



Planning an SYA Event

Ready to start normalizing abortion in your community? We've compiled some tips and tricks to help you host and promote an SYA event. We invite you to utilize the suggestions that make the best sense for you and your community. Thank you for working with SYA!

Getting started.

think about...

What type of event are you planning? * Why are you hosting the event?

What kind of event is fun for you? What is your desired outcome?

Take a little time to think about what you want to do and why. What are people in your community drawn to right now? What are your specific talents and skills? What would be the most fun for you? Are you connected to people who can help make an event more straightforward and fun? (Examples: I work at a coffee shop and we could host an art show there. My friend has a DJ night and we could play records and have a pro-abortion dance party. I love crafting and I'm great at it. I own a button maker or a projector. People in my community have expressed a desire to share their abortion stories. I am a graffiti artist and ready to do crimes! I'm an introvert and want to host something online. Etc.) Brainstorm ways to have fun and utilize your talents and community.

An SYA event can be whatever feels right to you. It doesn't have to be a big party or social event. Your project could even be done entirely online and anonymously. There are SO many ways to be SYA. What is authentic to you?

Our ethos is do what you're good at, challenge yourself, do what your community is asking for, and talk about abortion in ways that are creative and fun TO YOU. The USA is huge and communities and attitudes around abortion vary enormously. You know yourself and your community best!

Ideas

Here are **some** ideas to get you started (by no means an exhaustive list):

- learn about self-managed abortion & find creative ways to share the info
 - story writing workshop (send us your stories!)
- make pro-abortion craft projects using embroidery, puff paints, glitter, etc...
 - screenprinting: posters, t-shirts, dish towels...
 - pro-abortion music night: any genre
 - video workshop (send us your videos!)
- make a “normalizing abortion” club (have a convo daily with a stranger, talk with family and friends, wear something pro-abortion, etc). Check in with each other to share tips & strategies
 - pro-abortion fashion: jewelry, nail art, dresses, crowns...
 - movie night: SYA suggests *Trapped* & *After Tiller* to start
- book club: SYA suggests the SYA book, *Killing the Black Body* by Dorothy Roberts, *Without Apology* by Jenny Brown & *Handbook for a Post-Roe America* by Robin Marty to start
 - pro-abortion grafitt: paint, chalk...you do you! Know the laws in your area and stay safe.
 - write thank-you letters to abortion providers in your area (find them here)
 - volunteer with your local abortion provider. (find them here)
 - video projections
 - Expose Fake Clinics
 - make buttons
 - poster your city



Next Steps.

Practicalities & Promotion.

Now that you've decided on what your event is going to be, you can start planning and promoting. This can involve a certain amount of time and drudgery, so work on it in whatever way is most healthy to you. Take an entire day and power through everything, work on it piece by piece every morning, or sneak time at your day job to do it (recommended!).

Clarification

Give your event a catchy name or something straightforward that lets people know what to expect. Write a short description of the event including date, time, and location. If you happen to be working with another organization or if you have a special guest, be sure to mention them in the text.

Find a cool colorful photo you can use with your event. Feel free to use one from our [Instagram](#) (just please credit the artist when possible) or find one of your own. You can use this photo for promoting online via social media and with event listings online. If you can, try creating different sized options for Facebook, Instagram, and Twitter as they will all read a little differently on different platforms. If you are working with another organization, be sure to ask them for their logo. Most organizations are pretty particular about this so make sure you keep them included. (Including SYA - if we're involved in your event, [email us](#) and we'll send you some logo options.)

Should SYA be directly involved in your event? Ask us! We might be able to help in some ways, like promoting on our social media channels and sending you SYA swag (postcards, stickers, buttons, etc). We might be able to connect you with folks in your area, we might be able to send you a raffle item (if you're having one) with an SYA book or some SYA clothing! You can also [submit your event](#) to our website to potentially be published in the events section.

Promotion

Here are SOME things you can do to let people know about your event.

Create a Facebook event. Yes FB is annoying BUT it is a pretty easy and cheap way to create a link to let people know where to go. If you have a little cash and a little PR knowhow you can create an ad to target potentially interested people or boost your event so more people see it. However the best way to promote on FB is to get people talking about your event, so invite all your FB friends and ask them to invite and talk about the event as well. If SYA is directly involved in your event, you can add us as an admin on FB (@ShoutYourAbortionUSA) and we will promote it on our social channels.



Use your other social media channels to talk about the event. We love Instagram and it's easy to link your FB and IG accounts. In our experience it's still helpful to have a FB link even if the bulk of your promotion uses another platform. If SYA is involved we will be able to add a direct link to our stories section, where hundreds to thousands of people daily will see it.

Direct email. Create a succinct email with all the relevant info (what it is, where it is, when it is), insert a cool pic if you have one, and add direct link to the event (here's where FB comes in handy). Search through your contact book and email everyone who might be interested.

Ask your friends for help. Word of mouth is still the best way to let people know and get excited about an event, whether people are talking in person, over social media, irl, email, or whatever. Do you have friends who are super popular on IG or twitter? Ask them to mention your event.

