



Respect Life Display: How To

BUT FIRST... Q & A

****This guide is meant only to provide helpful suggestions. All related local policies must be followed and required permissions obtained.***

What is this?

This “how to” guide gives suggestions and ideas for setting up a Respect Life display focused on the theme “Be Not Afraid.” Please note that these are simply suggestions, and you are free follow, expand upon, or use as inspiration to spark new ideas – with the condition that all local policies are followed.

Who is it for?

Leaders in pro-life, youth, young adult, or campus ministry; Catholic educators; religious educators; others.

When do I use it?

- Consider the following dates. (However, you can use these suggestions at any time and for any length of time—a day, a week, a month, etc.)
- Respect Life Sunday (October 1, 2017)
- Respect Life Month (October)
- Day of Prayer for the Legal Protection of Unborn Children (Monday, January 22, 2018)
- March for Life (Friday, January 19, 2018) or the day of a local pro-life march/rally
- Solemnity of the Annunciation of the Lord (observed Monday, April 9 in 2018)

How do I use it?

- Set up a display in the church foyer, and ask the parish priests to incorporate the message “Be Not Afraid” (as it relates to respect for human life) into their homily, and/or invite people to visit the display after Mass.
- Hold a youth contest, and feature the winner’s entry in a display at a pro-life gathering. (See pages 13 and 17 of this year’s resource guide.)

- Make “Be Not Afraid” (as it relates to respect for human life) the topic of a talk or series of talks. Invite local young adults to submit and, if selected, give a talk. Or, invite a local expert on one of the 2017-18 brochure topics to give a talk. Set up a display at the talk(s), and invite attendees to submit their ideas for living out this message in daily life. Feature the best ones in your e-newsletter (as a continuing special feature or all at once), highlight on social media, and invite the “winners” to put their ideas into action and write a blog post about their experiences.
- Set up a display in a high-traffic area of your college campus for a week, and invite people passing by to attend a pro-life event during or at the end of the week. Feature resources that are available for people who may need support choosing life (i.e. pregnancy care centers, suicide hotlines, etc.)
- Either as an individual teacher, or as a collaborative group of teachers, consider setting up a partial version of the display. Connect the theme “Be Not Afraid” (as it relates to respect for human life) to what students are learning, and invite students to brainstorm how they could contribute to the display. Choose which ideas you want them to pursue, then set up the final display in a high-traffic space of the school for a week.
- While the display is set up, connect the theme and/or brochure topics with your lesson(s) or do a school presentation to show the connection between what students are learning and the respect that is due to each person (which naturally extends to respecting and protecting all human life).

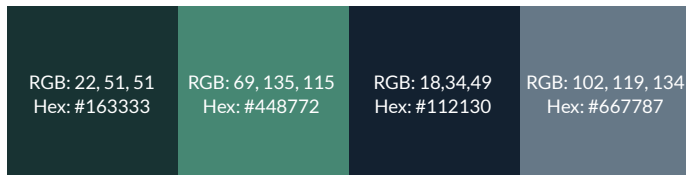
For example, if discussing the theological virtue of charity, you could highlight how to care for loved ones nearing death in a way that respects the precious gift of their lives. (Download “Caring for Loved Ones at Life’s End” as a free, double-sided flyer from www.usccb.org/endoflifecare.)

- Set up a mini version of the display before a parish religious education class. Connect the theme with the lesson of the day, and use the display to spark conversation about the connection between class content, faith, and respect for all human life. Provide starter questions, if needed.

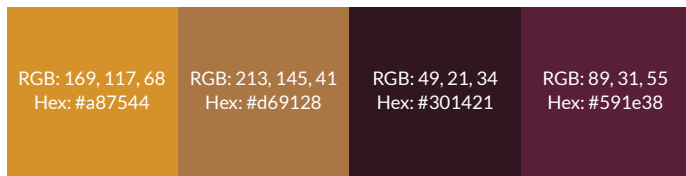
COLORS

The following colors* are used in the 2017-18 Respect Life Program. Using just a few colors will help give your display a cohesive, polished look.

