used to form the current Supreme Court is unjust and harmful to the people."</p>	<p>DO NOT go after an individual or collective SCOTUS justices.</p>	<p>We need the court to be a legitimate institution that all states must follow -- this includes past precedents that are positive (marriage equality, Brown v. Board of</p>



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<p>“We need the court to respect and uphold precedent.”</p> <p>“Processes that past presidents and politicians have used to stack the court in their favor are unjust.”</p>	<p>Do not call the court as a whole illegitimate.</p>	<p>Education, Whole Woman’s Health, etc.). If we delegitimize the court as a whole, we are delegitimizing these good precedents, too. We need the good stuff to be legitimate -- we can’t pick and choose.</p> <p>We must acknowledge that the Court’s decisions have real impacts on the lives of people seeking abortions, despite not being an institution designed by or for marginalized people.</p>
<p>“All people should be trusted to make the reproductive healthcare decisions that are best for them -- including abortion, on their timeline, and with the resources they need.”</p> <p>“All abortions and decisions to have an abortion are unique, individual, and deserve respect.”</p>	<p>“Abortion is safer than carrying a pregnancy to term.”</p> <p>“Forced birth is a death sentence.”</p> <p>“Abortion is a difficult decision.</p>	<p>Having an abortion and carrying to term are not two sides of the same coin. They are different pregnancy decisions that have different outcomes, which are varied by medical access and support in our nation’s healthcare system, often differentiated by racism, classism, and poverty. Due to different experiences with racism, access to healthcare, and other health indicators, pregnancy outcomes vary widely, particularly when it comes to maternal mortality rates of Black women. While abortion can be a chosen course of action during a pregnancy, including when it becomes unsafe, it is not the only solution to pregnancy care and outcomes—ensuring all people have access to healthcare is.</p> <p>Abortion is sometimes difficult, and sometimes not -- there are many nuances around having an abortion.</p>
<p>Fund local independent abortion clinics, abortion funds, and support people who’ve had and need abortions</p>	<p>Starting a new Jane Collective</p> <p>Starting a new Underground Railroad</p> <p>Starting a new clinic.</p> <p>Starting new abortion funds to provide abortions/abortion access.</p>	<p>This work already exists and has existed for decades. The people who do this work on the ground are experts and need support, funding, and attention in order to keep providing abortions, getting people to their abortions, and getting them the funding they need.</p> <p>Using the phrase “Underground Railroad” is a racist co-opting of the very real horror</p>



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		of chattel slavery that the United States has still not reckoned with.
<b><u>SAY THIS</u></b>	<b><u>NOT THIS</u></b>	<b><u>WHY</u></b>
<p>“All abortion bans and restrictions are extreme and target people already marginalized by our health care system to deprive them of abortion access, shame their healthcare decisions, and put unnecessary hurdles in their way.”</p>	<p>“They’re passing archaic laws.”</p> <p>“These abortion restrictions are from the Medieval Times/Dark Ages.”</p> <p>Comparisons to the Handmaid’s Tale (which are actual things that happened to Black and Brown people in this nation)</p>	<p>This isn’t factually accurate. People were having and managing their own abortions throughout history with no regulation or restrictions. Abortion restrictions and criminalization began in the United States in the 1860s and have become progressively more extreme throughout recent history. In the grand scheme of the thousands of years abortions have been around, restrictions are actually quite new and modern.</p>
<p>Let’s end the stigma:</p> <p>“People should be able to have abortions when they want them.”</p> <p>Abortions (plural)</p> <p>“Abortions later in pregnancy.”</p>	<p>Don’t repeat the stigma:</p> <p>Don’t lean on “before most people know they’re pregnant” for six weeks messaging;</p> <p>Don’t just say one abortion or stigmatize people who have more than one abortion.</p> <p>“Late-term abortions” (a made up term by the anti-abortion movement)</p>	<p>Nearly 60% of people do find out they’re pregnant before 6 weeks, however, most are unable to reach a clinic by the 6-week mark due to barriers and restrictions—focus on the barriers.</p> <p>Half of abortion patients have already had at least one abortion for a variety of reasons. Let’s not stigmatize those who have more than one.</p> <p>Abortions happen at all points in pregnancy for many reasons, including legal, political, and social barriers to care. People should always be able to get an abortion when they need it when they’re ready, and with all the resources they need to make it happen -- regardless if this is their first abortion or</p>

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		they've had more than one, or when in pregnancy they are getting it.
"These abortion bans are racist and will make access to reproductive healthcare for people of color and those working to make ends meet even more difficult."	"These abortion bans are Sharia Law!"  "This is straight out of the Taliban!"	Comparing anti-abortion lawmakers or abortion restrictions to Sharia Law are racist, anti-Muslim, and inaccurate.

