



OREGON
**RIGHT
TO LIFE**

EDUCATION FOUNDATION

ORTL.org

Abortion is
legal until birth
in Oregon

EVERYONE
MERES AN
ADVOCATE

EVERYONE
MERES AN
ADVOCATE

When You Felt Pain and Seven Other Facts About Your First Weeks of Life

Your vocal cords
started developing.

11 WEEKS

OUCH

At 14 weeks, you were
developing at lightning
speed. You could suck
your thumb and play with
your umbilical cord. You
also started to choose
your favorite foods.

Your nervous system was
developed so that you
could feel pain.

Hopefully, you stayed
inside your mom until
after 38 weeks. However,
the youngest baby to
survive was born 19
weeks and 1 day
after fertilization.

By 22 weeks, you
consistently responded
to sound, coming from
outside the womb.

22 WEEKS

FAIR MANUAL

2026

Table of Contents

I.	What Is an ORTLEF Fair Booth?.....	1
II.	What Does a Fair Coordinator Do?.....	5
	o Requesting COIs.....	7
III.	Finances.....	8
IV.	Physical Resources.....	10
V.	Volunteer Management.....	17
VI.	Frequently Asked Questions.....	24
VII.	Appendices.....	25

I. What Is an Oregon Right to Life Fair Booth?

What is an Oregon Right to Life fair booth?

An Oregon Right to Life Education Foundation (ORTLEF) fair booth is a volunteer-run, organized pro-life presence at a local fair or event. These booths are often partnered with a local Oregon Right to Life chapter, but in the absence of a local chapter, these booths can be run independently by a fair coordinator and an assembled team of volunteers. These booths function as an outreach project of the ORTLEF, which is a certified 501(c)(3) nonprofit organization. As such, ORTLEF booths (and by extension, fair booths) must not promote or oppose candidates for office. They are used to promote information and education about human development, the truth about abortion, local resources that are available to help women and families in need, and to foster productive dialogue about abortion with Oregonians.

What is the purpose of an ORTLEF fair booth?

ORTLEF fair booths have three primary purposes:

- 1) Reach pro-choice fairgoers with the truth about abortion and human development.

Many Oregonians are unaware that Oregon law has no restrictions on abortion and that abortion is legal until birth for any reason in this state. In fact, 72% of pro-choice people disagree with the current abortion law in Oregon.

Our goal is to connect with pro-choice people and have productive conversations explaining the pro-life position. Even though not every person changes their mind, we are able to reach common ground and help people consider the pro-life perspective by using quality apologetics and education to inform the public about human development and abortion.

- 2) Connect women and families with pregnancy care resources and abortion healing resources.

We want to promote pregnancy care resources and abortion healing resources to people who need them. At fairs, we can directly reach the public with information to help them access those resources. Every year, we learn about people who received the help they needed because of an ORTLEF fair booth. Each ORTLEF booth hands out “Find Your Care” cards that link to the pregnancy resource centers available across Oregon and nationally. “Abortion Hurts” cards are also available to connect people to abortion healing information. These cards, along with conversations with volunteers, can be crucial in directing women and families to the support and resources they need.

- 3) Encourage pro-life advocates with resources, information, and involvement opportunities.

Pro-life advocates can often feel alone in their views. At fairs, we connect with pro-life advocates, encouraging them to stand strong and directing them to opportunities to get involved with local pregnancy resource centers or a local ORTL chapter. In addition, pro-life families with children are encouraged to participate in ORTLEF programs like our student contests and annual pro-life student leadership retreat, Launch. All advocates are encouraged to participate in events like the Together We Advocate conference and the Oregon March for Life.

What are the benefits of a fair booth?

- 1) Fair booths provide a unified apologetics strategy across Oregon.

There are a lot of different ways to talk about abortion, and some are more productive than others. In the wake of the *Dobbs* decision that overturned *Roe v. Wade*, it is especially important that pro-life advocates have a unified, consistent voice for life.

ORTLEF provides guidelines for apologetics and terminology. We promote evidence-based best practices for talking about abortion with pro-choice people, often utilizing and recommending apologetics strategies from the Equal Rights

Institute. ORTLEF materials, booth layout, and apologetics tips are all structured to provide a uniform, consistent voice that will help you advocate for life in a compassionate and productive way.

In addition, we ask that all volunteers sign an agreement form indicating that they agree with ORTL's positions on key life issues and will follow the provided guidelines for communicating about these issues.

