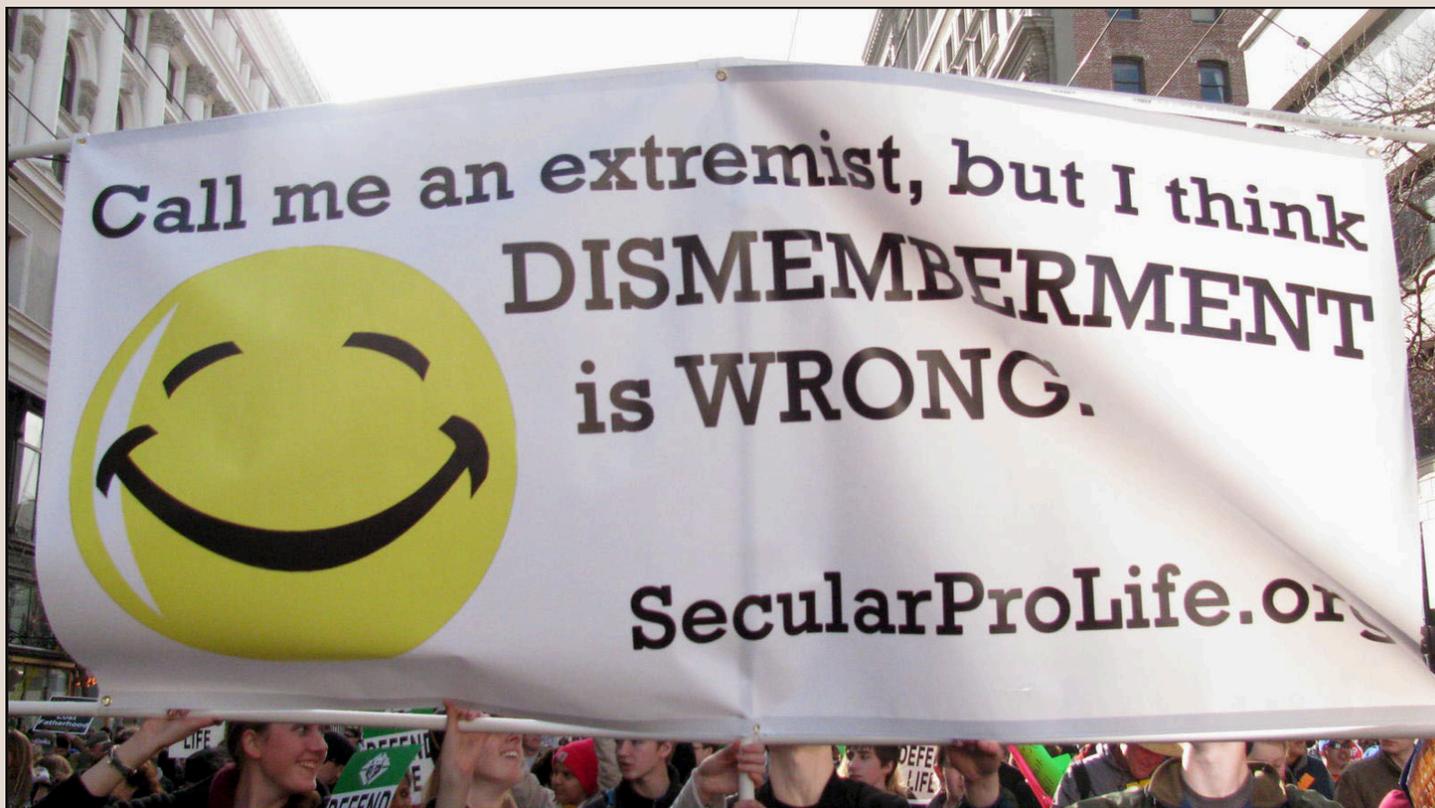




# 100 PRO-LIFE SIGN IDEAS

SECULAR PRO-LIFE



# WELCOME

We appreciate every person willing to speak in defense of children in utero. Whether you're a seasoned activist or joining a rally for the first time, we hope this book empowers you and inspires your message.