### Slogans

- Liberate Abortion Everywhere / Liberate Abortion [State].
- Abortion is essential.
- Abortion Future Now / Abortion today, tomorrow, forever.
- Grow abortion power.
- Join the movement for abortion's future.
- I had an abortion / I had abortions.
- "Everyone loves someone who has had an abortion" (courtesy of We Testify & the National Network of Abortion Funds)
- I love someone who had an abortion. (courtesy of We Testify)
- Transform abortion access. / Transform abortion's future.

**Liberate  
Abortion  
Everywhere**

**Abortion  
Future  
NOW**

**i had an  
ABORTION**

**Grow  
Abortion  
Power**

**DO NOT USE:** "Safe, legal, and rare" as it is stigmatizing and contends that abortion is not something that should be happening, thus it should be rare and reduced. There will be as many abortions as there need to be. The anti-abortion movement does not get to dictate who has abortions and why.

**How to use the phrase Reproductive Justice:** Reproductive Justice is a human rights framework coined by Black leaders nearly 30 years ago. SisterSong defines it as "the human right to maintain personal bodily autonomy, have children, not have children, and parent the children we have in safe and sustainable communities." It is not a synonym for

abortion for people of color, it doesn't just mean organizations led by people of color, and it is not a synonym for reproductive rights, which is a framework that focuses on ensuring legal rights, but not necessarily ensuring accessibility. When using the term reproductive justice, a social justice and intersectional analysis must be applied, meaning that we must address how race, class, gender identity, immigration status, disability, location, and other levels of oppression impact our experiences.

### Our Policy Demands

- Congress must pass the Women's Health Protection Act and the EACH Act to end the Hyde Amendment. Politicians must act to protect the availability of *all* abortion care and the people who provide that care; ensure it is affordable; and ensure it can reach BIPOC communities and those working to make ends meet without unnecessary barriers, stigma, or shame.
- Securing legal abortion was just the beginning. The liberated future of abortion must be accessible, affordable, and supported with love and compassion. People should be able to get reproductive healthcare that meets their needs throughout their lives and is provided in ways people trust.
- Many of the states most likely to lose access to abortion care are also enacting widespread voter suppression laws making it difficult for people who are eligible to vote to make their voices heard through the electoral system. The majority of people support abortion access, and yet our ability to vote to make our own voices heard and values known are on the line. Stripping abortion access and voting rights target the same communities.
  - *Adjust for states with voting reforms on the table in individual states.*
- It's no coincidence that anti-abortion politicians are stripping away abortion rights and voting access at the same time. They know if you can't vote, you can't stop them from making bad abortion policies. This is how systematic racism works: by keeping marginalized communities from influencing decisions that affect them most.
  - *Adjust for states with voting reforms on the table in individual states.*

### FAQs

#### What does "liberate abortion" mean?

Liberate Abortion is about more than just protecting the legal right to an abortion. *Roe v. Wade* alone has never been enough to ensure people, especially Black, Indigenous, and People of Color, and people working to make ends meet, can get the care they need when they need it. We need more than legality. We need a world where abortion is affordable

and available in all of our communities, when people need care, with the providers they choose, and in ways that people trust. We need abortion liberated, and we're working towards that vision together.

Liberate Abortion is call for abortion access, with complete freedom for all of us. We will achieve justice together by mobilizing and organizing abortion supporters to demand legislative policy protections and expansions. Liberate Abortion is also a call to change culture by replacing harmful, shaming abortion misinformation with an understanding of the interlocking forces at work that limit abortion freedom and justice. Liberating abortion starts with understanding how racism, economic insecurity, and immigration status multiply the massive barriers to abortion care. From there, we can build solutions that transform abortion access alongside true racial, economic, and immigrant justice.