2) Fair booths allow us to connect with ordinary Oregonians.

All too often, the conversation about abortion in Oregon immediately centers on politics and the lack of legal protections. There's a big emphasis on changing the laws—as there should be! But when it comes to actually changing the landscape of the abortion issue in Oregon, it is critical that we connect with ordinary Oregonians about the ways that abortion impacts individuals and families. This personal approach allows us to build connections.

Among pro-choice people, there's a common perception that pro-life people are uncaring or want to control women's bodies. Having a visible presence of compassionate pro-life advocates in the community helps us demonstrate that normal people can be pro-life, too! Moreover, building connections with people in the community allows us to make consistent progress in changing the hearts and minds of Oregonians.

3) Fair booths are community-driven.

The outreach approach that works in Portland likely will not work in Coos Bay or La Grande. The method that works in Prineville won't be effective in Eugene. Our local communities are unique. The volunteer-run, community-driven aspect of ORTLEF fair booths allows local volunteers like you to take charge of the pro-life outreach in your area. You know your community best. ORTLEF provides guidelines for best practices, but within those guidelines, you are free to use the strategies that help you best

connect with your local community. This gives you the freedom to adapt and make booths more effective!

II. What Does a Fair Coordinator Do?

Coordinator Requirements

- Read position statements and sign the volunteer agreement form.
- Be willing to follow ORTLEF guidelines for language, volunteer management, apologetics strategies, etc.

Coordinator Responsibilities

- Learn about your local fair. When is it? Who runs it? Can you reserve a booth? See the Oregon Fairs Association directory for details: www.oregonfairs.org/p/directory
- Follow the process to reserve a fair booth.
- Provide any necessary documentation, such as a certificate of insurance (COI).
- Coordinate payment for fair expenses (see: Finances).
- Order fair materials from ORTLEF and coordinate providing other necessary materials (see: Physical Materials).
- Recruit and manage volunteers (see: Volunteer Management).
- Oversee the setup, teardown, and staffing of the booth.

Fair Booth Timeline

Before the fair:

- 1) Reserve a fair booth.

The time to complete this step will vary depending on the guidelines set by your county. Contact your local fair using this directory: www.oregonfairs.org/p/directory

- 2) Request COI (if necessary).

When you table at an event, you may occasionally be asked to provide a certificate of liability insurance (COI). Not all events require this, but more and more are requesting it. **COI requesting instructions below*

- 3) Request materials from ORTLEF (at least two weeks before).
Fill out and email the fair order form to outreach@ortl.org (see appendices for sample order form).
- 4) Recruit and train volunteers.

After the fair:

- 1) Return borrowed materials to ORTLEF to the state office (4335 River Rd N, Keizer, OR 97303) via mail or drop-off.
- 2) Send volunteer reports to ORTLEF (see: Volunteer Management).
- 3) Send pictures of your fair booth to outreach@ortl.org.
- 4) Complete post-fair reflection.
- 5) Take a well-deserved break!

Planning tip: audience analysis

The culture of your local community is unique. The standards by which people operate can vary based on the political leaders in the area, the education offered, and what resources are available for individuals to use. When attempting to bring about change in a community, it is essential to understand the different people groups in the area. With this awareness, you can present the pro-life communication strategies that best suit your community. See the appendices for the audience analysis questionnaire document.

Requesting COIs

Here's what you need to know:

- ORTLEF has an insurance provider. If you need a COI, you can request one through ORTLEF.
- Please allow 14 days to obtain a COI through ORTLEF.
- To request a COI, send the following information to outreach@ortl.org:
 - The event's "Risk Management Insurance Information."
 - This is generally part of the contract. In some cases, it is a stand-alone document that spells out their specific instructions about coverage amounts for the event.
 - When sending this, be sure to read the entire section on the coverage request. Some certificates are required 30 days before the event. This allows time to make changes if they are requested.
 - Dates of the event, including the set-up and tear-down dates.
 - Address of physical event. Double-check this—it can be different from the risk management division's address.
 - In most cases, the simplest thing to do is to send the contract in its entirety to outreach@ortl.org.

III. Finances

Running a fair booth costs money. Typical expenses can include:

- 1) Cost of reserving a booth at the fair (and, in some cases, an electricity fee).
- 2) Purchases items from the ORTLEF (i.e., feet pins).
- 3) Shipping costs for returning borrowed items after the fair (booths that are educational projects of a local chapter are also responsible for the cost of shipping items from ORTLEF to the fair coordinator).
- 4) Any other booth setup items you may need, such as tablecloths, candy to hand out, refreshments for volunteers, and booth decor.

