

Want peace? **Defend life.**

GROUP GUIDE BOOK



All you need to know **to change the
culture in your University or City**

Who, what, why.



ProLife Europe?

ProLife Europe's student groups in various European cities are advocating for the value of every human life. Embracing individuals from diverse religious and political backgrounds united under the belief that **the right to life supersedes all other rights and political matters.** Through education, outreaches, and compassionate support.

ProLife Europe empowers you to engage in your communities, striving to create waves of change. As the only student pro-life organization in Europe, together we stand as a beacon of hope, ensuring that the pro-life perspective is heard and represented throughout Europe's student community. **Creating a culture that cherishes and upholds the dignity of every human being.**



CONTENT

1. ProLife Europe's Principles	4
2. Basics of a Group	5
3. Semester Plan	8
4. How To Outreach	11
5. Social Media Examples	17
6. Mentorship Sessions	19
7. Resources	21

ProLife Europe's Principles

PRO-LIFE, WITH LOVE We strive to defend life in a loving, respectful, and compassionate manner towards others. We avoid, by all means, being judgmental and pointing fingers. We meet others where they are at and focus on changing hearts and minds.

PRO-FACTS We defend life through the lenses of science (biology, philosophy and anthropology) and advocate for the protection of its inherent dignity in accordance with Human Rights. As an organisation and movement, we don't take a stance on any other topic. We don't use political or religious agendas in our messaging.

PRO-ACTIVE We call on you to stand up, take courage and be a voice. If you won't do something, no one else will. There are some people that only you can reach. Therefore, we trust you to run that extra mile, be creative and take responsibility for your own local sphere. As much as life is dynamic, we challenge and encourage you to keep your group alive and to create impact.

PRO-WOMEN, PRO-MEN We strive to help women and men to say YES to Life. We don't judge women who experienced abortions, nor men who endorsed them. At the same time, we commit to support those in crisis pregnancies and those struggling with a past abortion. When necessary, we direct them to professional help.

PRO-HOPE Life is just as hard as it is beautiful. We acknowledge the difficulties and challenges life can bring in our broken world. Life is difficult a lot of the time and we won't deny it. But the more people we reach, the more people can make a difference for those, who feel overwhelmed or lost, to help them rediscover and focus on the beauty of life again. Let them find and share hope. Because life is ALWAYS worth being defended and celebrated!



ProLife Groups - the basics



Of what consists a group?

A prolife group is a group of people who see life as something so precious that they make time and place in their lives to protect it.

3+ MEMBERS

ONE LEADER (other roles: page 7)

SEMESTER PLAN

What does a group do?

In order to change hearts and minds, and save lives, the group should have a semester plan where they fix its activity throughout the semester/year. They should plan a minimum of...

1 OUTREACH / MONTH

2 SM POSTS / MONTH

2 ACTION WEEKS / YEAR*

How to start a prolife group

1. **Get together** with (or contact) at least 2 more pro-life students.
2. **Set a date, time and place** to meet and **invite** as many potential members as you can think of.
3. Together you will **think of ways to defend life** at your university and city. During this first meeting there is the possibility of a Regional Coordinator being present.
4. Now let's **start assigning roles and tasks** in a way that allows everyone to bring in their individual interests and talents.
5. In due time, **register** as an official group at your university in coordination with your Regional Director.

Roles within a group

Leader, Social Media, Development, Communication, Videographer, etc. You can also form teams to take on the different roles, if your group is bigger than 6 members.

Leadership - get the group going!

A group leader exists to help the group achieve the goals they set for themselves. This means he/she needs to get the team motivated, united and active. To get new members involved, and in due time if needed, to appropriately transfer responsibility to the new leader. Also to continuously encourage people to come up with new ideas and to use the potential of every single person.

Social Media - make the impact bigger

Create and administer social media accounts. Are you creative? Do you know how to make content, that resonates with people on social media? Are you up to date with online trends? Are you good at organizing things or motivating people? Do you know how to network? Do you enjoy taking pictures and filming? Do you have experience with editing videos? Do you play an instrument?

Development/Communications - make the team grow

Are you well connected at your university or other institutions? Are you good at assessing and presenting information or conveying ideas? Do you have an ability to connect with people on an emotional level?

Other possible roles: Lobbying, press, art, depending on the groups members talents there are multiple roles and tasks to be assigned.