Submit your event to local listings. Search for calendar listings in your city and submit your event to any applicable calendars. Use your best judgement - you know your community best. Some places will be much more open to an event about abortion and in others it could potentially be dangerous to list such an event publicly. Ask your community for help if you're not sure.

Submit PR to local news organizations - magazines, newspapers, etc. Search for the journalist who might be the most receptive to your event (did a reporter recently do a story on abortion or reproductive rights in your town?) and email them directly, keeping your email short & sweet as these folks likely get hundreds of emails daily. PR can literally just be a version of the email you send to your friends. Include a description of the event and all the relevant info.

Word of mouth. Don't underestimate the power of personal invites! Text or call your friends, tell your hairdresser or your local bartender, talk to your checker at the market – you might be surprised by who is interested in a creative pro-abortion event. We have found people to be surprisingly receptive but again use your best judgement with this depending on your location.

Research & contact locals who might be interested. For instance local independent abortion clinics and Planned Parenthood employees might be interested in attending or spreading the word - (do they have a communications person? Email them!). Health researchers, bookstores, feminist clubs, reproductive justice organizations, schools – (search for professor's direct emails and email them, telling them why you think they might enjoy this event and ask them to tell their students) bookstores, music venues in town etc – depending on type of event you are planning you can get pretty deep into researching & contacting people.

Guerilla tactics. Poster your city (check postering laws), chalk the sidewalks, put posters on telephone poles, make a poster and distribute it to local businesses, make a cheap postcard



and distribute to local businesses or leave it at bars etc.

Security & more.

What if I'm afraid to talk about my abortion publicly or host an event?

The last thing we want is for people to feel some sense of external pressure to talk about their abortions or participate in activism that feels outside of their comfort zone. For some people, speaking publicly about their abortions or hosting an SYA event would be unsafe, traumatic, or just not worth it for any number of reasons. SYA was started by white women from middle class families in the most liberal part of the country; we knew we weren't jeopardizing our most important relationships or acceptance in our communities when we decided to speak. Our bravery is a product of privilege, and the fact that we were able to access and afford our abortions is a privilege in and of itself. We hope to weaponize this privilege in a way that makes the world kinder and more just for everyone, and we hope that those who don't shout may still find healing and solidarity in the stories of others. As far as whether or not you feel like you can participate in a public way without jeopardizing your safety or sanity, we feel like that's a calculation only YOU can make,

How should I deal with the possibility of anti-choice protesters at an event I'm planning?

Hundreds of SYA events have happened all over the country without anti-choice people showing up, but sometimes they do. Prepare for the possibility by setting aside time before your event and checking in with event hosts and volunteers. Considerations around security are different based on where you live, whether your event is public or private, the size and nature of the event, the venue, and the resources available to you. Because of all those variables, it's difficult for us to advise you specifically on what your game plan should be. We suggest discussing what your system of responses will be if anti-choice people show up, based on their tactics and how uncomfortable they are making you feel. For example: your group might decide that a couple of people holding anti-choice signs outside of the venue doesn't merit any response, but that if one of them tries to come inside that you will deny them entry. You might also decide that if a group of protesters becomes more vocal and is harassing attendees or encroaching on private property, you will call law enforcement or campus security, or you may agree not to involve these groups. You may decide to hire professional security for your event or enlist a door person from your favorite bar. We believe in your ability to decide what feels right and reasonable based on your unique situation.

If someone is making you or your guests feel unsafe, you have every right to treat that threat as serious and use whatever resources you would normally use to report a threatening person (i.e. tell them: "you are harassing me," "you are making me feel unsafe," "I need you to stop threatening people and leave," or "I'm calling security.") And then call for help (the owner of the venue, a mentor, security, or 911 if you wish.) We recommend deciding which resource you will call in advance and talking about that with your team so you're not scrambling for a number in the moment.

As much as SYA absolutely believes that anti-choice protesters should be met with resistance, we can't in good conscience recommend engaging with them. We generally treat them like we don't even see them. Their goal is to terrorize us, and our indifference is their failure. Whatever you decide to do, remember that you don't owe them a drop of your energy. You're not responsible for coming up with the perfect burn, and it probably wouldn't matter if you did. Anti-choice protestors are a human comment section. Don't waste your light.

How do you deal with online trolls and what advice do you have for people who are experiencing online harassment?

When people troll us online, we delete their comments and block them immediately.

There is also an incredible wealth of information and resources about online harassment at crashoverridenetwork.com. There is also an excellent toolkit at OnlineSafety.feministfrequency.com, which was created by activists Anita Sarkeesian, Jaclyn Friedman, and Renee Bracey Sherman and outlines some quick, easy precautions that are geared towards protecting people who might be more vulnerable to harassment because they are a member of a marginalized group and/or they are engaging in online activism. We highly recommend taking a look at these sites before sharing your abortion story publicly, and they're good resources for everybody who uses the internet.

Remember, SYA can be almost anything! The point is to talk about abortion in a way that feels genuine, creative, and authentic to you and your community. Please don't hesitate to [ask us](#) for help!



SHOUT YOUR ABORTION

The logo consists of three teal-colored bars. The first bar on the left contains the word "SHOUT". The middle bar is diagonal, containing the word "YOUR". The third bar on the right contains the words "ABORTION". All text is in a bold, white, sans-serif font.