ProLife Stance Communication Templates

TikTok and Reels

Aim for 20–45 seconds. Use a real physician, pastor, mother, father, or young adult—not generic stock imagery.

Script: “Read before you vote”

Hook, 0–4 seconds:
“Virginia, did you know a proposed constitutional amendment is on your November 3 ballot?”

Problem, 5–12 seconds:
“Question 1 is a permanent change to Virginia’s Constitution, but many people have never read the actual language.”

Guide, 13–24 seconds:
“Our local physicians experienced in high risk pregnancy are hosting a short Zoom town hall so you can see the text, ask honest questions, and understand why we are urging a No vote.”

Action, 25–35 seconds:
“Click the link, join the town hall, and send it to one person you care about.”

Close, 36–42 seconds:
“Read the amendment. Share the facts. Vote No on Question 1.”

Script: “Support is part of the answer”

“No woman should feel she is alone. We believe Virginia communities can offer real support—prenatal care, mentoring, diapers, housing connections, parenting help, adoption, and foster-care support.

That is why we are mobilizing: to protect life and stand beside mothers and families.

Join the Question 1 town hall. Learn the facts. Find your role. Vote No on November 3.”