Semester Plan

What is a semester plan?

Structure that is meant to guide you throughout the semester so group members can plan around it. Plan your monthly activities for the semester to have a guiding structure. Set realistic goals for how many outreaches you could have and how many hearts you could reach. Commit and be faithful to it - lives are at stake.

This plan should include at least 1 Outreach/Month, 2 Social Media Posts/Month and the 2 Action Weeks that will take place each year (December and April).

Examples



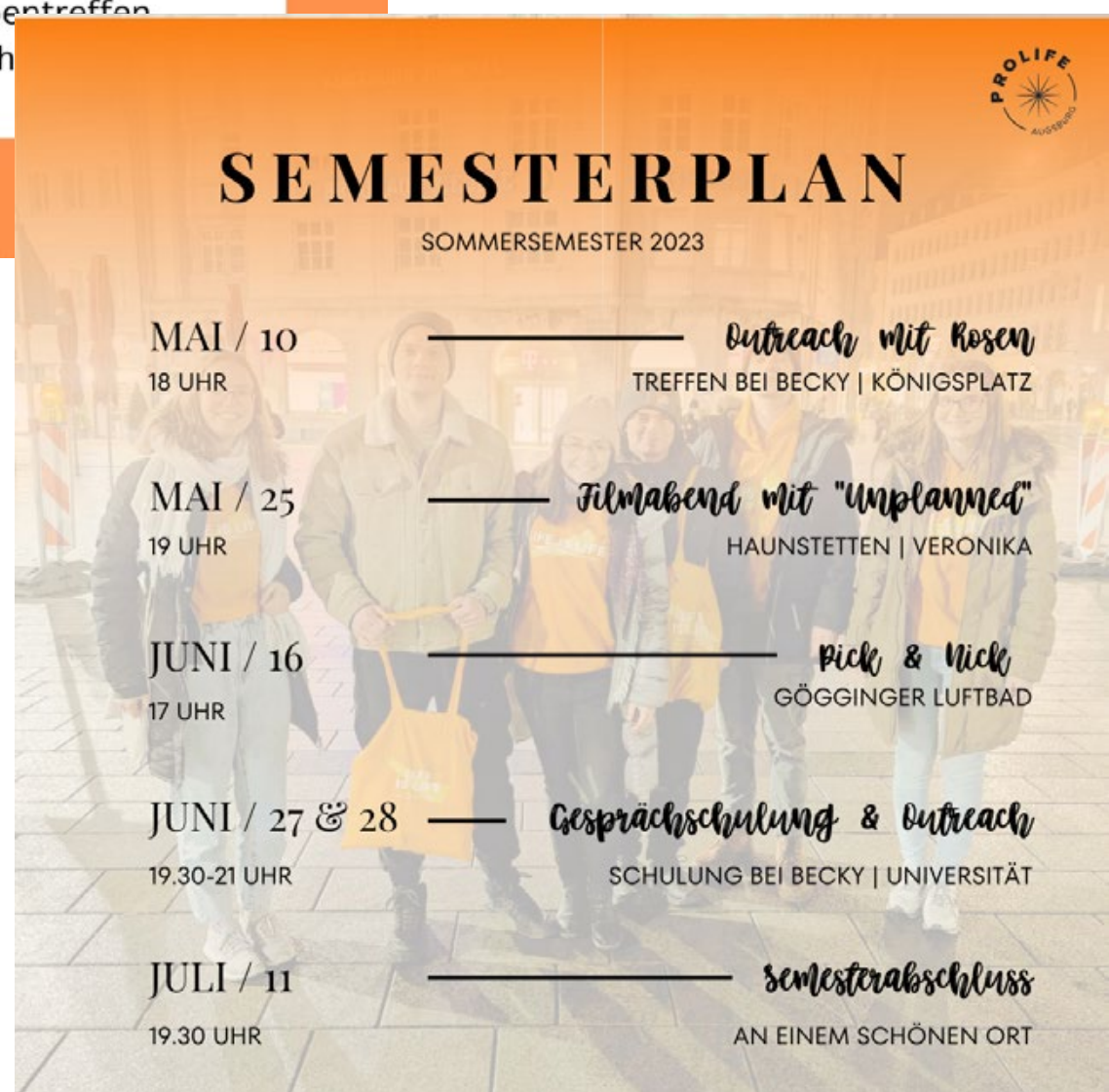
PROLIFE
BOHLEN

SEMESTERPLAN

SOMMERSEMESTER 2023

APRIL 13. Semester Welcome	MAI 04. Gruppentreffen 13. Infostand
JUNI 01. Gruppentreffen 09.-11. Wander-WE	JULI 06. Gruppentreffen
AUGUST 19. Infostand	SEPTEMBER 07. Gruppentreffen 16. Marsch