Paying for your expenses

ORTLEF will cover fair booth fees to establish or re-establish a presence at a local fair. This support is intended to make it easier for first-time fairs to launch successfully.

If your fair is associated with a local chapter, the chapter may have a designated fund with ORTLEF. Donors who want to support a local fair booth can direct donations to this fund. Donations to these funds are tax-deductible, and the funds can be used to pay for educational projects—including fair booths. You can submit a reimbursement request to the state office to get your money back for relevant fair projects. For expenses such as the fair booth fee, you can request ORTLEF to disburse funds directly from the designated fund.

Fundraising

In some cases, you may need to do some fundraising to make the ORTLEF fair booth a reality. Here are some fundraising ideas:

Recruit local sponsors

- Is there a local church that supports your mission? Would they be willing to help sponsor the fair booth?
- Local businesses - would they be willing to support the booth?

Note: If this money is sent to ORTLEF and designated for the local education fund, it is a tax-deductible donation.

Hold a fundraiser

Please note that funds raised through these events may not be tax-deductible.

- Host a garage sale. This has been a very successful fundraiser for some chapters!
- Host an auction or online silent auction.
- Host a can and bottle drive.
- Work with ORTLEF to request donations to support the local fair booth. Contact the state office for help sending mailers, emails, etc.

IV. Physical Resources

How to set up a fair booth

At a fair booth, there are a number of basic supplies that you'll want to have on hand, including:

- Informational material from ORTLEF
 - See appendices for a sample order form. See the sample order form and the list below for details.
- Loaner items from ORTLEF
 - These can include fetal models and more. See the sample order form and the list below for details.

You may need some other supplies to ensure things go smoothly

- Table(s) *Generally, these will be provided with the space rental, but it's worth double-checking.
- Tablecloth(s)
- Chairs for volunteers

Ordering materials

- 1) The ORTLEF state office will send out an updated fair order form once the summer begins.
- 2) Fair coordinators fill out the order form and submit it to the state office.
- 3) ORTLEF mails materials to the coordinator(s) or arranges a drop-off or pickup.
- 4) Coordinators are responsible for returning items to ORTLEF as soon as possible after the fair. ORTLEF sends loaner items to ORTLEF as soon as possible after the fair. ORTLEF sends loaner items to multiple fairs throughout the summer. So it's important that items are returned in a timely manner.

Note: You are also welcome to order supplies for other events throughout the year, following the same process.

Items provided for free by ORTL

ORTLEF provides informational materials that you can order from the state office. These items are provided free of cost to ORTLEF fair booths. Booths that function as an educational project of a local chapter are responsible for the cost of shipping items to them.

Free items include:

1) "Pocket babies"

These 12-week silicone fetal models come in a small blanket with an informational card describing fetal development information in both English and Spanish. Pocket babies are available in Brown and White. These lifelike models are by far the most popular items at fair booths.

2) Fetal Development handout

This 6"x11" print handout contains information on fetal development from fertilization to birth. Available in English and Spanish.

3) IVF handout

This 6"x11" handout explains how IVF endangers human life. Available in English and Spanish.

4) "Let's Talk about Abortion" booklet

This 6"x6" booklet covers the basics of the pro-life position, abortion procedures, fetal development, etc. Available in English and Spanish.

5) Abortion Pill handout

This 6"x9" handout describes the abortion pill: how it works, why it's dangerous for women, and how Abortion Pill Reversal functions. Available in English and Spanish.

6) Planned Parenthood handout

This 6"x9" handout discusses the funding Planned Parenthood receives and contrasts it with the number of healthcare services provided. Available in English and Spanish.

7) Oregon Abortion Statistics

This 6"x9" handout covers basic statistics about abortion in Oregon, including the percentage of taxpayer-funded abortions, the number of abortions statewide, and the lack of regulations surrounding abortion in Oregon. Available in English and Spanish.

8) Physician-Assisted Suicide handout

This 6"x11" handout contains information about physician-assisted suicide. Available in English and Spanish.

9) "Let's Talk about Death with Dignity" booklet

This 6"x6" booklet discusses physician-assisted suicide. Available in English and Spanish.

10) "What Is ORTL?" handout

This 4"x8" handout describes Oregon Right to Life's purpose. Available in English.

