

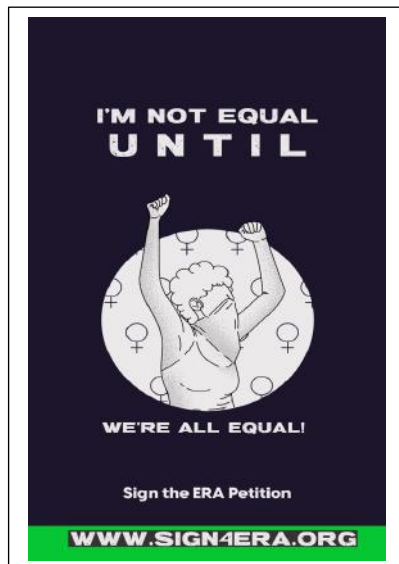
SIGN4ERA.ORG TOOLKIT

Quick Guide for Massively Building the Number of Petition Signers for the ERA

WHY SIGN4ERA.ORG?

The Equal Rights Amendment (ERA) has already been passed by Congress and ratified by 3/4th of the states. **The only step needed to enshrine the ERA as the 28th Amendment to the U.S. Constitution is for Congress to now vote to place it in the Constitution.**

The purpose of Sign4ERA is to build massive nationwide pressure on Members of Congress, candidates for Congress and the presidency and, in fact, elected officials at all levels of government to cease treating women as second-class citizens by putting equality in the U.S. Constitution.



The Dobbs decision on abortion, overturning *Roe v. Wade*, by a radical right-wing Supreme Court with its predisposition for turning back the clock, has created real dangers not only to reproductive health and contraception, but also to gains made in marriage and LGBTQ rights, education, sports programs, sexual violence, equal pay and employment opportunities, and a wide range of additional progress feminists have fought for and won over the past 50 years.

Today, with the rise of vehement, mean-spirited misogynists and determined right-wing extremism — especially in state legislatures and the U.S. Congress — more than ever we need the permanent protection of the Equal Rights Amendment.

That's why a team of students, leaders of scores of feminists, human and civil rights activists, and committed citizens have created **Sign4ERA**, a nonprofit, nonpartisan organization with the sole purpose of enlisting millions of Americans to sign a petition demanding that the ERA now be placed in the Constitution.

This petition is part of a massive nationwide effort that crosses generations and includes racial and ethnic groups and those fighting for sexual and reproductive health, rights, and justice with voters in their teens and voters who have been in this fight for more than 50 years.

Young people, especially young women, overwhelmingly support the ERA. They don't want to be the first generation with fewer rights, and older voters demand that Congress finally recognize their rights.

The older generation wants the long battle for equality won at last. Enough is enough. Too many voters have been cheated long enough. The overwhelming majority of Americans want the ERA in our Constitution.

HOW SIGN4ERA.ORG WORKS

The sole purpose of **Sign4ERA.org** is to collect petition signers in support of the ERA, and to then keep each signer informed on the progress of getting the ERA into the Constitution.

We'll let each petition signer regularly know where progress on the ERA stands, share which politicians and candidates are for it and who's opposed, and suggest action steps individuals can take to bring us closer to victory and full equality.

The names of petition signers will NOT be used for fundraising by other organizations and will not be rented or shared.

Sign4ERA.org is a 501(c)(3) nonprofit chaired by long-time ERA advocate former Congresswoman Carolyn Maloney (D-NY) and managed by a volunteer team of students and long-time ERA activists.

We know from polling that 80 percent or more of Americans support the ERA, and through the petition drive, we want to make this support come alive.

You can reach the team via email at Team@sign4era.org. Additional information and resources to assist you in joining and helping with this effort can be found on our website at www.sign4era.org.

WHY DO WE NEED AN EQUAL RIGHTS AMENDMENT?

IN BRIEF

Politicians change. Partisan majorities in legislature change. Courts change. Consequently, today's legislation or court decisions in support of equal rights can too quickly become tomorrow's denial of rights.

Nothing compares to the permanence of a U.S. Constitutional Amendment and the strongest of legal protections it offers.

SPECIFIC DETAILS ON WHY THE ERA IS URGENTLY NEEDED — NOW!

The answer is both technical and practical.

