



Alone you
go faster,
together you
go further.

Group
GUIDEBOOK

Welcome to your
pro-life journey in
saving lives in Europe
and upholding the
dignity of human life.

We are excited to have
you on board with us!
We remind you that a
cultural shift in Europe
relies, in part, on your
commitment.

Read through this
document mindfully—it
will serve as a valuable
tool for the future.

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 often difficult 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!

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.

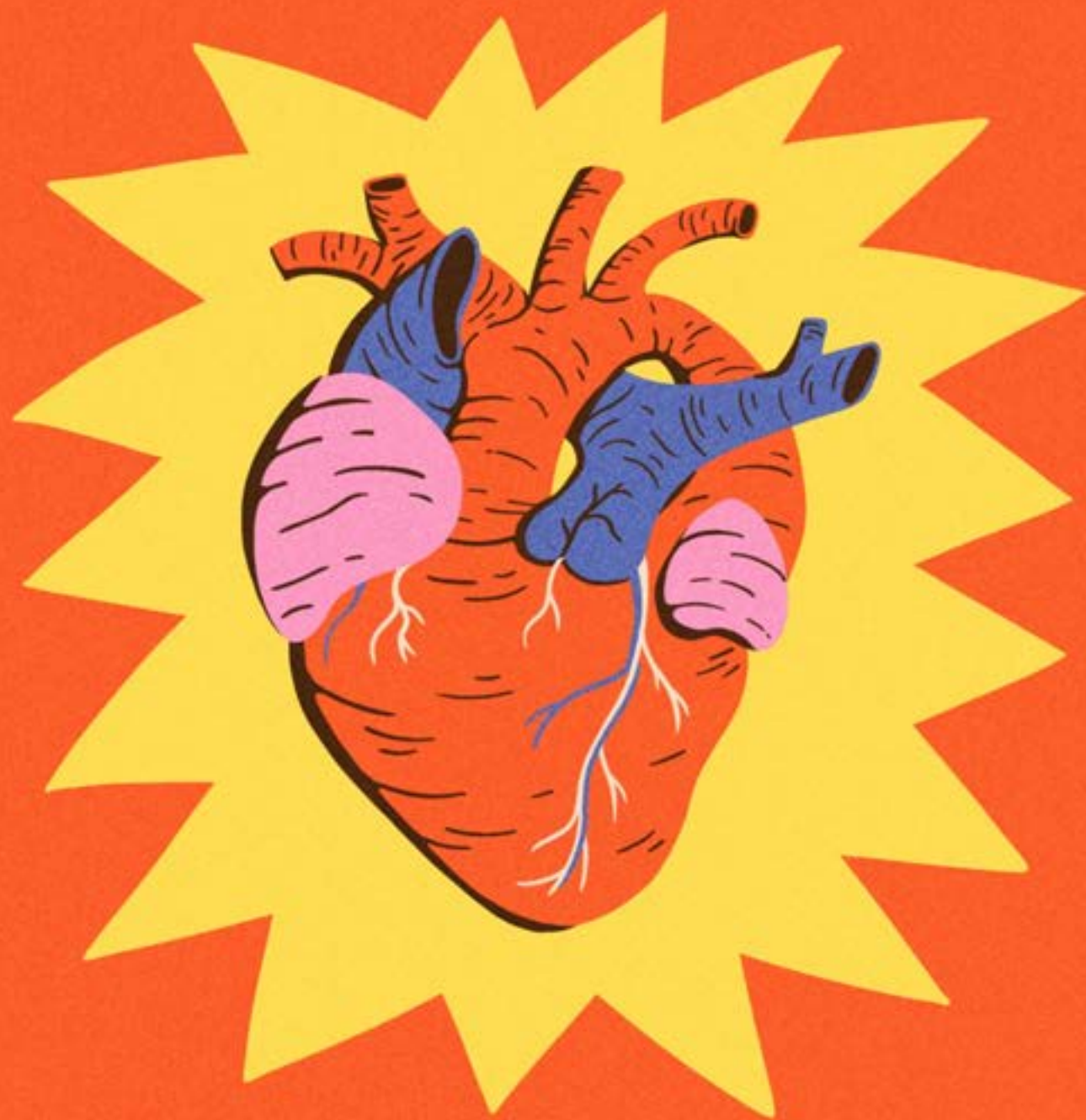
Social Media - make the impact bigger

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.