11) "Abortion Healing" card

This business-card-sized handout links to abortion-healing resources across the state. Available in English.

12) "Find Your Care" card

This business-card-sized handout provides links to pregnancy resource centers across Oregon and the U.S. Available in English.

13) Student Contests promotional card

This business-card-sized handout promotes involvement in Oregon Right to Life Education Foundation (ORTLEF) student contests. Available in English.

14) Launch promotional card

This business-card-sized handout promotes Launch, ORTLEF's student leadership retreat for students ages 16-21. Available in English.

15) Pro-life coloring sheets

Provides a fun activity for children to complete at the booth or at home.

16) Pro-life stickers and pins

Available for purchase

1) Precious Feet/Hands pins

These pins are the exact size and shape of a baby's feet or hands at 10 weeks of gestation. They are available in gold and silver, priced at \$1 per pair.

Loaner Items

Items provided by the ORTLEF office for fair use. To be returned to ORTLEF after the conclusion of the local fair.

1) Spinning Wheel

This interactive spinning wheel comes with a list of questions to engage and educate fairgoers about pro-life issues. Questions like "True or false: the abortion pill is reversible," help booth coordinators and volunteers start important conversations. The questions are updated annually and include tips for continuing your conversation with fairgoers.

2) Heartbeat Phone

An old-fashioned rotary phone that connects to an MP3 player. Use the handset to listen to the sound of an eight-week-old baby's heartbeat.

3) "Touch of Life" Fetal Models

Available in small (7-10 weeks) and large (12-26 weeks), these models are lifelike and accurate to the size and weight of babies at different stages of gestation. This is a wonderful way to communicate the humanity of babies before birth.

4) Engagement Poll

Complete with voting chips and a question sheet, this set of materials enables fair booth coordinators and volunteers to run a simple engagement poll that helps people interact with your booth and take part in meaningful conversations about pro-life issues.

5) "Equal Rights for Humans before Birth" Intermediate Banner (8'x10')

6) "Abortion Is Legal until Birth in Oregon. Did You Know?" Advanced Banner (8'x10')

7) "Baby Olivia" DVD

Using CGI, this three-and-a-half-minute video from Live Action depicts the development of human life from fertilization to birth.

8) Brochure and sign holders

These resources will help you organize and display information at your booth.

What not to have at your booth

1) Political materials

No political attire (hats, pins, etc.), petitions, candidate promotions, or political party connections. Your booth should be politically neutral. As a 501(c)(3) organization, ORTLEF cannot be involved in political promotions. In addition, one of our goals is

to emphasize that a person doesn't have to be a political conservative to be pro-life. We want to build bridges with community members who may not talk with volunteers at a politically conservative booth.

2) Material that has not been approved by ORTLEF

In this post-Roe era, it is more important than ever that we use a consistent, compassionate approach to pro-life apologetics. ORTLEF works diligently to provide well-researched, well-worded information that can be used to reach the general public. We are working toward a consistent outreach approach, and your booth is a part of that!

3) Religious material

Many of the volunteers who work at fair booths are Christians. However, ORTLEF does not have a statement of faith and is not in a position to make theological arguments to defend the unborn. Moreover, many pro-choice people are closed off to religious pro-life arguments. Using neutral, non-religious language will help you engage with people and give you the best chance of changing hearts and minds on crucial life issues.

Organizing your space

There are a lot of fair booth materials available to you, and it can be overwhelming to organize your booth well. While it may be tempting to stock your booth with as many materials as possible, a booth that is too crowded with pamphlets and information can be less inviting and more difficult to engage with.

Here are some tips to help you organize the space well:

1) Less is more.

Allow space in between your materials to allow the eyes to rest.

2) Be strategic.

Think about your audience and position your materials accordingly. What will children be interested in? Are the child-focused materials placed where they can see them? What materials “belong” together? Are the booth materials easy for passersby to read? Are the promotional materials visible and interesting?

3) Look at your booth from a distance.

Walk away and then walk towards it. What do you see? Does it look organized and neat? Welcoming? Overwhelming? Make adjustments based on your observations.

4) How overtly “pro-life” does your booth look?

Many pro-choice people don’t want to interact with pro-life information. When a fair booth looks very overtly pro-life, people may not engage with the information. Are there ways you can make your pro-life booth look more inviting? The more people we engage with, the more people we can reach for life! If your booth looks neutral and informational, you will be able to reach more people.