On the technical side, the ERA is needed now more than ever. Putting the Equal Rights Amendment into the Constitution would mean equal protection under the law from discrimination for all people, regardless of sex. Because the Constitution does not specifically ban gender discrimination or state that equality of rights under the law cannot be denied or abridged on account of sex, as of today, women are not granted equal protection in the Constitution.

As the late Justice Antonin Scalia stated in 2011, the 14th Amendment does not protect against sex discrimination. "The only issue is whether it prohibits [sex discrimination]. It doesn't. Nobody ever thought that that's what it meant."

HOWEVER ... **with** the ERA, in court cases, sex discrimination will be considered a "suspect classification" requiring the highest level of "strict

scrutiny” — the highest judicial standard for deciding cases and a classification not currently applied to sex discrimination.

For practical reasons, with the rise of right-wing extremism, the ERA is needed as a legal tool to prevent reversals and rollbacks of the hard-fought laws that have helped women and girls, including Title IX, the Violence Against Women Act, the Equal Pay Act and other laws passed over the last decades — and to restore rights that have already been lost, including abortion and protection from sexual violence.

...ON ABORTION AND REPRODUCTIVE HEALTH AND RIGHTS:

- For example, in the *Dobbs* opinion, the Supreme Court dismissed the idea that denying access to abortion violates women’s constitutional equality rights by stating: “a state’s regulation of abortion is not a sex-based classification.”

*[In a 1974 case, the Supreme Court ruled that a policy excluding pregnancy from a disability insurance program is not sex discrimination in violation of the Constitution’s equal protection clause because it does not discriminate between men and women, but between “pregnant and non-pregnant persons.” This interpretation of the equal protection clause has never been overruled. **In fact, the Court has never interpreted the equal protection clause to provide full equality for women.**]*

- Several states have ERAs in their constitutions that have been used to expand abortion rights, including by making state funding available for abortions. HOWEVER, these are now exceptions. Most states do not offer such protections. ONLY an ERA in the U.S. Constitution can guarantee these rights nationwide.
- Since the *Dobbs* decision, 14 Republican-dominated states promptly banned abortion. Alabama, Arkansas, Kentucky, Louisiana, Missouri, Oklahoma, South Dakota, Tennessee and Texas banned abortion with no exceptions for rape or incest.

- Currently, lawsuits are being brought using state ERAs as one tool to reverse the impact of the *Dobbs* decision, and Congress has introduced legislation to restore abortion rights across the country. But legislation, whether state or federal, can be easily changed when legislatures change. Only a U.S. Constitutional Amendment offers the degree of permanence required to protect equality for all genders.
- In addition to abortion, our health care system is riddled with discriminatory practices based on sex related to disease research and access to diagnoses, treatments, contraceptives, and other reproductive services.
- The *Dobbs* decision has the potential for a number of unintended consequences related to fertility treatment, medical privacy rights, reproductive research, and the education of doctors, nurses and other medical practitioners.

...ON DOMESTIC VIOLENCE & SEXUAL ASSAULT

For years, most of us were under the belief that victims of sexual assault and violence could hold their abusers accountable with lawsuits filed in federal courts under the Violence Against Women Act.

Wrong!

The frightening fact is that the right-wing U.S. Supreme Court — even before overturning *Roe v. Wade* — ruled that a university rape victim could not sue her rapist in federal court. Why? Because the Equal Protection clause of the 14th Amendment does **NOT** cover women.

In short, while most people believe the Violence Against Women Act, which was passed 27 years ago, provides civil remedies for victims of sexual assault ... they're wrong.

The shocking fact is that no federal law allows women — even the dozens who were raped and assaulted by the likes of Harvey Weinstein — to sue. This despite the fact Weinstein was sentenced to 23 years in prison for rape and sexual assault under state laws.

Worse still, the right-wing Court also held that the Constitution bars Congress from ever even passing such a law.

When Congress recognizes the ERA, the right-wing Supreme Court can no longer claim that because the words “sex” and “equality” aren’t in the Constitution, their hands are tied. The ERA takes care of that.

Most importantly, it will spark Congress to enact new, tougher laws on gender violence.

...ON ECONOMIC RIGHTS

Women are being paid, on average, about 75 cents for every dollar paid to men. For African American women, the pay drops to 63 cents, and for Hispanic women, it drops to 59 cents.

