

I STAND

WITH

PLANNED

PARENTHOOD[®]

2017 Supporter Toolkit



Planned Parenthood Federation of America
Planned Parenthood Action Fund

Dear friend,

Planned Parenthood is in the fight of our lives, and we're so glad you're in it with us. An important component of protecting access to care is making sure the public knows the crucial role Planned Parenthood health centers play in millions of Americans' lives and what will happen to Planned Parenthood patients if we're defunded. **Hosting a gathering to share this knowledge is a great way to take up the fight, and this toolkit will give you everything you need to throw a successful Planned Parenthood house party!**

In this PDF, you'll find the following factsheets:

- **Planned Parenthood: The Basics.** Information on the services Planned Parenthood health centers provide and how this organization works.
- **What's at stake if Planned Parenthood health centers are defunded.** What defunding Planned Parenthood means and the urgent need for Planned Parenthood health centers across the country.
- **Mike Pence: A Decade of Targeting Planned Parenthood.** The threat posed by Vice President Mike Pence.
- **Actions you can take to stand with Planned Parenthood.** What supporters can do to join the fight for women's health.
- **Where to give.** How to donate to Planned Parenthood and its affiliated entities.
- **Post about It.** Social media guidance for engaging in the conversation online.

These pieces can stand alone or work as one informational packet. We recommend you print out several copies of either the entire toolkit (minus these opening pages) or a few different factsheets that you think your audience will be interested in. Encourage your guests to take copies with them and spread the word about why everyone should stand with Planned Parenthood! We also recommend emailing the documents to guests following the event so they can click through the links and share with their own networks. If you want to buy any Planned Parenthood swag for your party, you can do so [here](#).



When you reach out to your friends to invite them to your event, we suggest using a personalized version of an email like the following:

Dear **friend**,

As you may know, attacks against Planned Parenthood and reproductive health are ramping up. I am hosting a small get-together to share some information on the organization's work and how we can get involved in the fights ahead. The party will be on **date** at **time** – I hope you'll join us!

Your name

Here's a suggested agenda for an hour-long event:

6:00 P.M. Party starts!

6:15 P.M. Talk to your friends about what Planned Parenthood means to you and why you're hosting the gathering.

6:20 P.M. Explain the various handouts you're providing for them.

6:30 P.M. Mingle and collaborate on how you and your friends are going to take up the fight.

7:00 P.M. Have everyone share the next steps they're taking to protect Planned Parenthood and reproductive health!

**Thank you for standing with us in the fights ahead.
We need you now more than ever!**

Love,

The Planned Parenthood Family



Planned Parenthood health centers provide sexual health care and information to 2.5 million women, men, and young people every year, and reproductive health advocacy for many millions more.

The organization has 10 million supporters nationwide.

- An estimated one out of every five women in the U.S. has been to Planned Parenthood for care at some point in her life.
- Each year, Planned Parenthood health centers provide more than 4 million tests and treatments for STDs, 360,000 breast exams, 270,000 Pap tests, and birth control for 2 million patients. Fifteen percent of patients were Black and 23 percent were Latinx.
- Planned Parenthood health centers provide health care that helps prevent an estimated 579,000 unintended pregnancies and 197,000 abortions every year.
- Planned Parenthood's websites, including Planned Parenthood en Español, get 72 million hits every year.
- Planned Parenthood's global partners serve more than a million people in 12 countries in Latin America and Africa.
- Planned Parenthood is the nation's largest sex ed provider, and reaches 1.5 million people through education and outreach programs every year.



Extreme politicians are trying to defund and shut down Planned Parenthood health centers. **Planned Parenthood, backed by its 10 million supporters, is fighting to keep its doors open.**

- To be clear: “Defunding” Planned Parenthood is something of a misnomer. The organization does not receive a check from the government every year. The \$550 million in annual government funding comes as reimbursements for preventive services rendered to patients on public health programs.
- These services include birth control, cancer screenings, HIV tests, STI testing and treatment, and well-woman visits. Federal law prohibits funding for abortion except in rare and limited circumstances.
- “Defunding” the organization would mean that the 1.5 million Planned Parenthood patients who access this preventive care through Medicaid, Title X, or other publicly funded health programs would no longer be able to do so. Defunding Planned Parenthood essentially means cutting low-income patients off of preventive reproductive health care.
- Blocking low-income women, men, and young people from accessing care at Planned Parenthood health centers would have a devastating impact on patients across the country.
- 1.5 million Planned Parenthood patients access preventive services like birth control, cancer screenings, HIV tests, STI testing and treatment, and well-woman visits through Medicaid, Title X, or other publicly funded health programs.