Start by choosing one or two colors to serve as the foundation for your display.



Now, pick an accent color to add variety.



*Colors are commonly coded using "RGB" (Red, Green, Blue) or "hex." These are the codes you would use to select a specific color in a design program (for example, when making a flyer, bulletin announcement, etc.)

TRI-FOLD POSTER BOARD

Add dimension and visual interest to a display table by using a decorative tri-fold poster board.

Supplies:

- Tri-fold board (approximately \$4.00)
- Fabric or poster paint (approximately \$3.00 - \$12.00)
- Respect Life poster: "Be Not Afraid" (approximately \$2.00)
- Photos (free)
- Push-pins (Decorative push pins can add a little something extra and can be less expensive than plain ones.)
- Optional: If using fabric to cover board, hot glue gun and glue sticks (Miniature sizes start at approximately \$5.00.)
- Optional: Youth contest flyer (See page 15 in this year's resource guide.)

What to Do:

1. Add some color to your tri-fold board! Use some poster board paint, or cover it with a colorful piece of fabric, using a hot glue gun to secure the fabric.

2. Use the board to post this year's Respect Life poster or any other information you want to display.
3. Gather some photos. Free Respect Life images are available to be used, with the condition they are not edited in any way other than size: www.usccb.org/respectlifeimages.

You could also ask for submissions to feature. For example, make an announcement asking for personal photos that illustrate this year's Respect Life Program theme, "Be Not Afraid" (i.e. people supporting and taking care of each other).

***For any photos used, but especially those related to minors' privacy and parental consent, be sure it's clear the photos will be publicly displayed, follow local policies, and obtain the necessary permission for using these photos.**

4. Add the photos to your tri-fold board with push-pins. (Ideally, the pins would not be multi-colored, unless they're the colors you previously selected).

Alternatively, you could use the instructions for the "twine photo display" featured in the 2015-16 Respect Life Prayer and Program Guide (www.usccb.org/2015prolifedisplay).

If you want to go a step further, some online photo editing programs offer the option to add a "frame" border around a picture. You could add gold frames around some of or all the photos to complement the classic design of the "Be Not Afraid" poster.



Figure 1: Tri-fold display featuring 2016-2017 Respect Life Program

Bring it to Life:

A. Create slips of paper with action ideas written on them for living out the theme “Be Not Afraid.” Pin them on the tri-fold board, or put them in a basket on the table. Invite people to each take one, complete the action, and share their experience (what they learned, how they felt, insights they gained, etc.)

Ask them to respond in writing, by email, or whatever works best for you. (Be sure to include this information on the slips of paper.)

Feature submissions on the tri-fold later, after obtaining any required permission to do so (i.e. the following week, on another pro-life related date, etc.)

B. Provide blank slips of paper and writing utensils for people to submit their own ideas for putting “Be Not Afraid” into action. Pick the top submissions, feature them (after obtaining the required permission), and honor those who wrote them. Invite others to do the suggested actions and share their experiences, with you and/or with friends and family.

PREPARING THE TABLE

Supplies:

- Tablecloth
- Optional: Table runner
- Optional: Cloth napkins

What to Do:

1. Cover a 6-foot table (or whatever is available) with a tablecloth that is one of your foundational colors. Cloth looks particularly nice, but a new cloth tablecloth may be cost-prohibitive if you don't have one readily available. Alternatively, you could try looking for a previously used one in a second-hand store, or for a plastic tablecloth in a discount store. If you can't find one in the color you need, use a tablecloth in a neutral color (like white, off-white, cream, or beige).
2. To go a step further, you could use a table runner or cloth napkins, either in your foundation shade (if using a neutral tablecloth) or in your accent color (if your tablecloth is your foundation color).

The cloth napkins could be laid out next to each other in a line from one end to the other, angled with the corners pointed to the front and back of the table and overlapping each other. (See Figure 2.)