This is only a snapshot of **one-year averages**. However, **over a lifetime, women will take home between \$500,000 and several million dollars less than men** due to pay discrimination and in Social Security, pensions, bonus pay and other retirement programs.

The ERA could pave the way for bringing new pay equity cases that go beyond equal pay for equal work — to equal pay for work of comparable value that could end the persistent gender pay gap.

YOUNG WOMEN ESPECIALLY NEED THE ERA!

The ERA is an important amendment to the United States Constitution that would ensure equal rights for all citizens regardless of gender. Young women especially are supporting and pushing for its passage, as it could have a major impact on this younger generation and those of future generations. Here are three reasons why young women should fight for the ERA: First, without the Equal Rights Amendment in the Constitution, there is no guarantee that women will be treated equally under the law.

Even though some states have passed laws guaranteeing equal rights between genders, these laws can easily change or even disappear depending on who holds political power at any given time. The ERA would provide a permanent legal foundation to protect against discrimination based on gender and help ensure that all individuals receive fair treatment from employers and other institutions regardless of their sex or gender identity.

Second, passing the ERA could open new opportunities in education and employment fields traditionally dominated by men, such as science, technology, engineering and math (STEM) careers, which tend to pay higher wages than many other professions available today.

Women currently face obstacles when trying to break into these industries due to long-standing cultural biases; however, with greater legal protection they will be more empowered to take advantage of better job prospects in STEM fields. This could lead to increased economic security and greater representation of female leadership across different sectors of our economy. A diverse workforce is better for the economy and for everyone.

Finally, the Equal Rights Amendment in the Constitution sends powerful messages about the principles and values our society holds dear and demonstrates a commitment to fairness, inclusion, equality and justice. These principles are essential building blocks of our democracy that must be upheld if we want continue progress toward creating a just and equitable world where everyone can thrive.

Together, let's make sure the next generation has the same chance to reach their full potential and realize their dreams!

LET'S MAKE THIS THE BIGGEST PETITION CAMPAIGN EVER!

The Equal Rights Amendment (ERA) needs and deserves the biggest petition drive ever. Our goal is to have as many folks of every age and gender ... as many organizations ... and as many elected officials as humanly possible add their names to the Sign4ERA.org Petition.

There's no mystery to achieving this goal. This Toolkit contains sample messages and graphics you are free to use. Your tasks, as an ERA advocate, are clear and simple:

Step #1: Set an achievable target for the number of signatures you want to secure and a deadline for getting them. Perhaps you want to contact five friends, or maybe you want to send an email to your entire email list. It's entirely up to you.

Step #2: Prepare your message (for suggestions, see section of this Toolkit for sample messages and graphics) and ask the folks you're contacting to sign the online petition [SIGN4ERA.org] by a certain date.

If you'd like to know which of your contacts responded, we can tell you that. All you need to do is provide a link that has some additional details in it as described below.

Step #3. If you want to take this step of tracking your responses, see the Section of this Toolkit on tagging and tracking. *Once you've added your special tracking URL, please let us know what it is by contacting Team@Sign4ERA.org and we'll keep you updated.*

**That's it. JUST THESE TWO OR THREE SIMPLE STEPS FOR THE ERA
AND A MASSIVE VICTORY FOR EQUALITY.**

TIPS FOR GREATER SUCCESS

Because you've created a meaningful message, always ask participants to "share with friends." The top sharing channels will be email, Facebook, Twitter, Instagram and TikTok. When you prepare your message, your confirmation page should give signers the ability to share with friends.

For greatest success, go to your friends and supporters first. If you use Facebook, they can help you find audiences similar to yours (lookalikes) or friends of your fans (likes).

ORGANIZATIONS HAVE A SPECIAL ROLE TO PLAY!

Urge every organization you which you belong to spread the word and conduct a Sign4ERA.org campaign in the organization's name.

Scores of women's rights, civil rights, human rights, LGBTQ+ rights, and professional and social organizations are urging their members to Sign4ERA.

Make sure you urge every organization where you are a member to do the same. AND ... send them a copy of this SIGN4ERA.ORG Toolkit so they can act immediately. If people have questions you can't answer about this campaign, just ask them to contact Team@Sign4ERA.org and we'll answer their questions.