**Your creativity and your voice matter.  
Thank you for taking a stand.**



SECULAR PRO-LIFE

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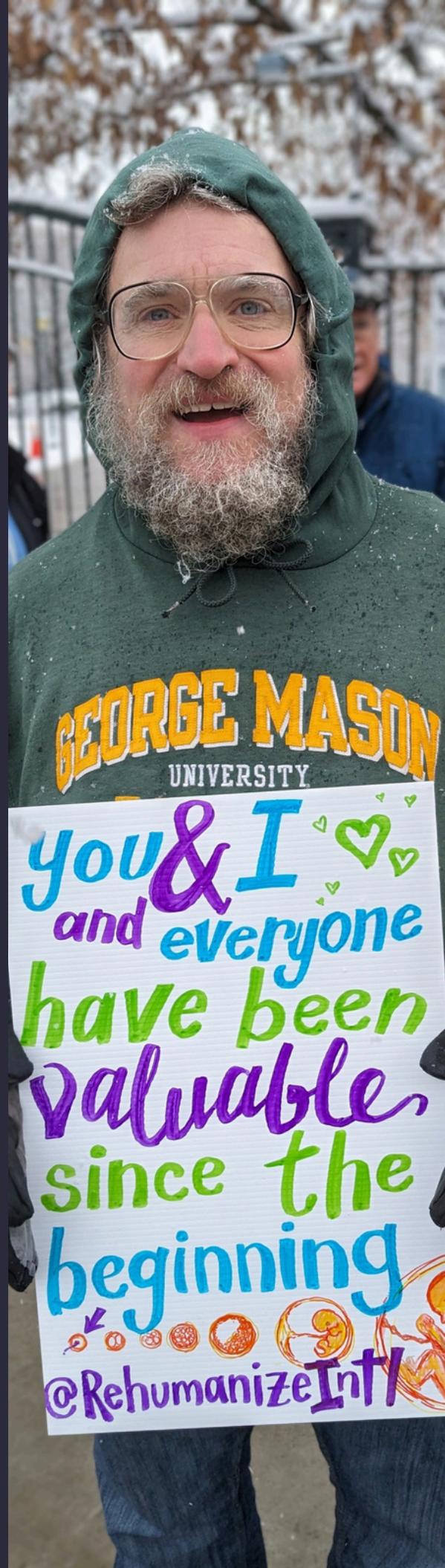
## 04 APPEAL TO COMMON HUMANITY

Underscore our commonality.

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# CHAPTER 1



**TELL YOUR STORIES**

# TELL YOUR STORIES

**The pro-life movement has done a lot of work making persuasive arguments against abortion.**

And yet.

We could have the most logical philosophical points and exacting biological facts, and we should. But when we're trying to build connections to pro-choice people, stories are often more powerful. They capture our imaginations. They build empathy.

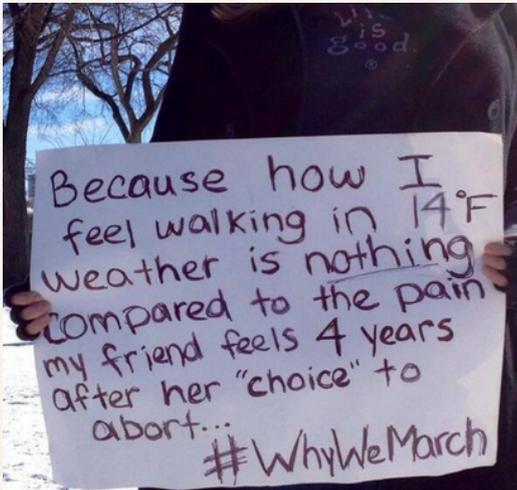
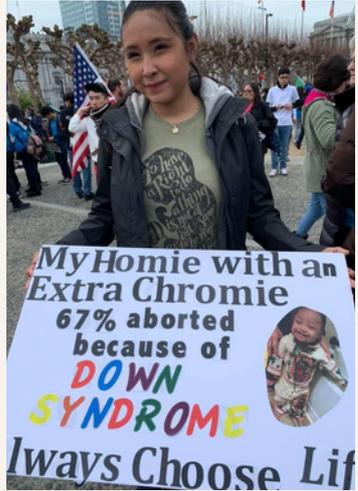
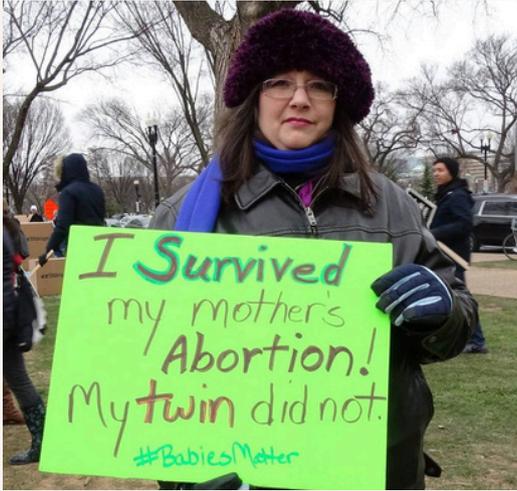
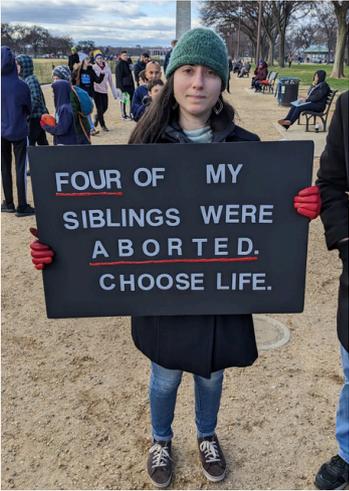
In many cases we're pro-life because we recognize how abortion has hurt people we love, or how women who chose not to abort protected people we love.

