

10.16.16 Supporter Engagement & Event Guidance



What is 10.16.16?

On October 16, 2016 Planned Parenthood is 100 years strong and affiliates, volunteers, patient advocates and campus leaders all across the country will be showing *their* strong. On this momentous day, we will create and drive a national narrative, articulating to the world how Planned Parenthood's care, education, and activism has helped transform the landscape for people and their families over the last 100 years. We will CELEBRATE this incredible milestone, ACT in our communities to show the depth and breadth of our work, and SHARE this moment online and with our partners - all under the umbrella of #100YearsStrong.

To get involved in #100YearsStrong you can choose to participate in the following:

- 1) **Join a local event!** Check out this website to find out where the closest event is near you.
- 2) **Create your own event!** Below you'll find information on how to host an ACA roundtable discussion, table on your college campus, or partner with your local affiliate to lead a storytelling event.
- 3) **Share online!** Tell the world what you're doing to celebrate Planned Parenthood's #100YearsStrong, by changing your profile picture, taking a video and posting it on social media wishing Planned Parenthood a happy 100th anniversary, and/or posting your Planned Parenthood story.

Below are resources on how to create your own event including a storytelling event, organizing on your campus, hosting a community event -- like an ACA roundtable/ACA Health Block Party or working with local teens to look toward the future of Planned Parenthood and reproductive health. Onward!

1.0 -- ACA Centennial Events

With just a little over a month left until 10-16-16 and with open enrollment starting shortly after, we wanted to provide you with a few best practices and tips to hosting a centennial ACA coalition event. Below are two example events:

- ACA Health Block Party
- Coalition Roundtable and Celebration

This guide is designed to provide you with some strategic information to help you maximize centennial celebration and how to leverage your ACA centennial activities for the upcoming open enrollment period.

ACA Health Block Party

Hosting an ACA Health Block party is a great way to reach and engage the community surrounding your health center and affiliate. An ACA Health Block party will also allow you to work with coalition partners to get the word out on the upcoming open enrollment period along with providing education on health services . Here are best practices on how to host best practices:

- Invite a **WIDE RANGE** of coalition and community partners
 - Reach out to not only ACA coalition partners but community partners. By hosting a community facing event, it is a great way to engage new partners and especially those who you'd like to engage for the upcoming enrollment period. Also by inviting a variety of stakeholders this allows you to serve the diverse needs of your community. For example, think of reaching out to your local department of health and or food bank.
- Create a **CHILD FRIENDLY** environment
 - Be sure to include in your budget family friendly activities like face painting and story time. If you are unable to sure to offer childcare on site consider offering childcare stipends or partnering with an organization that facilitate that. If you are on a tight budget, consider hosting your event in partnership with a library. Often times, they have built in activities for children of wide age ranges and are trusted members of the communities.
- Offer **FREE** health services on site.
 - Reach out to the medical director at your affiliate and offer health services like HIV testing at your event and provide education on health services available at your health center. If you would like to consider offering additional services, reach out to local "minute clinics" to donate flu shots, reach out to local medical+dental schools to offer blood pressure screenings and dental cleanings.

ACA Coalition Roundtable Celebration

Coalitions has allowed many affiliates to reach new build Enrollment events are a great way to enroll many people in one block of time. It is a time where you can utilize the partnerships you developed and invite them to participate such as table at the event, host one, or even volunteer. Below are a few tips on how to successfully host an enrollment event and maximize turnout:

- Invite your **local HHS regional** representative
 - Many HHS regional representative have helped affiliates build and connect to coalitions. They have supported enrollment and outreach events and would be able to discuss regional goals for the upcoming enrollment period. HHS regional representatives are connected to a wide range of faith based and community organizations in the region. Encourage HHS regional representative can bring new partners to the roundtable event to reach and build new partnerships in lieu of OE4.
- Choose a **central** location
 - Make sure you choose a location where partners throughout the state can easily drive in.