- 75 percent of Planned Parenthood patients live with incomes of 150 percent of the federal poverty level or less – the equivalent of \$36,375 a year for a family of four in 2015.
- More than half of Planned Parenthood health centers are in rural or underserved areas, and in 21 percent of counties with a Planned Parenthood health center, it is the only safety-net family planning provider.
- Nearly 60 percent of women in the U.S. report seeing an ob-gyn on a regular basis and 35 percent view their ob-gyn as their main source of care. This is especially true for low-income women and women of color.
- The idea that other providers could absorb Planned Parenthood's patients has been **resoundingly dismissed by experts**, including the executive director of the American Public Health Association, who called the idea "ludicrous." The Guttmacher Institute recently released a **report** showing that Planned Parenthood health centers are critical to the health care safety net, delivering irreplaceable high-quality contraceptive care to a majority of women who rely on public funds for health care.
- As an example, Planned Parenthood operates 22 locations in 15 Wisconsin counties, with just two providing abortion services. A survey conducted by Health Management Associates concluded that in seven of those counties there are no viable alternatives to Planned Parenthood for family planning services. In four other counties, there is only one viable alternative. Two counties that would have no alternative if Planned Parenthood were to close – Racine and Walworth – are part of House Speaker Paul Ryan's district.



- When Texas eliminated Planned Parenthood from its state family planning program in 2010, researchers found that women had reduced access to the full range of contraceptive methods and likely experienced higher rates of unintended pregnancy. Specifically, researchers found a 35 percent decline in women using the most effective methods of birth control and a dramatic 27 percent spike in births among women who had previously used injectable contraception.
- Another study revealed the rate of pregnancy-related deaths in Texas has **nearly doubled** since 2010. Although Black women were 11 percent of all pregnant women in the state, they accounted for **nearly 29 percent** of all maternal deaths.
- Investing in family planning programs makes economic sense. Every \$1 spent on publicly funded family planning services saves approximately \$7 in Medicaid expenditures that would otherwise be needed to pay the medical costs of pregnancy, delivery, and early childhood care.



With Vice President Mike Pence in power, women may lose access to health care – despite the fact that voters strongly oppose these efforts. **Vice President Pence has been on what *Politico* dubbed a “one-man crusade” against Planned Parenthood for nearly 10 years.**

- He was the first member of Congress to introduce federal legislation to defund Planned Parenthood – and tried to do it five more times during his tenure in the House of Representatives.
- In 2011, he spearheaded an effort to defund Planned Parenthood that almost shut down the government. After a groundswell of public outrage, Republican leadership abandoned the effort.
- In Congress, Vice President Pence cosponsored dangerous “personhood” legislation and a bill that would have redefined rape, each an attempt to limit access to abortion.
- As governor of Indiana, Vice President Pence signed into law eight abortion restrictions, some of them among the most extreme in the country.
- During then-Governor Pence’s term, a Planned Parenthood health center in Scott County, Indiana was forced to shut its doors, and the community was left with nowhere to turn for HIV testing and education. **Now the county is facing an unprecedented HIV outbreak**, which then-Governor Pence deemed an “epidemic.”
- One provision of a bill he signed as governor was so extreme that several anti-abortion Republican lawmakers in his own state objected, calling it “dangerous” and warning that it could lead to “backroom abortions.” The law was blocked by a federal court.
- He has repeatedly called for banning safe and legal abortion in America, and once said, “I long for the day that *Roe v. Wade* is sent to the ash heap of history.”
- Vice President Pence’s views on women’s health are extreme – and they are not shared by the majority of Americans. Poll after poll has confirmed the public’s overwhelming support for Planned Parenthood. A recent Perry-Undem poll showed that seven in 10 voters oppose defunding Planned Parenthood, including half of President Trump’s own voters.

**... and targeting the
LGBTQ community**

As governor, Pence signed a law to legalize discrimination against LGBTQ people, which was criticized around the country, leading Pence to “revise” it – but not before costing the state at least \$60 million in revenue.