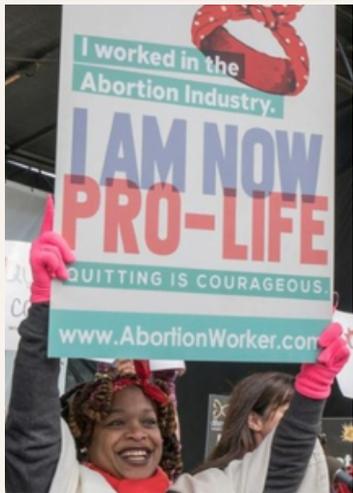
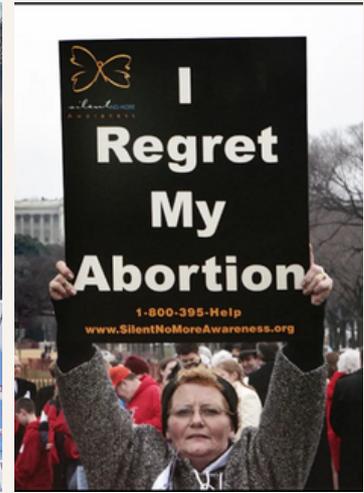
We've seen signs grieving those who should be with us but aren't, or celebrating those who almost were aborted, but instead are here. And we recognize that it's not only people we love who deserve to live; it's all people.

We've also seen signs describing the pain and grief of our loved ones who have had abortions, or whose partners have. Abortion affects us all.



# DEFEND THE PEOPLE YOU LOVE





# DEFEND YOURSELF

# CHAPTER 2



**DISMANTLE STEREOTYPES**

# DISMANTLE STEREOTYPES

Who are pro-lifers stereotyped as?  
Older religious conservative straight white men.

Now to be clear: if you are an older religious conservative straight white man, we want you to be pro-life. We want everyone to be pro-life.

The problem is not with older religious conservative straight white men doing pro-life work. The problem is how many people think it is *only* that group in the business of opposing abortion, and if you don't match those six specific descriptors, you need not concern yourself with the pro-life movement.

This is nonsense, of course. All types of people oppose abortion. And we want to make that clear at every opportunity.





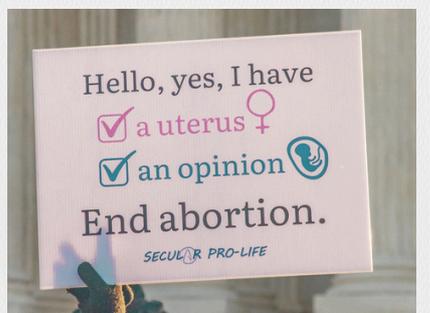
## NON-TRADITIONAL PRO-LIFERS

If you are a “non-traditional” pro-lifer (younger, liberal, secular, queer, and/or person of color), feel encouraged to highlight that fact. Think of your sign as a way to send up a flare to others like us. SPL recurrently has pro-life atheists or agnostics contact us saying “I thought I was the only one.” You’re not! And we can and should hold space for one another.



# PRO-LIFE WOMEN

You could also highlight the simple reality that countless women oppose abortion. This is not about oppressive men versus liberated women. This is about people who think fetuses should have the right to not be killed, and people who don't.