Action
PLAN

A goal without a plan IS JUST A WISH

Your group ideas deserve to be implemented and be "written down on paper": this is your action plan. It should outline upcoming activities for the foreseeable future and in case necessary, important steps. It also serves as a guide, helping group members and potential new members structure their schedules accordingly.

TIPS

- Set realistic goals for the number of actions you can conduct and the impact you hope to achieve. Stay committed — lives are at stake.
- Include your next steps with as much detail as possible — date, time, location, and assigned roles. Share this plan with the entire group to keep everyone informed and aligned. There is no such thing as "overcommunicate".

EXAMPLES





Planting
SEEDS

Our goal is to plant **SEEDS OF LIFE**

and to **create spaces for meaningful dialogue** (we call it outreach). We encourage you to go outside the pro-life bubble and to do what you find relevant and important in your own region and community.



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 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

Before an outreach/street action

- 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

- 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

- 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**.

Here are some ideas and **EXAMPLES**

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.)

Outreach: Street action

The easiest way to get "out there" is to gather some flyers and set a time and place with your group. Start by asking a question like, "Do you have an opinion about abortion?" to break the ice. The goal is to reach people through genuine, heart-to-heart conversations. You can also refer to our crash course to learn how to approach people more effectively.

Art for Life

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

Support women

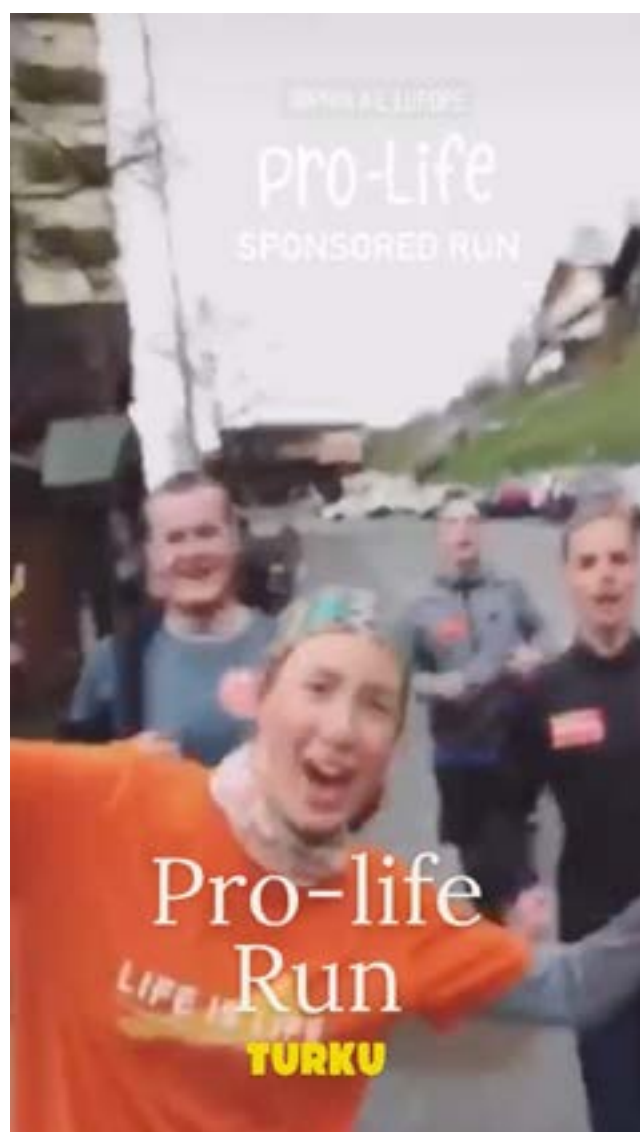
Host debates or talks from people involved in helping pregnant women and their children. Discuss policies to make it easier for pregnant students and young mothers. Spread posters that connect women with local counseling organizations.