V. Volunteer Management

ORTLEF and its outreach events would not be able to function without volunteers. Since you operate in your community, local volunteers are essential.

Recruitment steps

- 1) Reach out to churches, schools, and like-minded organizations.
- 2) Perform volunteer vetting process (see below for details).
- 3) Keep a running list of volunteers and people who are interested in helping out.
- 4) Contact potential volunteers before the event.

You are never alone in this project. ORTLEF wants to assist you in every way possible. To help recruit volunteers for your fair event, there are two main ways that we can help: sending mailers and emails. *See appendices for details.*

Vetting Volunteers

There are two ways that you can vet volunteers.

Through ORTLEF

Vetting volunteers through ORTLEF is helpful because ORTLEF keeps track of volunteers over the years, including volunteers who have been red-flagged in our system because they were disruptive or did not agree with ORTL's position statements. When you ask your volunteers to go through ORTLEF's vetting process, you are protecting yourself by having us check our database to make sure this person has not been red-flagged.

Here are the steps for this process:

- 1) Ask the volunteer to sign up at ortl.org/new-volunteers.
- 2) ORTLEF will contact the potential volunteer and email them a volunteer agreement form and position statement document.
- 3) ORTLEF will cross-check them in the database.

- 4) Upon receiving the signed agreement form, ORTLEF will forward the volunteer's information to the local coordinator.

Individually

If you do not use ORTLEF for vetting, follow these steps:

- 1) Record the contact information of the volunteer.
- 2) Send position statements and agreement form.
- 3) Collect signatures.
- 4) Send the list of volunteers and contact information to ORTLEF at the conclusion of your fair.

Volunteer Training

ORTLEF Video Modules

Our staff at ORTL has created a series of video modules to help provide instruction and guidance for new, as well as prepared, fair booth volunteers. Here is the link to the modules: You can email this link to your volunteers or hold a meeting to watch them together.

Scan the QR Code to watch the volunteer training video modules.

Equipped for Life Course

Having an understanding of pro-life apologetics is an essential component of operating fair booths. ORTLEF has partnered with the Equal Rights Institute (ERI), an organization that trains pro-life advocates to think clearly, reason honestly, and argue persuasively. ORTLEF provides free access to ERI's Equipped for Life Course for volunteers. Fair coordinators and volunteers are encouraged to be familiar with these apologetics strategies.

To receive free access to the Equipped for Life Course from ERI, contact outreach@ortl.org.

Fair Booth Training

ORTLEF provided

If you would like someone from the ORTLEF staff to visit your county and provide an in-person training session for you and your volunteers, please contact outreach@ortl.org.

Locally provided

As a fair coordinator, you can arrange a training session before your fair. Organize a date, time, and location for your volunteers to gather and learn about the mission of the ORTLEF fair booth, using the ORTLEF video modules as a reference. Include details about how to use the fair booth resources and offer access to the Equipped for Life apologetics training. Packets of the materials can also be prepared and given at the training session, allowing potential volunteers to become familiar with them ahead of time.

Apologetics Guidelines

In post-Roe Oregon, people are thinking about abortion in new ways. The right to abortion that was taken for granted for nearly 50 years has been overturned, and people are rethinking their stances. During this important moment, we want to have a unified, quality approach to apologetics across the state, which is why ORTLEF uses the ERI method.

Here are some general guidelines for apologetics to help shape your interactions with fairgoers.

When dialoguing...

- 1) Do not refer to abortion as murder. This tends to be off-putting to pro-choice people. Remember, that's the group we most need to reach!
- 2) Use scientific terminology—fetus or embryo rather than “baby” or “child.” Pro-choice people can feel emotionally manipulated when we use the term “baby.”
*Keep in mind that this standard is for when you're talking to pro-choice people. When children come up to the booth and want to look at models, or you are casually chatting with a family, it's okay to use “baby” language. **The goal is to reflect the language they use back to them.***

- 3) Use “unsupported pregnancy” rather than “crisis pregnancy.”

We don’t want to make pregnancy sound like a problem. The problem isn’t the pregnancy; the problem is the lack of support and resources for that woman.

- 4) Keep your arguments non-religious.

As a nonsectarian organization, ORTLEF does not take a religious approach to human rights. While most of the people working and volunteering for our organization are people of faith, you never know the background of the person you’re talking to or who may be listening in the background. Keeping the pro-life apologetics non-religious helps everyone understand and recognize the human rights arguments underlying the pro-life position.