- Create an **dynamic** agenda
 - Build an agenda that allows partners+participants to share out their plans for OE4, honors strong ACA partners, and allows for your affiliate to discuss the evolution of their ACA programs from OE1-OE3 and future plans for OE4 and beyond. Most importantly, make sure leave enough time for participants to socialize and celebrate.
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Questions about how to integrate ACA into your 10.16.16 events? Contact kaissa.denis@ppfa.org.

2.0 -- Host a Storytelling Speakout

Think open mic night! This is an opportunity to tell our patient advocate stories and showcase what Planned Parenthood is all about -- providing care, no matter what. Consider partnering with Planned Parenthood Generation student activists or partners like Advocates for Youth's 1 in 3 campaign. **Check out the sample Speakout agenda below and the storytelling materials in the appendix.**

- **8:00 - 9:00 pm:** Doors Open
 - Event attendees can mingle, enjoy food and drinks, visit the photo booth or video booth (to record their stories!), and enjoy new swag at tables
- **9:00 - 9:30 pm:** Performance
 - Local acappella group, feminist dancers, etc
- **9:30 - 9:50 pm:** Introduction by Guest Speaker
 - Guest speaker could be a patient, coalition partner, student activist, CEO, etc
- **9:50 - 10:10 pm:** Scheduled storytellers share stories upfron
 - Five people are assigned to tell stories (2-3 minutes each)
- **10:10 - 10:45 pm:** Open Mic
 - Time for event participants to tell their stories in the same style as scheduled stories
- **10:45-11:00 pm:** Closing and Ask
 - Ask attendees to write down their story or sign a supporter card

11:00 - 11:30 pm: Wind down

- Time for attendees to write or record more stories, give out gift bags

Questions about storytelling or speak outs? Contact Mallory.Long@ppfa.org

4.0 -- Host a 100 Words For 100 Years activity!

If a picture is worth 1000 words, what words would you use to describe Planned Parenthood and the future you want to see, with yourself as part of the movement? To celebrate 10.16.16 here are a few activities that build on each other for your education departments and youth volunteers. Feel free to expand this to an event with invited guests of your peer educators if possible. Provide food/snacks and centennial swag as you are able.

Begin your event by showing the [legacy video](#) provided on the Centennial page of the intranet. Poll participants for responses to the video. Let the group know that you will be doing an activity to participate in the Centennial celebration. Use talking points and tools provided in the toolkit as resources.

- a) **100 words for 100 years:** Ask the group to reflect on what Planned Parenthood means to them, and write a few words on 8 ½ x 11 sheet of paper or a branded centennial sign (see appendix), and record them sharing those words aloud. If capable, create a brief video of their words and post to social media assets.
 - i) Prompting questions
 - How has Planned Parenthood impacted your life?

- What was your first experience with Planned Parenthood?
 - How do you see yourself staying involved with Planned Parenthood in the future? What role do you think you could play in Planned Parenthood's next 100 years?
- b) Group Centennial Photo- “Show Us Your Strong”:** Have the group pose together in a group selfie, or post individual photos where they share their words from activity A and/or specific “strong” pose and post them to your social media assets using the #100YearsStrong hashtag.
- c) Creating our Next 100 Years:** Post a large piece of newsprint on a wall. Ask the participants to fill up the newsprint with their vision for the next 100 years of Planned Parenthood. This can be words or artwork (have markers and any other materials readily available). This youth-created aspirational art can be hung up at your affiliate.

Questions on how to engage education in 10.16.16? Contact Sonya.Northsworthy@ppfa.org

3.0 -- Planned Parenthood Generation Campus Activities

Birthday Party Celebration -- Celebrate Planned Parenthood’s Birthday on campus with a BIG PARTY! Host a get together with students across campus to come learn about the resources provided at Planned Parenthood health centers across the country. You could even partner with your educators or your resource center on campus to do condom demonstrations too! Be sure to invite other partners on your campus to celebration.