**Gruppentreffen jeweils 18- 19.30 Uhr



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SEMESTERPLAN

SOMMERSEMESTER 2023

MAI / 10 18 UHR	Outreach mit Rosen TREFFEN BEI BECKY KÖNIGSPLATZ
MAI / 25 19 UHR	Filmabend mit "Unplanned" HAUNSTETTEN VERONIKA
JUNI / 16 17 UHR	Pick & Nick GÖGGINGER LUFTBAD
JUNI / 27 & 28 19.30-21 UHR	Gesprächschulung & Outreach SCHULUNG BEI BECKY UNIVERSITÄT
JULI / 11 19.30 UHR	Semesterabschluss AN EINEM SCHÖNEN ORT

An „active group“ means: everyone involved and active in creating waves of cultural change. In a concrete way this means, a minimum of one outreach and two social media posts per month, and a yearly participation in the action weeks (December and April).

Beyond that, we encourage and help you to do whatever you find relevant and important in your own region or community. Here are some examples and ideas:

Info tables for outreach

Arrange an **info table** in coordination with the university or municipal administration to attract attention and reach more people in a memorable way. In addition to portable tables and info materials, you could also use a tablecloth, a pop-up canopy, pinboards for posters, a ProLife Europe banner and decoration. (There can be different **rules regarding public action**, depending on where you are active. Be aware of those, make sure you know, under what circumstances you can set up an info table event, hand out flyers or approach people publicly.)

Support women

Host debates or talks from people involved in helping pregnant women and their children. Discuss campus policies to make it easier for pregnant students and young mothers.

Make noise

Write letters to your local or university paper. Be there to challenge students propagating pro-choice views. Meet politicians and challenge them to take a stand for pregnant women and their children. Join us at the **March for Life** and meet with students from our groups around the region.

Highschool education

Arrange **LifeTALKS** with teachers to educate school students about the biological, societal and legal frameworks surrounding abortion and about the risks and the help available for women. Contact us to know more details about our LifeTALKS.

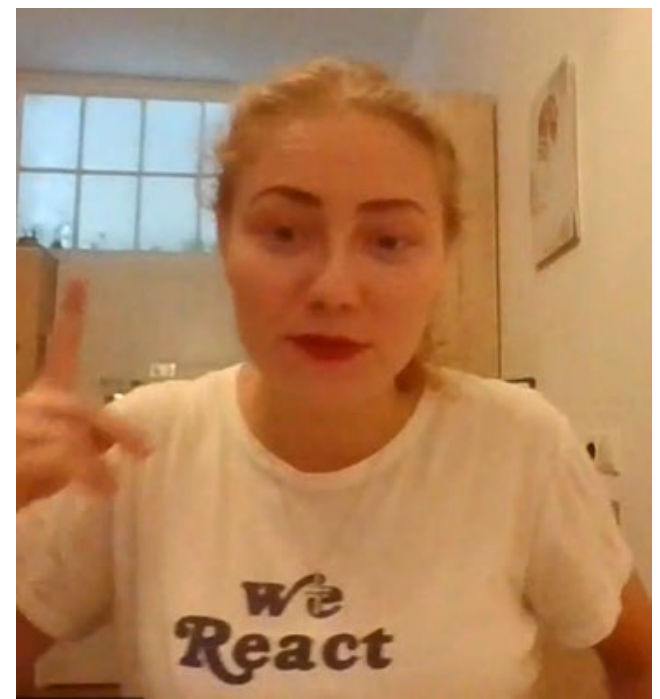
Art for Life

If your group is specially talented with arts, you can come up with a concert, exhibition to create awareness.

You can of course also come up with your own, unique ideas to reach hearts.

How to Outreach

„Life begins at the end of your comfort zone“



Outreaches are the core of our work: Approaching another person lovingly, appreciatively, and respectfully. The conversation begins directly: **‘What do YOU think about abortion?’** or **‘In case you have one, what is YOUR opinion about abortion?’** We listen, follow up with questions, sometimes for half an hour, sometimes for one and a half hours.