- 5) Lead with compassion.

When someone feels heard and cared about, they are more willing to have an open conversation. Being compassionate helps people see that the pro-life movement cares about women and families as well as the unborn.

- 6) Listen.

Each individual has their own unique story. By being willing to listen to them, we can better understand what they believe and the reasons they have for holding those beliefs. If we fail to listen well, conversations easily turn into arguments, which is what we want to avoid.

- 7) Ask questions.

After listening compassionately to the stories of your pro-choice neighbors, start asking open-ended questions. Starting conversations this way helps the people with whom we converse to be more open-minded.

- 8) Build relationships.

It is important in all conversations to demonstrate care for the other individual as a person. No matter the differences that may exist, our ultimate goal is to provide an environment in which our conversation partner feels safe to express themselves. By

building relationships, we establish trust and pave the way for effective and fruitful dialogue.

Volunteer Expectations

Share these expectations with volunteers to help them know what to expect and how they can engage well with the public. These expectations help us maintain a consistent approach to our pro-life positions and apologetics throughout Oregon.

- 1) Create a welcoming environment. Be hospitable! The booth is like your home, and the visitors are guests.

Make them feel welcome! Here are some ways to do that:

- Use open body language to look welcoming and inviting. For instance:
 - Try to stand or sit with an open posture.
 - Avoid crossing your arms.
 - Smile at people!
- Show kindness and—treat people as you would like to be treated!
- Help guests interact with the materials in the booth.
- Strike up a conversation or allow people to quietly read or look around, depending on how they respond to you.
 - This may not come naturally, and that's okay! Sometimes it's awkward to interact with strangers. However, it's our job in this role to make fairgoers feel welcome. So we should always try to be open and engaging with them.

- 2) Uphold ORTL's positions.

Even pro-life people differ on some subjects. However, when you are volunteering at a booth, you are a representative of ORTL. As a representative, you must uphold ORTL's positions on life issues. If you are not familiar with the positions, please visit www.ortl.org/positions.

- 3) Work as a team.

Work well with your fellow volunteers! Be encouraging and supportive of one another. It's okay to chat, but make sure to be available to the public. If a fairgoer comes by the booth, be ready to break off your conversation with a fellow volunteer.

Note: If you have any concerns about a fellow volunteer, please let your fair coordinator and the ORTLEF office know so that we can provide support and direction.

4) Dress appropriately.

Be neat and clean, but don't worry about being too dressy! You want to look approachable but also put together. Avoid political or overly religious clothing for the same reason discussed above—we don't want to fit into a preconceived negative stereotype! Staying neutral helps us reach our target audience.

Organizing Fair Shifts

1) Split the time at the fair into shifts.

For instance, the Marion County Fair is open 10am-11pm on certain days. We typically try to split each day into four-hour shifts. So the shifts would be 10-2, 2-6, 6-11.

2) Determine the number of volunteers needed per shift.

This is an important part of volunteer management. Depending on the size of your display space and the busyness of the fair/time of day, determine how many volunteers you will need to staff your booth.

3) Use volunteer management platforms.

When recruiting volunteers, it is helpful to use a free volunteer management tool like SignUpGenius, TeamKinetic, or Point to get volunteers to sign up for shifts.

Volunteer Retention and Follow-Up

As you reflect on how the fair went, it's important to take a look at volunteer participation and how they did. Some tips you can use:

- Refer to your volunteer signup sheet.
- Create a separate document that lists the names of volunteers and their shifts. Microsoft Excel or Google Sheets are useful for this.
- Send volunteer information and evaluations to ORTLEF at the conclusion of your fair.

See appendices for a sample tracking sheet.

VI. Frequently Asked Questions

What if I don't have enough volunteers?

Be sure to use your resources! ORTLEF can help with volunteer recruitment. See page 17 for more information.

Can I host a booth at another local event?

Yes! You can host booths at other local events. Contact ORTLEF throughout the year for any materials you need to make your booths successful.

How can I make my fair booth more effective?

Every year is a learning experience. Reflect on the event, write down your observations, and adapt for next year. We also recommend completing the audience analysis form (see appendices) to help you understand your audience and how to best reach them. Reach out to ORTLEF to discuss how the state office can support you in reaching even more people for life.

What if I don't have the bandwidth or volunteer base to staff a booth?