### **Why abortion liberation and not reproductive rights?**

We want to be clear about what we're demanding. Rights do not guarantee access—which has been the problem for decades, especially for marginalized communities. We need to move beyond just protecting Roe and towards justice, compassion, accessibility, and respect. Roe, which made some abortions legal, doesn't mean that it's accessible, affordable, or free from shame and stigma. Roe is the floor, not the ceiling. As abortion access is increasingly under attack, we need to ask for more and stop settling for crumbs. We need abortion to be completely liberated, for everyone, everywhere.

### **How do we support abortion access?**

Support your local clinics and abortion funds, tell someone you love your abortion stories, and listen deeply and with empathy to the abortion stories of others. Together, we can make sure abortion care is accessible, affordable, and free from shame and stigma for all.

*[Organization specific: use this opportunity to explain how your organization is advancing the cause of abortion liberation/why you've joined this coalition]*

EXAMPLES TO UPLIFT: <https://keepourclinics.org/>; <https://abortionfunds.org/funds/>; <https://www.wetestify.org/stories>

### **If people ask us to donate to an organization or how we can help in Texas and Mississippi, what do we say?**

There are a number of ways people can show up with donations to support the amazing organizations that are doing the work on the ground—particularly through the Liberate Abortion campaign. Encourage supporters to give to their local abortion fund, local independent clinic, and local reproductive justice organizations.

[Donate to Mississippi abortion funds](#)

## Coalition members' calls to action

Email or Slack DM Lindsay Rodriguez or Catrina Otonoga (Slack preferred) your org's calls to action on Dec 1 and/or uplift these coalition partners on the launch date.

Organization	Social Media Handles	Call to action (note if there's any particular language needed)	Link (if applicable)
National Network of Abortion Funds	@AbortionFunds	Donate to abortion funds serving MS: @YellowFund @FundMSAbortions @ARC_Southeast	<a href="https://secure.actblue.com/donate/fundabortionms">https://secure.actblue.com/donate/fundabortionms</a>

## Social Media Guidance

- Use a graphic on your posts. Below you'll find both [ready to use](#) and [template](#) graphics.
- Tag the Liberate Abortion accounts to spread the word.
  - Facebook.com/liberateabortion
  - Instagram: @LiberateAbortion
  - Twitter: @LiberteAbortion
    - **Please note the spelling of *liberate* as *liberte* for the Twitter handle due to character limits.**
- Link [liberateabortion.org](https://liberateabortion.org) when applicable.
- Encourage people to share graphics on their accounts. [liberateabortion.org/#share](https://liberateabortion.org/#share)
- Share the list of coalition members. [liberateabortion.org/#coalition](https://liberateabortion.org/#coalition)
- If your organization supports a specific local community, consider using #LiberateAbortion [area], for example “#LiberateAbortion in the South!” If you don't, try #LiberateAbortion everywhere.

### **Campaign Hashtag: #LiberateAbortion #AbortionIsEssential**

Please use capital letters for each word for accessibility reasons. People who use screenreaders are often unable to understand hashtags because the screenreader makes it a run-on word, rather than reading the hashtag with multiple words.

### **Sample Tweets/Social media posts:**

[Talking points](#) can also serve as Facebook and Instagram social media posts.

*\*Once there is a link shared to view Mississippi organizers' video, we will add it here. Please share it on your social media accounts and uplift asks from Mississippi organizations on 12/1!*

Our vision to Liberate Abortion:

- ✓ respect for our decisions
- ✓ love for ourselves
- ✓ access free from hurdles and punishment
- ✓ compassion for our families

Abortion liberation is inextricably connected to:

- 🔥 economic justice
- 🔥 racial justice
- 🔥 gender justice
- 🔥 immigrant justice

#LiberateAbortion because people of all races, religions, sexual orientations and gender identities and expressions have abortions. Bans and restrictions disproportionately harm communities that have survived systemic oppression and people who hold multiple marginalized identities.

Abortion liberation is more than keeping abortion legal; it's about access, freedom, equality, and justice. Together, we demand the future we know is possible: compassionate and affordable abortion care readily available in our communities, with love and support. #LiberateAbortion

It's time for legally protected, funded, equitable, supported, and destigmatized access to abortion as soon as someone makes their decision. #LiberateAbortion everywhere, for everyone.