The Sample Messages and Graphics section of this Toolkit contain examples that organizations can easily adapt and customize for their use. It's also important to stress that the names and contact information of an organization's members who sign the petition **will NOT be shared, rented or used for any purpose other than growing the size of the petition list.**

EVEN BETTER ... the organization will be given the list of every member who signs the petition *provided* the organization uses a special tracking code and lets Team@Sign4ERA.org know what it is. [See next section on Tracking]

TRACKING YOUR EFFORTS

As noted earlier, we're able to let you or any organization you invite into this campaign know who among their friends, members or mailing lists responded to the Sign4ERA Petition.

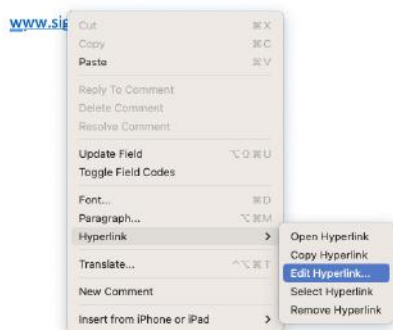
How to add a special tracking code to the SIGN4ERA Petition

In Word, type in the petition url: www.sign4era.org

This will automatically create a hyperlink to the petition website. Return to the Word document. Highlight the hyperlink to the website like this:

www.sign4era.org

Then right click and go to *Edit Hyperlink...*



Then on the *Text to Display* (see below), keep www.sign4era.org.

In the *Address*, keep the URL **but add a backslash** after .org and then add ? (a question mark) followed by the tracking letters (for this sample, it is /?mycode) — replace the “mycode” sample with your or your organization’s initials or other text of your choice.

Thus, what appears is <http://www.sign4era.org>

but with the code, it would be www.sign4era.org/?mycode

You can add any letter after a ? — as in /?VaNOW for Virginia NOW or /?LWVNY for League of Women Voters NY.

Once you've sent your message(s) with the tracking code, let us know the code by emailing us at Team@Sign4ERA.org and we will then be able to send along a list of respondents upon request. If you have questions about tracking codes, just email Team@Sign4ERA.org and we'll give you all the help you need.

SAMPLE MESSAGES

Feel free to draw from any of the samples below or make your own original message. What's important is that it reflects the urgency and importance of the Sign4ERA petition drive and your commitment to at last placing the ERA in the U.S. Constitution.

TO CLOSE FRIENDS OR FAMILY WHO SUPPORT THE ERA

I hope you will join me in helping to put the Equal Rights Amendment into the United States Constitution. Here's how and why:

ERA would mean that we can fight the attacks of right-wing extremists who are fighting against feminists, people of color and LGBTQ+. Many legal scholars believe that the ERA would help keep abortion accessible, safe, and legal; ensure Title IX enforcement which is currently under attack; achieve pay equity and paid family leave; expand protections for sexual violence; and more.

I am part of a campaign working to help build an ERA petition drive called www.sign4ERA.org to show the strong majority support for gender equality.

This is a labor of love started by four dedicated college students, former Congresswoman Carolyn Maloney, and other ERA leaders.

When people sign the petition, their names and emails will NOT be shared with other groups or used for fundraising. Rather, we will keep people posted on the status of the ERA in Congress and on simple steps people can take to help put the ERA into the Constitution.

In addition to signing the ERA Petition, please send a note to family, friends, your personal contacts, list serves, etc. — and ask them sign and help put the ERA into the Constitution.

For the ERA,

/name/

(NOTE: You can attach a recent piece for Ms. on-line the explains the origins and why the petition drive is so important. This is the link:

<https://msmagazine.com/2023/05/18/equal-rights-amendment-era-constitution-petition/>

FOR AN INDIVIDUAL ON YOUR CONTACT LISTS

Subject: Sign the Petition: Make the ERA Part of the Constitution!

Dear Friend,

I am writing to you as a (sister/fellow) supporter of women's rights and equality.

I am asking you to [sign a petition](#) to Congress to recognize the already-ratified Equal Rights Amendment (ERA) and pass a resolution to put it into the U.S. Constitution.