# CHAPTER 3



**QUOTE SOMEONE**

# HISTORICAL QUOTES

There are many powerful quotes from historical figures who are widely respected for their moral integrity or wisdom and insight. Such quotes can help illustrate the seriousness and moral responsibility with which we want our society to treat abortion.

## *Civil rights leaders*

I think these children have a right to live. And I think these mothers have a right to support them in a decent way. We are dealing with human beings.

– Fannie Lou Hamer

Injustice anywhere is a threat to justice everywhere.

– Martin Luther King Jr

You may choose to look the other way, but you can never say again that you did not know.

– William Wilberforce

We are not to simply bandage the wounds of victims beneath the wheels of injustice. We are to drive a spoke into the wheel itself.

– Dietrich Bonhoeffer

It may be true that the law cannot make a man love me, but it can stop him from lynching me, and I think that's pretty important.

– Martin Luther King Jr

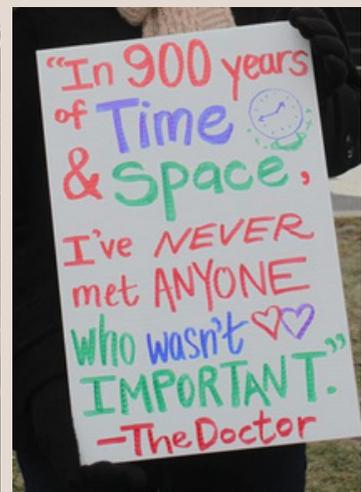
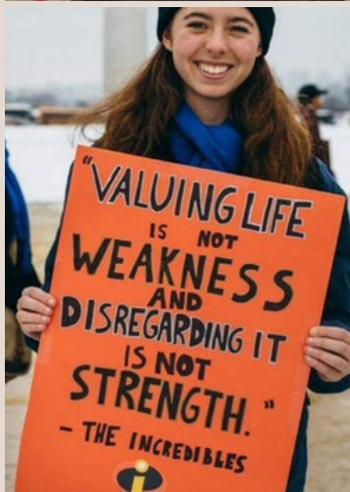
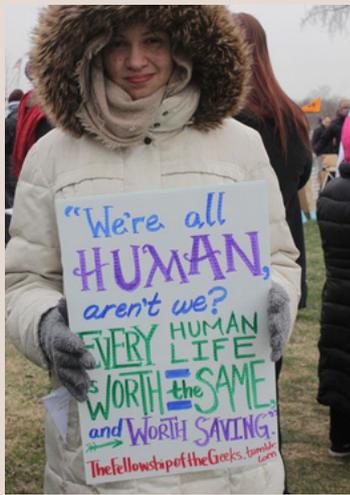
The simple step of a courageous individual is not to take part in the lie.

– Aleksandr Solzhenitsyn

Neutrality helps the oppressor, never the victim. Silence encourages the tormentor, never the tormented.

– Elie Wiesel





# TV & MOVIE QUOTES

Drawing from well-known cultural narratives can vividly illustrate a point by referencing shared experiences and creating emotional resonance. There are countless TV & movie quotes that capture pro-life perspectives on the value of the human person and the role of each of us in protecting one another.