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.

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

Here are some ideas and
EXAMPLES





Interview

BELGRADE



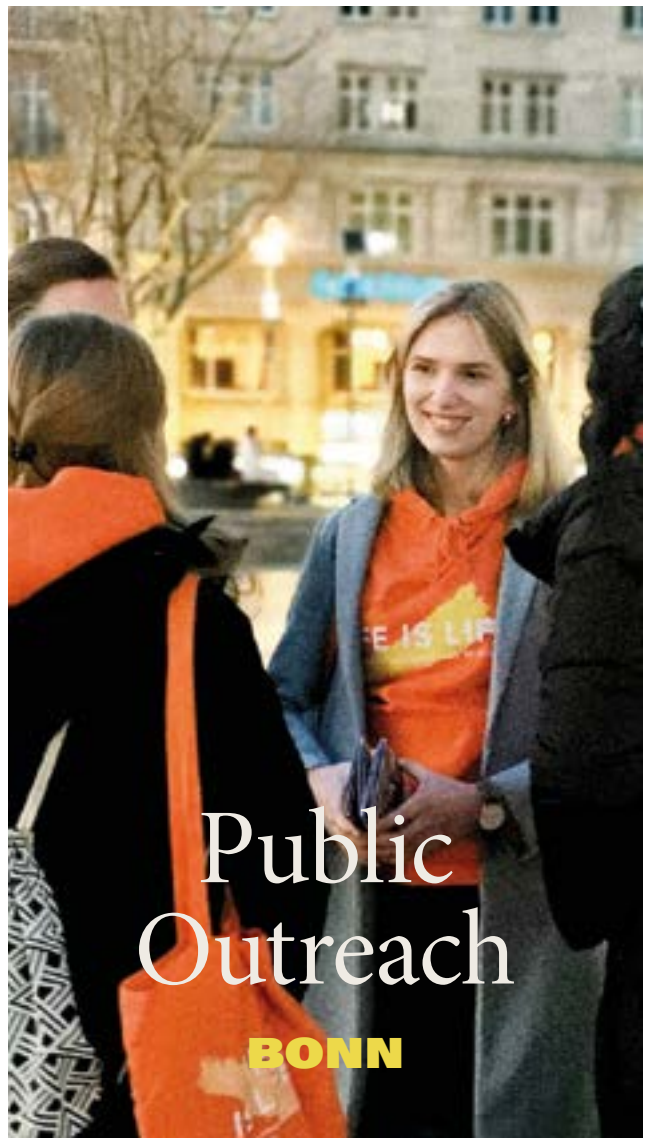
Outreach
Testimonial

UTRECHT



Fact of the day

Instagram



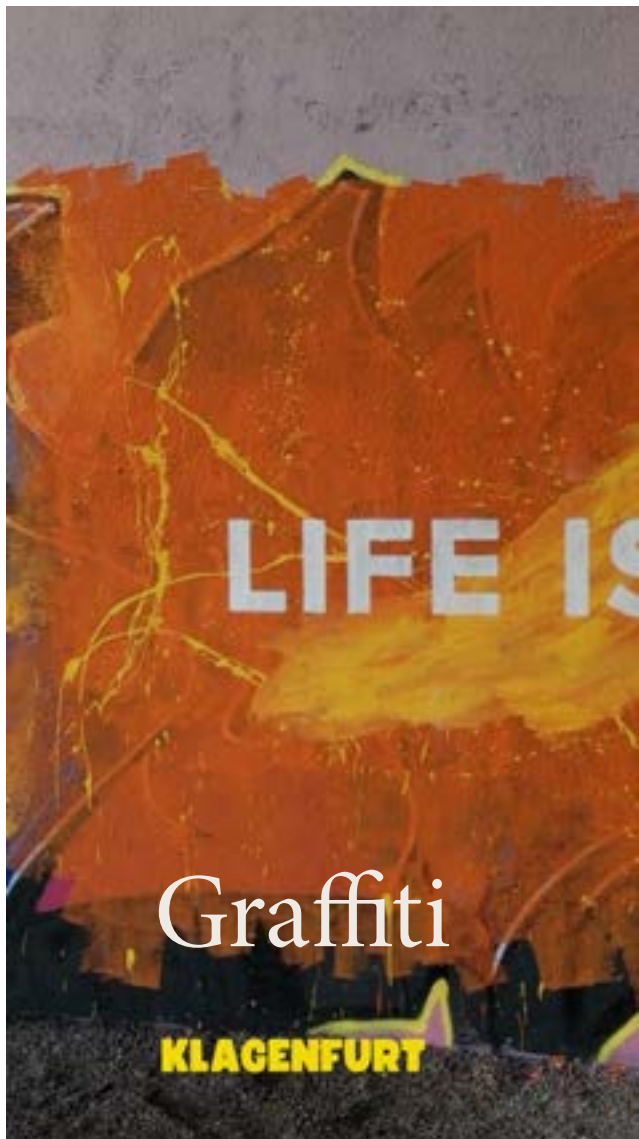
Public
Outreach

BONN



Chalk action
(main square)

CRAZ



Graffiti

KLAGENFURT



Pro-life
Talk

ULM



Talk

VIENNA



Info table

FRANKFURT

Tips for your **SOCIAL MEDIA**

Engage with your followers: Building a relationship with your audience is key. Responding to comments and messages shows you care and strengthens the community.

Post consistently: Consistency keeps your group visible and helps keep your message top-of-mind for followers. Whether it's once a week or several times a week, having a consistent schedule is crucial. You can share content from others or use content from our main account.

Use relevant hashtags: This makes your content discoverable to a wider audience beyond just your followers, helping spread the pro-life message further.

Share personal stories: Stories connect people emotionally. Personal testimonies and experiences resonate deeply and can inspire action or reflection. Videos work better :)

Highlight events and actions: Promoting your events, campaigns, or important dates brings attention to your group's work and encourages participation.

Also: Tag "@prolife_europe" so we can reshare, helping your post gain more reach. Use Canva to create graphics.



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)





Group

RESSOURCES

What we will **PROVIDE**

ProLife Europe's Team will commit to providing you and your group with:

Legal Support

Assistance with university accreditation if you encounter difficulties.

Life Advocate Kit

Resources such as your logo, email, templates, and the group guidebook.

Print Materials

Tools to effectively promote your message and reach new out to new members.