Abortion bans and restrictions are an economic justice issue. Many people don't have enough money to get by, aren't paid high enough wages, don't have access to healthcare,

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or don't have paid time off. Less than half of Americans can afford a \$400 emergency. Because of workplace and economic injustices, an unexpected abortion can be a financial emergency. Everyone deserves easily accessed, affordable healthcare, including abortions.

We will #LiberateAbortion because we believe in a future where abortion is available in our communities, and people can create the families they want without barriers, stigma or shame.

Let's #LiberateAbortion because we believe people who've had abortions deserve to have their voices heard. We believe in a future where abortion is available in our communities, and we believe people deserve to create the families they want without barriers, stigma, or shame.

This moment demands that we fight for a future where abortion care is there for everyone who needs it. #LiberateAbortion Everywhere.

Everyone deserves access to the abortions they need on the timeline they deserve, in their own community, and with a provider they trust. Access to abortion changes peoples' lives and allows all people to determine their futures on their own terms.

Our communities need abortion clinics. People who've had abortions deserve to have their voices heard. People need funds, transportation, and the secure right to access abortion with their support system.

We proudly join together with people who've had abortions, people who provide abortions, people who fund abortions, and people who advocate for abortion access every day.

We can only #LiberateAbortion together by uplifting a visionary future for abortion. Join us in the movement to support our local clinics, share your abortion story, and ensure everyone is able to afford their abortions.

### Sample Email

#### Subject lines

Liberate Abortion with us

Let's Grow Abortion Power

Liberate Abortion Everywhere

#### Secondary/preheader



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Make sure abortion care is accessible, affordable, and free from shame and stigma for all.

### Body

Dear [ ] -

We're excited to announce that [ORG NAME] is one of over 100 organizations coming together to [Liberate Abortion](#). We're uniting to expand power, grow compassion, provide education, and build a groundswell of support for abortion access across the United States. [Use your mission, vision, values, or organizational priorities to explain how your organization is advancing the cause of abortion liberation and why you've joined this coalition]. This moment demands that we fight for a future where abortion care is there for everyone who needs it.

Share why you're with us to #LiberateAbortion

[add graphic from [website](#)]









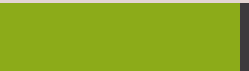

The Liberate Abortion Campaign is about more than keeping abortion legal; it's a call for abortion access, freedom, equality, and justice. It's a call to change culture by replacing harmful, shaming abortion misinformation with understanding of the interlocking forces at work limit abortion freedom and justice. Liberating abortion starts with understanding how racism, economic insecurity, and immigration status multiply the massive barriers to abortion care — and builds solutions that transform abortion access alongside true racial, economic, and immigrant justice. Together, we can make sure abortion care is accessible, affordable, and free from shame and stigma for all.

We proudly join together with people who've had abortions, people who provide abortions, people who fund abortions, and people who advocate for abortion access every day. Together, we will demand the future we know is possible: compassionate and affordable abortion care readily available in our communities, with love and support.

[optional and suggested: if you are a local, state, or regional organization, include a specific and resonant note about why *your* community must #LiberateAbortion]. Join us, and our partners, as we work together to #LiberateAbortion everywhere.

## Style Guide & Graphic Tools (Coalition Only)

### **COLOR PALETTE**

				
PMS 2314 C HEX #ac7644 RGB(172,118,68)	PMS 143 C HEX #f1b434 RGB(241,180,52)	PMS 2027 C HEX #ee5340 RGB(238,83,64)	PMS 2219 C HEX #5ca3b3 RGB(92,163,179)	PMS 386 C HEX #e9ec6b RGB(233,236,107)
				
PMS 7604 C HEX #e4d5d3 RGB(228,213,211)	PMS 2197 C HEX #74d2e7 RGB(116,210,231)	PMS 2562 U HEX #ddaee9 RGB(221,174,233)	PMS 10327 C HEX #8cab19 RGB(140,171,25)	PMS 8602 C HEX #3d3a3e RGB(61,58,62)

### **DOWNLOAD CAMPAIGN LOGOS:**

[Link to full range of logo and slogan options Google Drive](#)



