

## Parish Newsletter Content to Introduce "You Are Not Alone" Campaign

Help After Abortion, a team of compassionate, well trained, professionals with over 20 years' experience in after abortion care, is launching its "You Are Not Alone" campaign on (date?) to reach out to women who have had abortions and are seeking a safe place to find peace and healing in confidence.

The campaign messaging and images reflect the conflict many women experience following an abortion:

*"YES, I had an abortion, NO, I don't regret it. But my heart still hurts."*

A "You are not alone" call-to-action provides a confidential help line and website for more information about the program including individual and group support opportunities, referrals for licensed therapists, and financial assistance.

The 90-day digital marketing campaign includes programmatic display ads delivered directly to a Christian/Catholic female audience in the Northern Virginia area and placed on various websites based on the interests targeted on their computer, laptop, tablet or mobile device.

Supporting the campaign will be a robust social media program, parish Bulletin ads and slides for vestibule information screens, content for Flocknote online communications to parishioners, and promotional postcards.

"It's a privilege to accompany the women who reach out for help," said Program Director, Sarah LaPierre. "Our compassionate community is here to listen and to walk with them as they begin their journey."

**Helpafterabortion.org | Confidential Helpline: 703.307.0449**