The ERA is a simple but powerful amendment that would guarantee equal rights for all citizens regardless of sex. It would protect women from discrimination in employment, education, health care, and more.

The ERA was first introduced in Congress in 1923 and finally passed in 1972. It was then sent to the states for ratification but had an arbitrary deadline of 1982. By then, 35 states had ratified it, three short of the required three-fifths. Activists in unratified states continued to fight for equality and in 2020, Virginia ratified the ERA to provide the needed 38th state.

In April, the U.S. Senate voted on a resolution to remove any time limits and recognize the ERA as the 28th Amendment to the Constitution. A majority of Senators voted for the ERA, but it failed to get the 60 votes needed to override a filibuster by opponents.

This is unacceptable and unjust. The ERA is not dead, it's just on pause. It is still valid and vital for ending discrimination based on sex.

Please join me in [signing this petition](#) to place the already-ratified ERA in the U.S. Constitution. You can sign the petition by clicking on this link: Sign4ERA.org.

Thank you for your attention and action.

For the ERA,

P.S. Please forward this email to your family, friends and contacts who might be interested in this cause. Together, we can make history!

(You can add a link to an email, text or social media post to a recent Ms. article that about the student-lead ERA petition campaign Here is the link: <https://msmagazine.com/2023/05/18/equal-rights-amendment-era-constitution-petition/>

FROM AN ORGANIZATION CONCERNED WITH SEXUAL ASSAULT WITH MORE DETAILS

SUBJECT: Urgent Sexual Assault Update

Dear < Name >,



Thanks to your earlier actions as part of our *Enough Is Enough Voter Project* you've already

helped to recall judges and defeat big-name Congressmen and Senators who didn't take sexual harassment or violence against women and children seriously.

Today I'm urgently asking you to swing into action again in what could be one of the **BIGGEST** and **MOST IMPORTANT** efforts to hold politicians accountable for failing to act when it comes to sexual assault and violence against women.



FEMINIST MAJORITY
Working for Women's Equality from the Streets to the Legislature

So important that we've joined forces with the Feminist

Majority a powerful grassroots organization that shares our demand for equality, and which also has a long history battling sexual assault and violence against women by holding politicians accountable.

Why We Must Act

For years most of us were under the belief that victims of sexual assault and violence could hold their abusers accountable with lawsuits filed in federal courts under the Violence Against Women Act.

Wrong!

The frightening fact is that the right-wing U.S. Supreme Court — even before overturning *Roe v. Wade* — ruled that a university rape victim could not sue her rapist in federal court. Why? Because the Equal Protection clause of the 14th Amendment does **NOT** cover women.

In short, while most people believe Violence Against Women Act, passed 27 years ago provides civil remedies for victims of sexual assault, they're wrong.

The shocking fact is that no federal law allows women—even the dozens who were raped and assaulted by the likes of Harvey Weinstein to sue. This despite the fact Weinstein was sentenced to 23 years in prison for rape and sexual assault under state laws.

Worse still, the right-wing Court also held that the Constitution bars Congress from ever even passing such a law.

You and I can help change all that. Right now. By demanding that Congress adopt the Equal Rights Amendment. [By sending these Petitions to your Representative and Senators you can get the ball rolling.](#) Today.

You see, when Congress passes the ERA, the right-wing Supreme Court can no longer claim that because the words “sex” and “equality” aren't in the Constitution, their hands are tied. The ERA takes care of that. Most importantly, it will spark Congress to enact new, tougher laws on gender violence.

So how do we get the ERA into the Constitution?

After 50 years of struggle, the ERA is now set to become part of the Constitution. Congress passed it in 1972 and the required ¾ of states completed ratification in 2020.

BUT ... there's one hurdle: a long-ago session of Congress imposed an arbitrary, non-binding time limit of 1982 to complete the ratification process, and the anti-women, right-wing zealots are using that to hold up putting it in the Constitution.

Fortunately, a new pro-ERA Resolution is now before Congress that will remove this arbitrary time limit. Passage by a simple majority in the House and Senate will remove any doubt about ratification and formally enshrine the ERA as the 28th Amendment.

Our job is to help pass this Resolution and get all our Representatives and Senators on record as being “For” or “Against” the ERA. For or against giving women the right and the power to hold their abusers accountable.

