ProLife Stance Communication Templates

Communication Foundation for Sharing

Main Title: Virginia Reads Before It Votes

Primary tagline:
A permanent constitutional change deserves an informed vote. Vote No on Question 1.

You are not Alone
Virginia voters deserve clarity before deciding a permanent constitutional amendment. Question 1 will be on the November 3 ballot, and many neighbors may not yet know what it says or how significant its consequences could be. You are not alone in sorting through it: local physicians experienced in high risk pregnancy are convening pastors, and community leaders to stand with you to provide clear information, answer honest questions, and offer a simple plan—read the official amendment, join a zoom town hall, share it with five people, and make your plan to vote No on Question 1. By taking this step, you can help protect the dignity of unborn children, ensure compassionate support for mothers and families, and make sure Virginia's future is shaped by informed voters rather than confusion or silence.

Physician's Call to Action
As a gynecologist, I am asking you not to wait. On November 3, Virginia will vote on Question 1, a proposed constitutional amendment affecting reproductive care, including abortion, prenatal care, contraception, miscarriage management, and fertility care. I urge you to read the official language today, bring your questions to our trusted medical conversation, and consider why many physicians experienced in high risk pregnancy believe this proposal goes too far and should be rejected. Please act now: share the official information with five people you love, make your voting plan, and join us in voting No on Question 1. A permanent change to Virginia's Constitution deserves your careful attention before Election Day.

Core Message

Virginia voters are being asked to decide a permanent constitutional amendment. Many people have not read the full language or do not know Question 1 is on the November 3 ballot. You deserve clear information—not slogans—before you vote. Read the official amendment, discuss it with trusted medical and faith leaders, share the facts with your community, and vote "No" on Question 1.

Virginia voters, parents, grandparents, congregations, and community members.
Problem: A major constitutional proposal may be misunderstood or overlooked.
Guide: Trusted local physicians experienced in high risk pregnancy, pastors, priests, and trained volunteers.
Plan:Read. Discuss. Share. Vote.

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Call to action: **Vote No"** on Question 1 on November 3, 2026.
Success: Virginia voters make an informed choice and protect unborn children while strengthening practical care for mothers and families.
Failure to avoid: A permanent constitutional change passes before voters have fully considered its language and consequences.

Message Pillars

Use these four points repeatedly. Keep the tone respectful, direct, and non-accusatory.

1. **Read before you vote.** Question 1 is a proposed constitutional amendment, not an ordinary bill. Invite people to review the official text and voter explanation.

2. **Protect human dignity.** Faith-based messaging can affirm that every human life bears God-given worth; medical speakers can discuss fetal development, prenatal care, and compassionate pregnancy support.

3. **Care for mothers and families.** Emphasize prenatal referrals, housing support, diapers, mentoring, adoption and foster-care connections, and compassionate, practical help.

4. **Mobilize your circle.** Ask every supporter to bring 5 people each week (pastor, clinician, family member, friend, neighborhood contact, or community group) into the conversation.

Universal call to action

Use this at the end of every asset:
"Read the amendment. Join a local town hall. Share the facts with five people. Vote No on Question 1 by November 3."

Short version
Read. Share. Vote No.

Landing-page copy

Headline
Before Virginia changes its Constitution, every voter deserves to read the full amendment.**
Subheadline
Question 1 is on the November 3, 2026 ballot. Join local physicians experienced in high risk pregnancy, pastors, and neighbors for a respectful, fact-based conversation about the amendment, care for mothers, and why our coalition is urging a No vote.

Button text

- Register for the Next Zoom Briefing

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- Read the Official Amendment
- Become a Field Leader
- Download the Voter Toolkit
- Pledge to Vote No

“Three-step plan” section

1. Read
Review the official ballot question and the complete proposed amendment.

2. Learn
Join a 45-minute Zoom town hall with local medical and faith leaders. Bring your questions.

3. Act
Vote No on Question 1, then help five people in your circle become informed voters.

Care-forward section

We believe every mother deserves support and every child deserves protection.
This movement is not only asking people to vote. We are building connections to practical help—prenatal care, mentoring, housing resources, diapers, parenting support, adoption, and foster-care networks.

Zoom invitation

Email subject lines

- A permanent amendment is on Virginia’s ballot—join the town hall
- Question 1: Read the text. Ask medical experts.
- Virginia voters: A 45-minute town hall before November 3
- What does Question 1 mean? Bring your questions.
- Help your community make an informed vote

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Invitation email

Subject: Question 1 is on Virginia's ballot. Join the conversation.

Dear [First Name],

On November 3, Virginia voters will decide whether to add a new "fundamental right to reproductive freedom" to the state constitution. It is a permanent constitutional proposal, and every voter deserves the opportunity to read the language, hear thoughtful perspectives, and ask honest questions.

Join local physicians experienced in high risk pregnancy, pastors, priests, and neighbors for a respectful 30-minute Zoom town hall on Question 1.

You will hear:
- What the official ballot language says
- Why local medical professionals are urging a **No** vote
- What compassionate support for mothers and families can look like
- How you can share accurate information with your own community
- Live answers to your questions

Date: [Date]
Time: [Time]
Register: [Link]

You do not need to be a policy expert. You simply need to care enough to learn, pray, speak with wisdom, and help your neighbors make an informed decision.

Read the amendment. Join the town hall. Share the facts. Vote No on Question 1.

[Register for the Zoom Briefing]

With gratitude,
[Name]
[Organization / Coalition]
[Phone] | [Website]

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Reminder email: 24 hours

Subject: Tomorrow: Your Question 1 town hall link

Tomorrow, local physicians experienced in high risk pregnancy will discuss Virginia's Question 1 amendment, answer questions, and explain why this coalition is encouraging a **No** vote.

[Date/Time]
Join Zoom: [Link]

Bring your questions. Bring a friend. Leave with one clear next step: help five people in your circle read the amendment and prepare to vote.