[Primary](#) / [square](#)



[primary.png](#) / [square.png](#)

### **FONT:**

[Free Google Font - Scada](#)

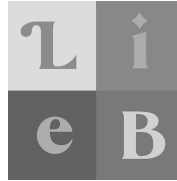
[Purchase license for Mikela font](#)

*The coalition's license doesn't extend to all organizations' use.*



### How to layer colors:

Suggested color layering to the left shows how darker hues can work on top of lighter hues, and vice versa. If you perceive two colors to be different but they are a similar hue, they can be hard for some to read. If you were to convert the colors to grayscale, you can see how the colors need to contrast in order to be legible.



### **BE CAREFUL!**

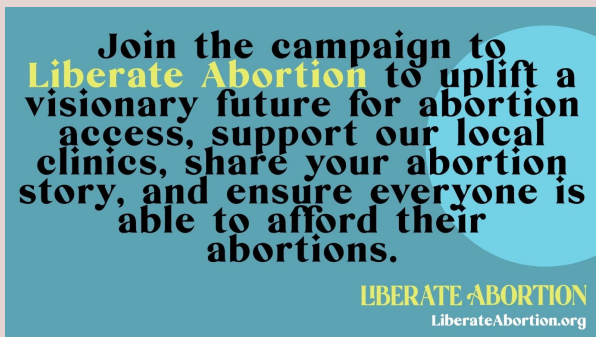
**Don't share anything modifiable beyond the coalition (ex. Canva templates, design files)**

**No red backgrounds (in use for opposition signage)**

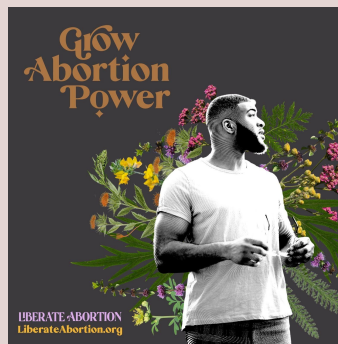
**No pink/purple backgrounds (in use by members of coalition)**

## Ready to use graphics

Ready to download and share for **public** use without modifications.



[Twitter graphics \(ready to download and use\)](#)



[Square graphics \(ready to download and use\)](#)

## Template Graphics

### How to use templates in Canva

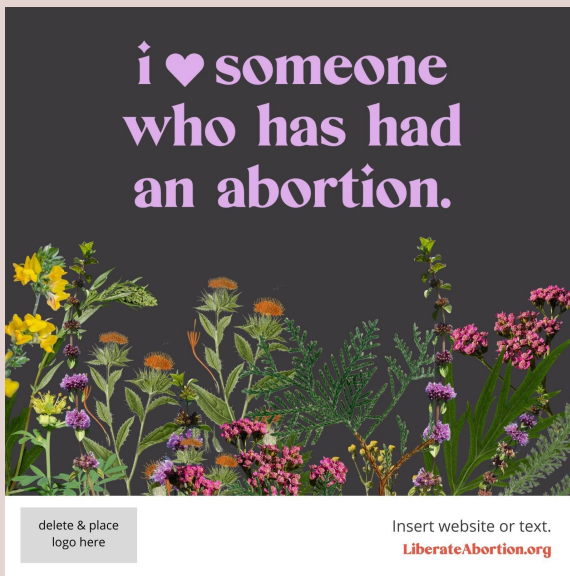
Step 1: If you don't have a Canva account, you can start one for free [here](#).

Step 2: Go to a link below that suits your needs.

Step 3: Click "use template" to make a copy for your own use.

Step 4: Follow instructions on first slide in each template.

*If you're not sure about how to use Canva, try looking for tutorials on YouTube, like [this one](#).*



Graphics for Organizations - Just add your logo! ([how to video](#))

1. [Twitter Posts](#)
2. [Squares](#)
3. [Instagram Stories](#)
4. Use these [Slogans in Different colors](#) as needed



Graphics for Individuals (**Coalition Only**)

1. [Just add your photo](#) ([how to video](#))
2. Make a collage!
  - a. Watch this [how-to video](#)
  - b. Use this [template](#)
  - c. Use these [Collage Cutouts](#)
  - d. Use these [Slogans in Different colors](#)