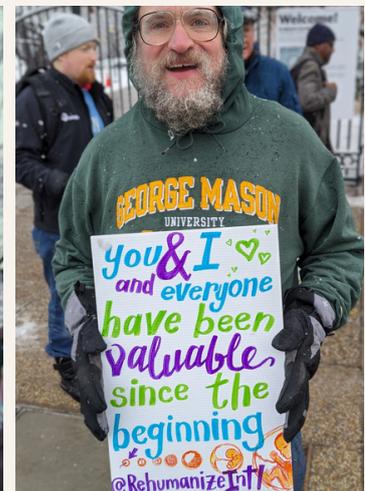
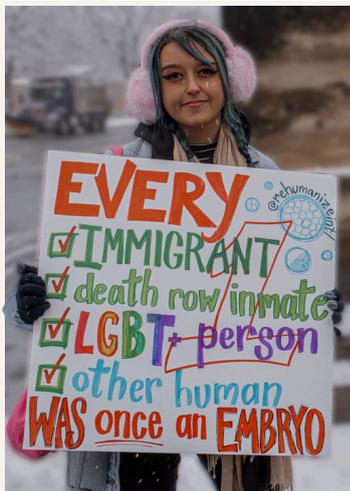
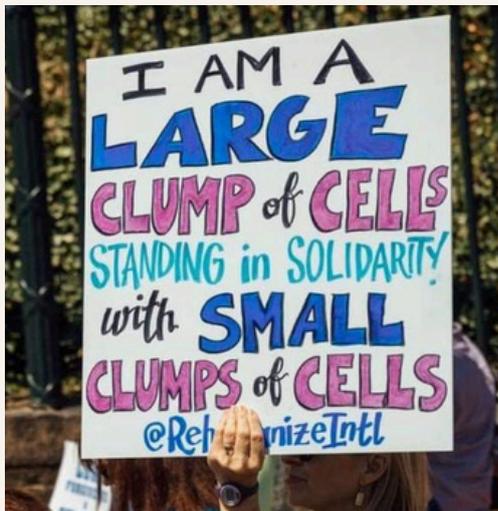
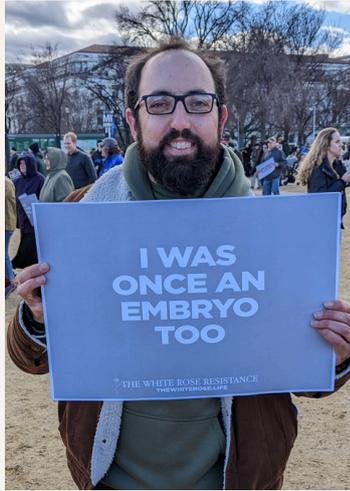
# CHAPTER 4



**APPEAL TO HUMANITY**

# APPEAL TO COMMON HUMANITY

Embryos and fetuses are us in the past, and we are them in the future. These aren't separate groups, only separate stages of our lives. Some signs emphasize that commonality.



# CHAPTER 5



**CAPTURE BEAUTY**



## CAPTURE BEAUTY

Here the theme is not a specific message, but instead the care and aesthetic of the designs. We're pro-life because we recognize these prenatal lives as valuable and worth protecting. Sometimes it's easier to convey that truth visually than in writing.



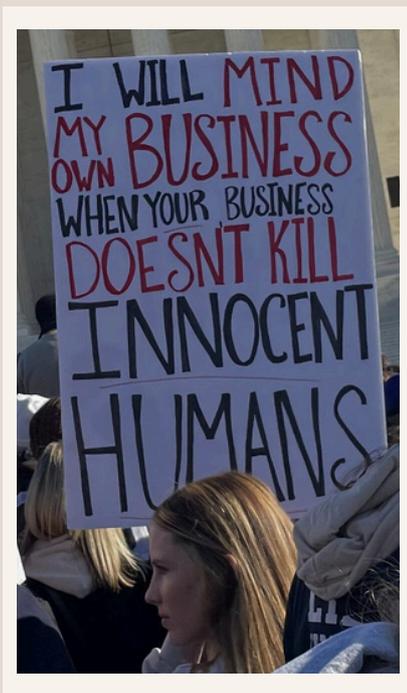
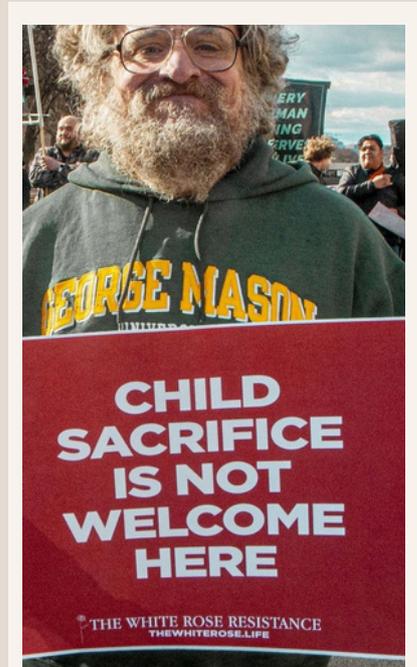
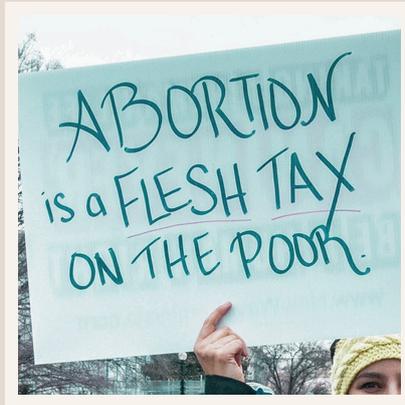
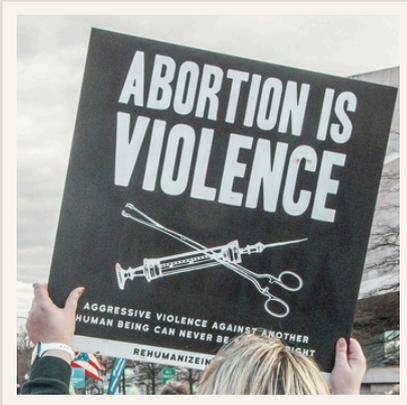
# CHAPTER 6

