

PROTECT ABORTION RIGHTS



Audience Specific Messaging Guidelines

Audience	Message	Call to Action
General Public	Emphasize personal freedom, protection of rights, and the importance of voting YES to safeguard reproductive health decisions.	Encourage voters to spread the word and ensure they vote YES on the amendment in November.
Law Makers	Highlight the importance of public legislative support for protecting personal freedoms and maintaining Maryland's stance as a leader in reproductive rights.	Urge policymakers to publicly endorse the amendment and help mobilize their constituencies.
Community Leaders	Focus on the role of community leaders in mobilizing support and the importance of collective action to protect reproductive rights.	Inspire community leaders to advocate for the amendment and engage their networks in the coalition