Questions on how to engage Planned Parenthood Generation activists on 10.16.16? Contact Youth.Squad@ppfa.org.

4.0 -- Community Events & Outreach to Keep the Momentum Going

Community events are the glue to all of our communities across the country. In every town, city, burb, and more you will find events are taking place to cultivate a positive energy for a community to learn and grow together. **Here are a few suggestions of how you can grow your reach with a community event:**

1) Table inside your Planned Parenthood health center or on college campus and collect patient stories and supporter sign up cards. Remember, the stories that you’ll get inside your health center or on campus are just the beginning. In order to turn the story into action, you have to build a relationship with the storyteller through a 1:1 with the intention of hearing more about their story, getting to know them, and asking them to join your campaign. Then, you’ll be better able to work closely with the storyteller and turn them into a patient advocate. Storytelling work takes time, commitment from both parties, and dedication! Be patient and trust the process.

2) Host Op-Ed Writing Parties inside your health center or on your campus. When the health center is closed or on your college campus, invite health center staff, patient advocates, education staff, and volunteers to an op-ed writing party! Encourage everyone to write their own personal story. You can type up the story and submit them with their consent.

3) Host a Planned Parenthood house (or dorm) meeting, where volunteers, strong supporter, and loved ones can come to discuss the issues impacting the people of Planned Parenthood every day. A house party is no party without food, laughs, and good times had by all!

4) Reproductive Health Panel Discussion -- Many campuses have incredible resources right at your fingertips! From research to scholars to activists, you have just what you need to put together a panel discussion about the state of reproductive health in United States and across the globe. Topics can range from: contraceptive access, the zika virus and impact on young people, abortion access globally, and more.

Recommendations on Continuing to Engage #100YearsStrong Volunteers

This is our moment and a great opportunity to continue to engage our strongest supporters. Here are some ideas to help with your leadership development either on campus or within your organization.

Volunteer Leaders: Bring your volunteers folks together to thank them, celebrate, debrief #100YearsStrong, and strategize for the next phase of your local campaign on campus or in your community. This is your team's opportunity to learn from the experience and bring volunteers into the co-creation of your program moving forward.

Key Questions for Debrief:

- Were our goals clear and did we reach them?
- How did engaging in this event make you feel? What did you learn? What types of actions should we do next?
- How did engaging in this volunteer structure make you feel? Did we have clear roles and understanding of our responsibilities? What roles were not utilized enough? What roles were we missing that would have been helpful?
- When was our team at its best? How can we replicate that for the future?

Supporters: Be sure to get all of your new supporters into the VAN within seven days. Work with your affiliate if you do not have access to the VAN. We recommend you following up with these new and engaged supporters quickly -- within two weeks. We know that capacity is always a challenge to doing quick following up and plugging folks into their next opportunity, but a short email, text, or phone call follow up is critical to keep new activists engaged.

As a next step, we recommend hosting a strategy session. This is an opportunity to invite your volunteer leaders and these new supporters to build a plan for the next phase of your next campaign in a manner that assumes their continued leadership. This strategy session may be focused on one upcoming activity or present the range of upcoming campaigns with varied leadership roles for volunteers to plug into. A major component of any strategy session should include a discussion of building your organizational capacity through a peer to peer volunteer recruitment campaign.

Partnership Engagement Guidance & Resources

10.16.16 is an excellent opportunity to introduce our Centennial anniversary to our partners and, where appropriate, invite them to CELEBRATE, ACT, and SHARE in 10.16.16 campaign activities.

Engaging Faith Communities

As we celebrate 100 years of Planned Parenthood, we pay tribute to the vital role of faith leaders in the fight for access to reproductive healthcare, including abortion. From the early days of our movement's history (including the founding of the [Clergy Consultation Service on Abortion](#) over 46 years ago) clergy and faith leaders have played an important role in advancing our mission and will continue to be an important part of our next century.