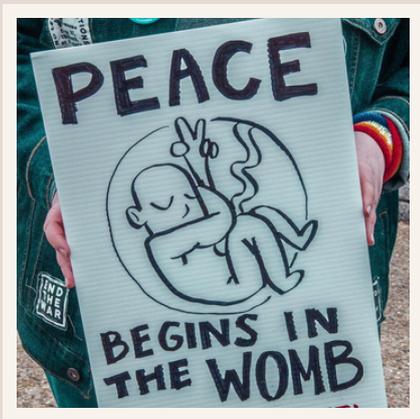
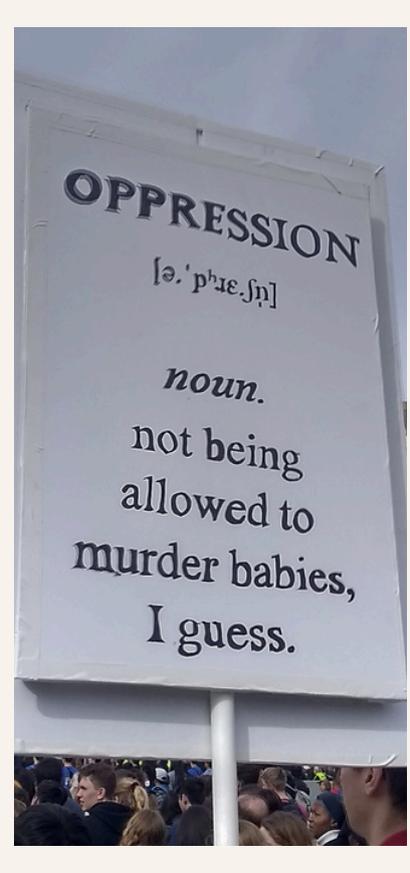


**EVERYTHING ELSE**

# A CATCH-ALL

There are many other pro-life messages, themes, and categories of signs that don't fit into the previous chapters. Here are a collection of such examples.





# NOT PICTURED

Finally, here is a brainstorming list of ideas and slogans not already pictured in this book that anyone can use to design their own signs.

- You were valuable before you were born. So was I. So were my children. So were yours.
- Abortion is the epitome of “might makes right.”
- Abortion is a human rights violation. Human rights violations are everyone’s business.
- It’s not “abortion stigma.” It’s your conscience.
- Abortion doesn’t simply ‘terminate a pregnancy.’ It kills a human being.
- Stop abortion extremism.
- To a fetus, abortion is the exact opposite of “healthcare.”
- Abortion is a permanent solution to temporary problems.
- The unborn are a convenient group of people to advocate against.
- Abortion affects men too.
- If abortion doesn’t stop, neither do we.
- Unborn babies are us in the past. We are them in the future. We are all connected.

## YOUR IDEAS:

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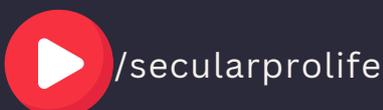
# *Remember* PIGS OR IT DIDN'T HAPPEN

However many people may see your sign in person, you can reach far more online.

Make sure to get photos of your sign in action, and then:

1. Post pics to social media.
2. Create an account with a royalty-free website (such as Unsplash or Pexels) and upload your pics there.
3. Send your pics to the organizers of the event to use in their promotional content or recaps.
4. Send your pics to Secular Pro-Life!

**Email: [volunteers@secularprolife.org](mailto:volunteers@secularprolife.org)**  
We incorporate protest signs into our content all the time.



Special thanks to Rehumanize International ([rehumanizeintl.org](http://rehumanizeintl.org)) for a disproportionate number of excellent signs, and to Maria Oswalt for contributing her photography talents to the cause.