Reach out to ORTLEF to discuss finding another booth that would allow you to put some materials at their booth. This can be a way to distribute information and resources in the community without hosting an entire fair booth. A hybrid booth setup can be a great stepping stone for hosting a full ORTLEF booth in the future.

VII. Appendices

- 1) Audience Analysis Questionnaire
- 2) Sample Volunteer Recruitment Timeline
- 3) Sample Volunteer Tracking Sheet
- 4) Volunteer Expectations Handout
- 5) Sample Fair Booth Application
- 6) Sample Order Form
- 7) Mailer Instructions
- 8) Post-Fair Reflection

Audience Analysis Questionnaire

The ultimate goal of ORTLEF fair booths is to reach out productively to the pro-choice Oregonians in our local communities. To do this effectively, we need to get to know our audience. Here are some questions that can help you understand the people in our community and the sort of approach that will best resonate with them.

- Is my community rural? Urban?
- What political stance do most people in my community hold?
- Do most people in my community have religious beliefs? If so, what are they?
- What values, religious or otherwise, do most people in my community hold? What sorts of things are most important to them?
- How is my community engaging with issues surrounding life?
 - Abortion data for my area: How many abortions take place in my community each year? In which towns, cities, and clinics are most abortions performed? Are chemical abortions or surgical abortions more common?
 - Physician-assisted suicide data for my area: How common is physician-assisted suicide in my community?
 - Do the people in my community believe that abortion and physician-assisted suicide should always be legal with no restrictions at all? If not, what are some limits they might accept? (For example, many pro-choice people do support laws limiting late-term abortions. People might also agree with prohibitions on physician-assisted suicide for minors or people with mental illnesses.)
- What is the average age in my community? For example, is this a college town, an area with a lot of young and middle-aged professionals, or somewhere people like to live when they retire?
- What sort of interests or hobbies do members of my community enjoy?
- What is the average education level of the members of my community?

- Am I aware of any specific needs or gaps in healthcare, family counseling, or pregnancy resources in my community?
- What are some assumptions that I may have about my community?
 - Note: These assumptions may or may not be entirely accurate. Either way, it's important to acknowledge that you have them. Thinking about how you view your community may help you identify potential misconceptions and discover common ground with your neighbors.

Volunteer Recruitment Timeline: Sample

3-6 months before the event

Send an email to your local pro-life contacts and volunteers letting them know about your plans to host a fair booth, asking them to put it on their calendar, and saying that you will reach out with more information closer to the event.

8 weeks before the event

Send a volunteer recruitment email. Example:

[Greeting]

Fair season is just around the corner, and we need your help! Fairs provide us with the unique opportunity to share the truth about abortion and the humanity of the unborn with people all over Oregon through our educational fair booths. This is only made possible with the support of volunteers like you!

We need to fill 20 spots for the upcoming Marion County Fair (July 9-12). Will you join us in educating Oregonians and changing minds to protect life?

Our volunteers receive free access to the Equal Rights Institute's Equipped for Life course to learn how to confidently and compassionately engage with community members about the sanctity of innocent human life.

Secure your volunteer spot by signing up at this link! If you have any questions, please feel free to respond to this email or call (503) 463-8563.

Thank you for your willingness to advocate for the unborn. See you at the Marion County Fair!

Because everyone deserves an advocate,
[Fair Coordinator Name]

Volunteer Recruitment Timeline: Sample

For each individual interested, complete volunteer recruitment according to the ORTLEF guidelines given in section V (Volunteer Management).

8 weeks before the event:

- Pull a list of former Marion County volunteers.
- Create an online signup sheet for volunteer shifts [use SignUpGenius].
 - Send to new volunteers as well as former volunteers.
- Monitor signups.

4 weeks before the event:

- Note number of volunteer shifts yet to be filled.
- Perform volunteer recruitment calls.
 - Refer to contact list of new and former volunteers.
- If needed, send out another volunteer recruitment email.

2 weeks before the event:

- Have majority of volunteer spots filled.
- Host a volunteer training session for those who have signed up for the fair.

Week of the event:

- Send reminder communications to the signed-up volunteers.
 - Include key details of their volunteer shift: time, location, etc.

Volunteer Expectations

Apologetics

Use the **Equal Rights Argument** for protecting the unborn.

Terminology:

- Say **"fetus"** or **"embryo"** instead of "baby."
- Say **"unsupported pregnancy"** instead of "crisis pregnancy."
- Say **"fertilization"** instead of "conception."