Our goal: Planting a seed for life, for truth. Our experience shows that 60% change their mind during the conversation. And in 100% of the cases, a thought change process begins.

More effective than an online campaign, advertising, or other means. A one-on-one conversation, emotional and deeply personal is the most effective way to change peoples hearts and minds.

Who do we want to reach? Ideally students but generally speaking, everyone is the audience: men, women, women with abortion experiences, women considering abortion, even abortion doctors. The overwhelming majority is open to discussing this taboo topic!

(!) OUTREACH CHECK LIST

Most important points.

Before an outreach

- Make sure you have enough PLE materials. Order new materials at info@prolifeeurope.org (be sure to make your request at least 2 weeks prior to your outreach).
- Set a day, a time and a place with your team members.
- Get in contact with your university or municipal administration to get permission for an info table outreach in time (in case you need one). Check the rules regarding public action, in your region/university.

During an outreach

- Imagine your conversations as planting seeds of hope and light.
- It is not your tasks to convince or get into arguments. If someone changes their view, it's an act of freedom.
- If conversations become difficult, remember that hurt people often want to inflict hurt. Also, keep in mind that many individuals silently suffer the consequences of abortion.
- Don't let other controversial topics that might come up, takeover the conversation. Focus on our topic.
- If you find yourself repeatedly arguing and stuck at the same point, it is perfectly acceptable to politely conclude that discussion and move to a new conversation.

After an outreach

- At the end of the Outreach you should report the number of people you talked to in your ProLife group chat (whatsapp/signal).
- If you happen to meet a potential group member or a pro-lifer, exchange contacts and text them within 48 hours.

TIPS

Before an outreach

Make sure you have enough **PLE materials**. Order new materials at **info@prolifeeurope.org** (be sure to make your request at least **2 weeks prior to your outreach**). Set a day, a time and a place with your team members. Get in contact with your university or municipal administration to get permission for an info table outreach in time. There can be different **rules regarding public action**, depending on where you are active. Be aware of those, make sure you know, under what circumstances you can set up an info table event, hand out flyers or approach people publicly.)

During an outreach

Talking to people, who appear like they could have things in common with you, is a decent approach, but you might be positively surprised from talking to people who appear to be different from you. Conversations where you get to sit down next to the people you are talking with usually have a calmer atmosphere and are more constructive. Express your gratitude for the time and willingness to engage in the conversation towards the people you talked with. What we want is to **reach out to the hearts of people to spread the message of life and light**.

Go to your campus or other places in your city where you can access a big number of people. Spread across the place to reach as many people as possible. Prioritize young people, especially other university students to increase societal change. Ask them about the issue of abortion.

Say “I have a question” instead of “can I ask you a question”, so less people walk past you. Ask “What do you think about abortion?”, “Do you have an opinion on the abortion issue?” or “When do you think human life begins?”. Listen to what people care about. Try to understand, why they think the way they do. Emphasize aspects you can agree with.

Ask them questions, get them to re-think some of their statements. Take them along to retrace the development of the child from birth back to conception. Hand out flyers and info material.

You can't force people to change their opinion. And that's fine! So be kind and provoke thoughts, not resentment. Leaving a positive impression and making them think, is often the most one can do in a single conversation ⇨ imagine it as **planting a seed**.

This encounter with you makes it more likely that they will change their opinion over time because of the new perspective you gave them. It could also change how they might talk about abortion with other people in the future, affecting the course of the conversation on a bigger scale.

(!) Don't let other controversial topics that might come up takeover the conversation. Don't let this distract you from the abortion issue, arguing other controversial opinions takes the focus away and alienates people from what we want to promote: the immense value of human life.

If you get asked about opinions on other topics in a way that is helpful to advance the conversation, then make clear what PLE promotes and what is your own opinion. **ProLife Europe only takes stances on pro-life related issues.**

If you find yourself arguing the same point over and over again and the conversation isn't going anywhere, it is the right thing to point it out in a polite way and agree to leave it at that point and move to a new conversation.

After an outreach

At the end of the Outreach you should report the number of people you talked to in your ProLife group chat (whatsapp/signal), so we can add up how many **hearts we reached** as an organization over a one-year period.