If your organization already works closely with local clergy or faith leaders, the first step may be to identify who among those leaders is willing to speak or write publicly about reproductive health and rights, versus those who are more inclined to take an approach of pastoral care within one's own community. Once you identify which clergy feel the most comfortable taking a public stance, then you can have conversations about who is the best fit for each issue. For example, one clergy leader may feel most comfortable speaking out about abortion whereas another may only want to speak on sex education (and may be a better fit to do so). It's important to meet clergy where they are in terms of issues and topics related to reproductive health and rights.

These are some ways you can actively involve faith leaders you're already working with:

- Invite them to perform a public blessing of your local health center or an invocation opening your Centennial event. (When doing this it's important to be mindful of the multitude of faiths that may be present--alternate who is saying the prayers or giving the blessing and the type of language they are using).
- Public statements, media interviews, or OpEds.
- Ask faith leaders to lead a Sermon in their congregations around the Centennial anniversary. Please note, that sermons are planned well in advance, so this is a bigger ask to make.

If your affiliate is only just beginning to engage faith leaders, start by identifying a list of potentially supportive clergy through affiliate staff, volunteers and/or board members. Then, begin with small steps of outreach, introducing yourself/affiliate and the work of Planned Parenthood and welcome an open dialogue.

Engaging clergy members is not just for the short term and is not just for issues directly related to reproductive health and rights. The outreach and connections you make with clergy members should be ongoing throughout the year and should engage on a multitude of issues.

Some additional resources to consider:

- *Sacred Work: Planned Parenthood and Its Clergy Alliances* by Rev. Tom Davis.
- Learn More About PPFA's [Clergy Advocacy Board](#) & the history of the [Clergy Consultation Service on Abortion](#).
- Concerned Clergy for Choice's "Your Clergy Organizer: Mobilizing Faith Leaders One Step at a Time." See [attached document](#).
- *All Politics Is Religious: Speaking Faith to the Media, Policy Makers and Community* by Rabbi Dennis S. Ross (Guidance for reproductive justice advocacy and media work).

If you have any questions about engaging with faith communities, please contact Maura LaMendola, maura.lamendola@ppfa.org.

Engaging Diverse Communities

If you are making a request for a community partner to engage in 10.16.16 and you have not previously worked with them before, you may want to consider adding them to a list of partners you would like to engage during our Centennial year, but not formally asking them to jump into a 10.16.16 activity.

When engaging diverse communities during 10.16.16, events should be culturally relevant and appropriate. It's important to host events with a range of times and dates if possible, and on the weekends. If you are able to arrange services for transportation and children, such as an art table, or a bouncy house, that will be an important factor in helping make your event and outreach a more community and family friendly event, an important cultural point for the community.

Activity Tracking & Reporting

In order to ensure that we're telling the national story around our centennial and highlighting the amazing work that's happening around the country, **it's incredibly important that you're reporting back on your 10.16.16 events within 24 hours of your events.** Please follow these three steps to report back:

1. **Google** -- In order for us get a flavor of your events, [please fill out this google form](#) within 24 hours of your event to let us know what happened during your events. **Please be as detailed as possible.**
2. **Send Us Photos/Videos!** As your events are happening, please be sure to send us the following to secondcentury@ppfa.org.
 - Pictures or videos of events, pictures of individuals, pictures of cute puppies, babies and other things in PINK! (Please make sure to put location in subject line)
 - Local postings from Facebook, twitter, tumblr, etc.
 - Media Headlines
 - Quotes! Please send quotes (Can be with picture of a person who is the quoted) of why they live, love, learn, or work with PP.
 - Report from event: how many, who were speakers, how many supporters you signed up, etc. Just a couple sentences of what your event is looking like.

Sign-In Form

Event Date

The logo features the Planned Parenthood logo at the top right, followed by the text "100 YEARS" in large, bold, purple numbers.

* By providing your cell phone number you agree to receive calls and texts to the number provided from Planned Parenthood organizations that may be automatically dialed or prerecorded with information on Planned Parenthood issues and ways to get involved.