Do:

- Lead with compassion.
- Ask questions.
- Build relationships.
- Educate about abortion and human development.

Do Not:

- **Do not** refer to abortion as murder.
- **Do not** use religious arguments against abortion.

Position Statements

Represent **Oregon Right to Life's** positions.

Remember that we are a **single-issue organization** focused on protecting life from fertilization to natural death.

Since ORTLEF is a non-sectarian organization, **use non-religious approaches** to apologetics.

Be Welcoming

Smile.

Invite people into the booth.

Use welcoming body language.

Avoid crossing your arms and be available for conversations.

Be kind.

Fairgoers are guests in our booth. Aim to make them at home in our space.

Help guests use the elements in the booth.

Teamwork

Be kind to your fellow volunteers.

Encourage and support one another.

Be available for conversations with fairgoers.

Tell a leader if you have concerns about a fellow volunteer.

Volunteer Tracking Sheet: Sample

Name	Phone	Email	Fair Shift	Comments
Volunteer	(xxx) xxx-xxxx	volunteer@gmail.com	Date, Time	What went well, what didn't go well

Fair Booth Application: Sample

Profile:

Contact Info

Brand/Booth name: Oregon Right to Life Education Foundation

First Name: Robert

Last Name: Young

Phone: (503) 463-8563

Address: 4335 River Rd N, Keizer, OR 97303

Media and Web Links (optional):

Website: www.ortl.org

YouTube: www.youtube.com/OregonRightToLifeKeizer

Instagram: www.instagram.com/oregonrighttolife

Facebook: www.facebook.com/ORTLFB

Participant Category:

Commercial/Non-Profit Vendor

If using a sound device, please describe:

N/A

Products or services (list all items/information you plan to sell, display, or distribute to the public):

Displayed - education materials, fetal models, literature, images, screens showing fetal development, and ultrasound images. Giving out - candy, stickers, 12-week fetal models, pins, and literature.

Booth Images:



Mailing and Data Assistance

The ORTL state office can help you send out mass mailings and emails or even spruce up your digital designs. To request mail or email resources, contact the main ORTL office at (503) 463-8563 to get a link to our mailing request form.

Instructions for completing the [mailing request form](#):

Contact Information:

- Enter the fair coordinator's email address, chapter name (if applicable), contact name, and phone number.

Date:

- Enter the date you would like us to send your mailing (Note: We typically require a minimum of 3 weeks to process and complete mailings).

Services: (check all that apply)

- Design/Formatting: This involves editing your existing PDF documents. However, if you need more comprehensive design creation, let us know, and we will work something out!
- Printing & Assembly: ORTL will print, cut, and assemble your mail items for you.
- Bulk Mail Registration: ORTL and its chapters are authorized to send 200+ mail items at a discounted price. We will handle all of the paperwork with the post office for you.

Mail Piece Specs:

- Select the type and dimensions of your mail items.

Scope of Mailing:

- Identify where you wish to send your mailings (e.g., Lane County, Willamette Valley, All of Oregon, etc.). Also, indicate whether these mail items are targeted toward

individual households, churches/organizations, or both. *These questions help us narrow down the list to ensure an effective use of resources.

Submit your request:

- Our admin team will be in touch shortly after we receive your request form. If you have any questions while filling out the form, do not hesitate to call us at (503) 463-8563.

Paying:

- After ORTL determines the cost of postage for your mailing, the administrative team will reach out to advise you of the cost. You may use the funds associated with your designated ORTLEF account at the state office to pay for postage. Questions about your account, available funds, and the cost of postage can be directed to the accounting manager (ronna@ortl.org).

Staff Contacts

Call the main office number (503) 463-8563 with general questions or to be connected with a specific staff member.

Role	Name	Email	Topics
Community Outreach Specialist	Robert Young Jr.	robert@ortl.org	Resource orders, COI requests, training & support, volunteer recruitment & training
Community Outreach Coordinator, Eastern Oregon	Shannon Garlitz	shannon@ortl.org	Eastern OR support
Community Outreach Director	Makyrá Williamson	makyrá@ortl.org	Finances, support, COI requests
Administrative Assistant	Madison Hoffmeister	madison@ortl.org	Mailing requests or questions



OREGON
**RIGHT
TO LIFE**

EDUCATION FOUNDATION

4335 River Rd N

Keizer, OR 97303

Phone: 503-463-8563

Email: outreach@ortl.org

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