Not everyone will reach the same number of conversations. And that is absolutely fine. Every exchange is a unique event between individuals and every second is worth it to show that the message comes from the heart.

Exchange contact information with the people, who share the pro-life view. If you happen to meet a potential group member or text the new contacts within 48 hours to get them involved.

OTHER CONSIDERATIONS

What you do really matters

Every person, that comes closer to understanding our position is a success. Even if a person, you reach out to, doesn't become 100% pro-life, you might have changed a woman's perspective or made her aware of access to support that empowers her enough to say yes to a future child. Or maybe you talked to a man, who will support his pregnant girlfriend in a way, he wouldn't have, if it weren't for the conversation, he had with you.

So spread motivation, encourage each other personally and in group settings, share things that make you hopeful and keep the positive experiences you made and your vision in mind.

Have fun and grow closer to each other

Have movie nights, talk about what makes you passionate about the things you do. The subject you study, being pro-life, your hobbies. Find mutual interests with other group members. Books, shows, movies, music, artists, content creators, podcasts, sports. Talk about events or people, that inspire you. Have a celebration at the end of semester.

Social Media Examples

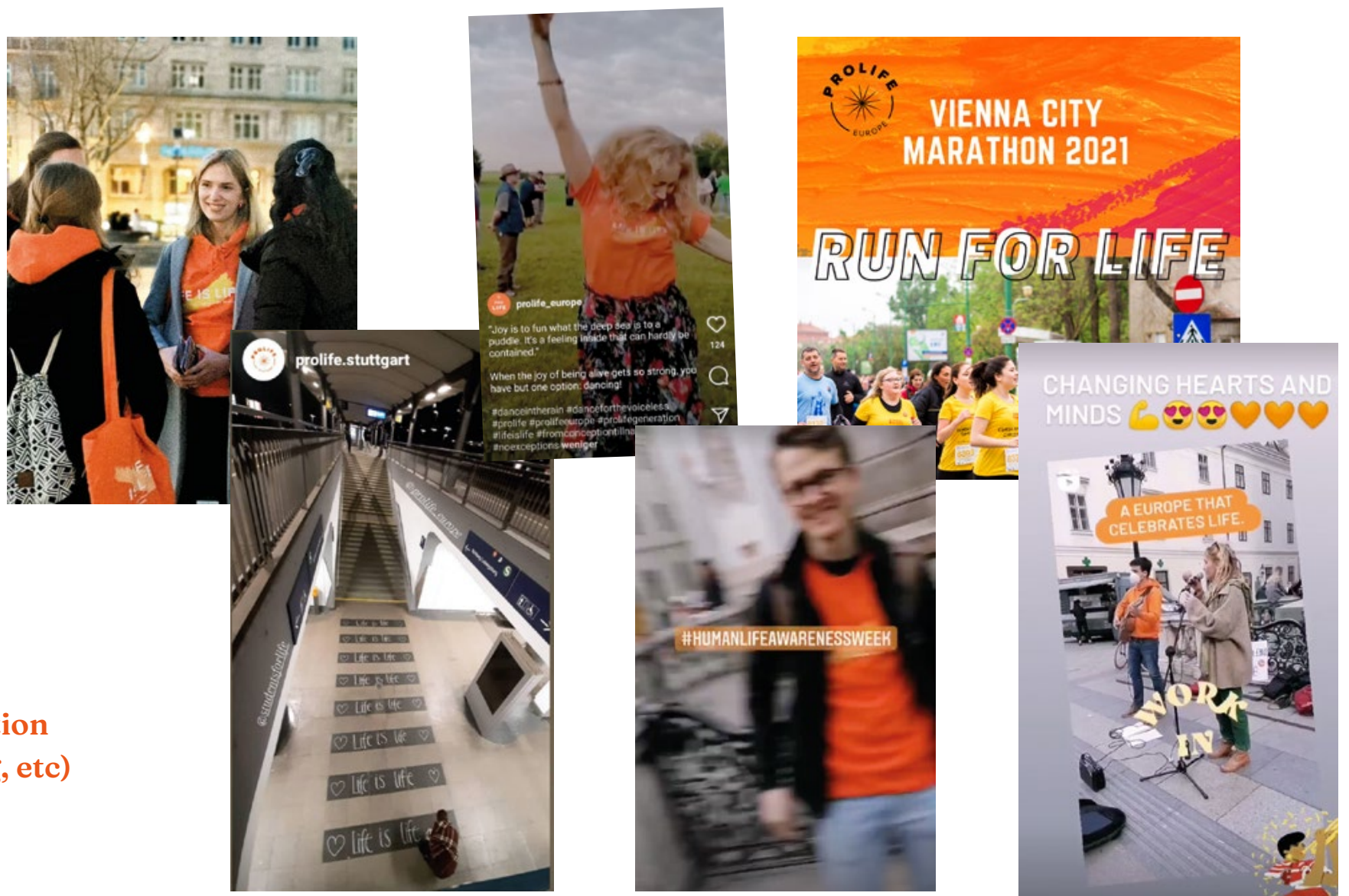
Info posts:

(stats, laws, „fact of the day“, studies, etc)



Actions posts:

(outreaches, action weeks, chalking, etc)



Specific topic posts:

(feminism, world population, embriology, down-syndrom, etc)



Mentorship Sessions

A mentorship session is a relaxed conversation between the group leader and the regional coordinator, during which you can discuss and find solutions for challenges that may arise during your journey with your pro-life group.

Why?

Mentorship sessions between regional coordinators and group leaders are crucial. They provide a platform for leaders to address demotivation, gain experience-based guidance, and navigate challenges effectively. These sessions help maintain motivation and ensure smooth leadership transitions within the group.

What to talk about?

Time management, delegation of responsibilities, re-shaping the focus, planning personal visits. It typically involves an open and honest dialogue between the two, covering both the successes and challenges of the group, as well as the group's goals and aspirations.

How?

The group leader can choose the most suitable communication method, whether it's a phone call, video call, or in-person meeting when necessary.

How long?

Typically, 30 minutes have proven to be sufficient, although the duration of the mentorship can vary based on individual needs.

How often? / When?

Frequency: at least once a month. Preferably aim for a regular, fixed-date meeting.

Ressources

RESOURCES

we will provide you with

Online and in person trainings, mentorship and workshops from your regional director to support the group and those, who lead it.
Your own logo and ProLife Europe email address for the group.

1. Life advocate kit

Our Life Advocate Kit is designed to help you conduct outreach and create your own materials and graphics. It includes printed materials and your own logo. Using Google Drive, everyone in the group will have easy access to the kit and the created files. The kit includes:

Digital package for your creations:

Group logo with your own name
Pictures and graphic resources for social media
Fonts, color schemes, and templates
List of online materials and print material PDFs



Print materials package for your actions:

Flyers, stickers, postcards, etc.
To receive these, simply provide your address,
and we will mail them to you



2. Trainings

We will provide **online trainings (in different languages)** for you to stay updated, informed, refresh knowledge and **invite new group members or friends**. Here you can find out more: prolifeurope.org/trainings.

3. Full year support

Beyond the **monthly meeting** of the regional coordinator with the group leader (we call it **mentorship sessions**, please see page 16), ProLife Europe offers year round support for any doubts, challenges, question that may arise. Via message, call, zoom and if necessary in person.

USEFUL LINKS

Media/ Education

Visit our website to find recommendations on videos, books, movies, articles and outreach materials (pdfs, magazines, stickers):

prolifeeurope.org/getequipped

prolifeeurope.org/geteinformed

Contact other groups

Want to know what other groups are doing or just get in contact with them? Then visit: prolifeeurope.org/takeaction

Trainings*

Why pro-life? - Includes 4 units:

1. Pro-Life Basics, 2. Conversation Tools, 3. Science and Philosophy and 4. Cultural questions.

Semester Kick-Off / Leadership:

online recording available

LifeTALKS:

Pro-life presentation for highschoools

Assisted Suicide:

recording available (in german only)

prolifeeurope.org/getequipped

* Contact your Regional Director to arrange training sessions for your group. If you feel that additional trainings would be necessary or you find topics we didn't cover, reach out!

QUESTIONS?

General questions:

REGIONAL COORDINATORS

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Questions about training & official university registration:

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Together we will change Europe.



ProLife Europe e.V., VR 201042 , is a registered NPO.

ProLife Europe is a nonprofit organization that **celebrates and defends the dignity of human life** in Europe, from conception until natural death, without exceptions. Beyond political and religious views. You can join our movement or support us financially.

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