 Planned Parenthood[®]

100
YEARS





Story Form

Your story will help ensure that we will continue to be there for the women, men, and teens who rely on Planned Parenthood for birth control, prenatal care, abortion, cancer screenings, STD testing, comprehensive sex education and legislative advocacy.

With politicians determined to take away women's access to quality, affordable health care, it's never been more important to share your story and show that Planned Parenthood is a vital organization in your community. Share your story to show that you have the right to health care without political interference and regardless of anyone's religious beliefs.

IMPORTANT INFORMATION: Please keep in mind that your story will appear on Planned Parenthood websites, brochures, and other written material with your first name, last name, age, city and state of your residence; and that information other than your name can identify you, such as unusual details about yourself or others. Please refrain from identifying any other individuals when telling your story.

Sharing your story is totally up to you. Planned Parenthood provides the same quality health care to all, whether or not they share a personal story.

Please Print Full Name

City and State of Residence

Have you ever received services and/or do you plan to receive services at Planned Parenthood?

Please check all that apply:

- | | | | | |
|--|---|--|--|--------------------------------|
| <input type="checkbox"/> Birth Control | <input type="checkbox"/> Well-Woman | <input type="checkbox"/> Education | <input type="checkbox"/> Affordable Care | <input type="checkbox"/> Other |
| <input type="checkbox"/> STD Testing | <input type="checkbox"/> Cancer Screening | <input type="checkbox"/> Abortion Services | <input type="checkbox"/> LGBTQ | |

Share your story here.

Cotinue on reverse.



Permissions (Please check to share your story)

- I confirm that I have written this submission myself. If my story includes details about anyone else, I confirm that I have permission to share such details.

I hereby give Planned Parenthood Federation of America, Inc. (PPFA) and any other Planned Parenthood entity (collectively, "Planned Parenthood") permission to use my submission or any portion of it - including any photos included with my story or that Planned Parenthood took of me on this date - in current or future Planned Parenthood promotional materials and in Planned Parenthood fundraising, advocacy, or media outreach projects and materials. This includes sharing my words and photo publicly with a variety of audiences, media, or publications, including the press, and in multiple media formats, such as on websites and in digital and print. I have permission to share any photos that I submit. I understand that my submission may be used alone or together with other materials, and that Planned Parenthood may shorten or use only part of my submission. Planned Parenthood may also decide not to use my submission.

I understand that if Planned Parenthood decides to share my story, my submission (including photo) may appear along with my first name, last name, age, my city, and my state. Planned Parenthood may share my submission, in whole or in part, without contacting me further; however, Planned Parenthood may also contact me for further details or further authorization or with questions about my submission, and I hereby give Planned Parenthood permission to do so.

I waive any rights and compensation arising from such use, and I release Planned Parenthood from any claims arising from such use.

I certify that either (Please check one below)

- I am over 18 years of age and agree to the above.

Signature of Participant

Date

- I am the parent or guardian of the minor participant named above and I agree to the above on behalf of the minor and myself.

Signature of Parent or Guardian of the Minor Participant

Date

Print Name of Parent or Guardian

More ways to get involved (optional)

- Yes! Keep me up to date on Planned Parenthood's advocacy work and other opportunities to get involved.
- Yes! I am interested in volunteering with Planned Parenthood!

Information*

DOB

Race/Ethnicity

E-mail

Cell Phone**

Address

*By providing us your contact information, it allows us the opportunity to follow up with you to find out more about your story.

**By providing your cell phone number you agree to receive calls and texts to that number for the above indicated purposes from Planned Parenthood organizations that may be automatically dialed or prerecorded. Msg & data rates may apply. STOP to quit texts.



YOUR VOICE. NO MATTER WHAT.

Don't let someone else speak for you.

Share your story about what Planned Parenthood means to you
at bit.ly/ppstorybank, or by filling out a story form in your
Planned Parenthood Health Center.

www.plannedparenthood.org/get-involved/share-your-story