Planned Parenthood Federation of America and the Action Fund have revitalized the famous I Stand with Planned Parenthood campaign to mobilize their 10 million supporters. **Volunteers, friends, and staff members have organized nearly 300 Stand with Planned Parenthood events across 47 states and 150 cities. Here's how you can participate:**

- **Sign the petition.** Tell Congress you stand with Planned Parenthood!
- **Call House Speaker Paul Ryan.** Tell him why you oppose defunding efforts.
- **Call your senator.** Whether they are pro- or anti-Planned Parenthood, they need to hear from you.
- **Go to a Planned Parenthood health center** for care or encourage others to do so.
- **Attend an event.** Show your community that you support Planned Parenthood!
- **Change your profile picture on social media.** Outward, visible support for Planned Parenthood is critical in this moment.
- **Share your story.** Why do you stand with Planned Parenthood?
- **Volunteer.** Roll up your sleeves and help fight on the ground!
- **Donate.**

Mobilizing the Next Generation of Leaders

Planned Parenthood Federation of America's **I Defy** campaign will expand their youth initiatives by identifying, recruiting, training, and mobilizing hundreds of thousands of young leaders. These young leaders will show the world what they defy and turn that defiance into meaningful, strategic, personal action to support and protect Planned Parenthood.

Planned Parenthood Federation of America

501(c)(3)

Gifts to PPFA support its mission to promote and serve the reproductive health of all people through:

- Reproductive and sexual health education
- Support to Planned Parenthood affiliates and health centers
- Online services and information
- Public policy, litigation, and advocacy
- Limited lobbying, including direct and grassroots campaigns

Gifts to PPFA will not be used to support electoral activity. These contributions are confidential, tax-deductible, and can be given in support of PPFA, an affiliate, or a combination of both. They may be made in an unlimited amount and are exempt from gift tax.

www.plannedparenthood.org/ppfasupport

Planned Parenthood Action Fund

501(c)(4)

Gifts to the Action Fund support advocacy to protect and defend access to reproductive health care, including abortion, through:

- Reproductive rights policy work, including unlimited direct and grassroots lobbying
- Federal electoral activity (not including contributions to candidates, and not coordinated with candidates)
- State electoral activity, as permitted by state law

Gifts to the Action Fund are confidential and are not tax-deductible. They may be made in an unlimited amount and are exempt from gift tax.

[www.plannedparenthoodaction.org/
actionfundsupport](http://www.plannedparenthoodaction.org/actionfundsupport)



Give Locally

You can also contribute to your local Planned Parenthood affiliate. Find out which affiliate operates health centers near you by looking up your state [here](#).

Outward, visible support for Planned Parenthood is critical in this moment, and you can take up the fight online.



Follow Planned Parenthood Federation of America:

 [On Facebook](#)

 [On Twitter](#)

 [On Instagram](#)

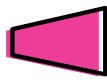
 [On Tumblr](#)

Follow the Planned Parenthood Action Fund:

 [On Facebook](#)

 [On Twitter](#)

 [On Instagram](#)



And you can show off your support on your own social media accounts by [changing your profile picture](#) or sending out supportive messages about Planned Parenthood to your followers. Here are some sample posts:

- URGENT: Politicians are trying to shut down Planned Parenthood, attack #reprohealth & rights – tell them #IStandWithPP: <http://ppact.io/PPstand>
- Join us and send a simple, clear message – the one we need most right now: I. Stand. With. Planned Parenthood. <http://ppact.io/PPstand>
- We are entering the most dangerous moment in PP’s history. Stand with us. <http://ppact.io/PPstand>
- Extreme lawmakers are set on blocking 2.5M people a year from accessing care at PP health centers. You can help stop them: <http://ppact.io/PPstand>
- Without the promise of a presidential veto, there’s only one thing that can stop Congress’s destructive agenda: Us. <http://ppact.io/PPstand>
- Our voices have never been more important – and we need to get loud. Join me and send one simple, clear message to Congress: <http://ppact.io/PPstand>
- #IStandWithPP, and for reproductive rights for everyone. <http://ppact.io/PPstand>
- #IStandWithPP, and with 2.5 million patients a year who need care. <http://ppact.io/PPstand>
- #IStandWithPP, and for communities that often have no other way to access affordable health care. <http://ppact.io/PPstand>