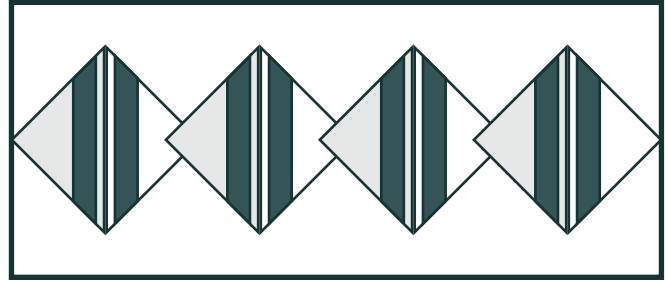


Figure 2: Napkin placement

SETTING UP THE TABLE

Supplies:

- Completed tri-fold display board
- Sign-up forms for your group and/or e-newsletter
- Writing utensils
- Marked box or basket for completed sign-up forms
- Giveaway: Flyers for upcoming events
- Giveaway: Information on how to get more involved
- Optional: Marked box or basket with paper slips for action ideas
- Optional: Marked box or basket for action idea submission slips
- Optional: 2017-18 Respect Life Program materials (reflection flyer, brochures, printable handouts, etc.)
See www.usccb.org/respectlife.
- Optional Giveaway: Copies of youth contest announcement flyer, customized with your information (See page 15 of this year's resource guide.)

What to Do:

1. Set up your tri-fold display board in the center of the table or off to the side in the back left or back right corner. (The latter option is good if you have a good deal of material to display.)
2. Arrange your display materials. A good rule of thumb is to give “breathing room” between materials; in other words, be cautious not to overcrowd your table.
3. It's also helpful to add variety, height, and dimension where possible. (See the section “Other Ideas” at the end of this display “how to” guide for suggestions.)
4. Don't put all your writing utensils out at once. Save some for later, in case people accidentally walk off with them!

5. Make it clear what action you want from visitors to your table. Do you have free materials for them to take? Do you want them to sign up to your email list? Make sure you have signs indicating this clearly. (The picture frame idea in “Other Ideas” at the end of this display “how to” guide is one way to convey the information attractively.)

DIY BROCHURE DISPLAY STANDS

Supplies:

- 6-10 file folders (approximately \$6.00)
- Scissors

What to Do:

1. Print the easel template from the website for the USCCB Secretariat of Pro-Life Activities (accessible from www.usccb.org/diystands).
2. Trace along the edge of the easel template onto any side of the folder. (If you are using a pocket folder, make sure to remove the pockets before you start tracing.)
3. Cut out the easels from the folder. (More than one can be made from each folder.)
4. Fold the easel in half so that the ends are touching.

You now have a free-standing brochure easel!

OTHER IDEAS

1. Create multi-level display spaces on your table by using groups of differently-shaped boxes covered in cloth.
2. Provide treats.

3. Add a vase of flowers, (unlit) candles, and a light scattering of decorative floral marbles or season-appropriate foliage (like synthetic autumn leaves, flower petals, or evergreen branches). Choose colors that match the ones previously selected, if possible.
4. Pictures frames are an inexpensive, fun, trendy way to convey information. Put scrapbook paper inside, and write on the glass with dry-erase marker. Or, create your message with fun fonts, then print it on scrapbook paper and insert. (An internet search can help you find easy design templates to customize with your own text.)

PERSONAL PRESENCE

Consider whether to have one or more people present to answer questions, talk to visitors, refill giveaways, keep things organized, etc. If you decide to have people present, it's helpful to think in advance of what you'd like visitors to your table to gain from the experience. What's the one thing you want them to remember when they leave?

Also, it can be intimidating for some people to visit a table when the host is sitting or standing behind it. Instead, move out from behind it and off to one side. Make eye contact, and smile genuinely. Don't hover if it looks like the person just wants to browse, but do let them know you're happy to answer any questions or tell them more.

Be aware that you are representing what it means to respect human life. This can be a wonderful opportunity to show visitors, or even passersby, the sincere compassion that comes from seeing each person as a masterpiece of God's creation. Be present to those whom you speak with, and ask the Holy Spirit to guide your interactions.

And of course, be not afraid!