(Order free flyers and stickers at prolifeeurope.org/merch, please ask your regional coordinator for the promo code)

Mentorship

Guidance and support from our regional coordinators.

Education

Training sessions covering facts, arguments, and conversational approaches.
(prolifeeurope.org/trainings)

Connections

Opportunities and events to engage with like-minded people.

Additionally, you will have the support of the entire ProLife Europe Team for regular activities and specific projects, just reach out to us!

Group leader's

MENTORSHIPS

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.

Useful **LINKS**

Get equipped, informed and educated.

Visit our website to find recommendations on videos, books, movies, articles and outreach materials (pdfs, magazines, stickers). Read our "wiki" page or blog and check the next trainings* (full length or just a pro-life crash course)!

- ▶ [Trainings](#)
 - ▶ [Get equipped](#)
 - ▶ [Get informed](#)
-

Stay in contact.

Get to know what other groups are doing or just stay in contact with them. Join the WhatsApp groups:

- ▶ **Updates:** [Join group!](#)
 - ▶ **Group Leaders:** [Join group!](#)
-

* Contact your Regional Coordinator 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!

Do you have further **QUESTIONS?**

General questions:

REGIONAL COORDINATORS

Benjamin Famula

benjamin.famula@prolifeeurope.org

Lucia Bardini

lucia.bardini@prolifeeurope.org

Pedro Líbano Monteiro

pedro.libanomonteiro@prolifeeurope.org

Material orders:

PROLIFE EUROPE SHOPIFY

Order flyers and stickers on our Shopify page. Please ask your Regional Coordinator for your promo code to order free materials.

► [Merchandising](#)

Questions about training & official university registration:

ADMIN TEAM

Manuela Steiner

manuela.steiner@prolifeeurope.org

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. You can join our movement or support us financially.

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