Please take action and add your name to the SIGN4ERA PETITION right now.

Now's the time to get every politician on Capitol Hill on record on the issue of sexual assault, harassment and violence against women. If they won't vote for the ERA, you can be sure they could care less about whether or not women can hold their abusers accountable.

So, as you've done so many times in the past, **please take action today.** Help make history tomorrow.

For equality.

P.S. Please don't delay. We want to put Congress' feet to the fire, embarrass them and get 'em on the record, so if they won't pass the ERA Resolution this year, we can hold them accountable in 2024. **Thank you for acting today.**



FROM INDIVIDUALS OR ORGANIZATIONS WORKING ON ABORTION RIGHTS AND REPRODUCTIVE HEALTH ...

Dear <Name>

It is now over one-year since the devastating Dobbs decision overturning *Roe v. Wade*, and women in America now face this frightening reality: In 19 states, people no longer have control over their own bodies **and may soon not be safe no matter where they live.**

AND ... as you're painfully aware, it's even worse and more confusing and dangerous for providers and patients.

As I write you the right-wing extremists are on the march. They're hell-bent on passing a **nationwide abortion ban** and hell-bent on making real in every state the ominous warning of Justices Breyer, Sotomayor and Kagan in their dissent in the *Dobbs* ruling: ***"...one result of today's opinion is certain: the curtailment of women's rights and of their status as free and equal citizens."***

There's only one permanent way to protect abortion rights and women's equality nationwide: put the Equal Rights Amendment (the ERA) in the U.S. Constitution. Now!

That's why I writing to alert you to start spreading the word and to urge your colleagues, patients, and friends to take immediate action to place the Equal Rights Amendment in the Constitution.

Why the ERA?

Just passing pro-choice legislation either in the states or even as a nationwide federal law is not enough. Political climates change. So, whether legislation is pro-choice or anti-choice these laws can be rolled back.

Nothing compares to the permanence of a federal constitutional amendment and its stronger legal protections for reproductive rights and justice, women's health care and equality.

Here's the Great news!

Today, we're very close to enshrining the ERA in the Constitution.

Fueled by the results of the 2022 elections and anger over the overturning of *Roe v. Wade* and other threats to personal freedoms, members in the U.S. House and Senate introduced a Joint Resolution to remove the timeline and to declare the ERA has been ratified and is the 28th Amendment to the Constitution. **Passage of this Resolution by a simple majority vote in both the Senate and House would formally enshrine the ERA in the Constitution.**

That's why hundreds of pro-choice national organizations and hundreds of thousands of voters have joined a massive nationwide ERA Petition Campaign to pressure Members of Congress and Senators to sign the petition for the ERA. It's called [SIGN4ERA](#).

I hope and everyone you know (and can forward this email to) will sign the petition today! [You can sign by clicking right here.](#)

AND ... the great news — thanks to the procedural skill and pro-ERA enthusiasm of Senate Majority Leader Chuck Schumer — **there will be additional opportunities to vote again on the ERA in this same session of Congress.**

So, with this near victory at hand we're doubling down on getting out timely information and Action Alerts to folks all around the nation telling them of the importance of the ERA in protecting the right to a safe and legal abortion and access to reproductive health and justice for all Americans.

Why You Matter More Than Ever

Because the momentum of the **Sign4ERA** Movement is now growing, I'm calling on you and the whole **women's health community** to spread the word and get as many petitions signed as possible, as quickly as possible.

Please help us put pressure on the politicians and policy makers today.

Don't delay. [SIGN4 ERA](#) today.

Thank you.

Name

FROM A FEMINIST ORGANIZATION ...

Dear Friend of Feminism:

Because of your deep commitment to equality and women's rights, you will understand and truly appreciate the great news I'm about to share.

For the first time in history, identical Joint Resolutions have been introduced in both the United States House and the Senate, removing the time limit and affirming that the Equal Rights Amendment ratification *"IS VALID TO ALL INTENTS AND PURPOSES AS PART OF THE UNITED STATES CONSTITUTION HAVING BEEN RATIFIED BY THE LEGISLATURES OF 3/4THS OF THE REQUIRED STATES."*

Please show your support for the Equal Rights Amendment at this crucial time by adding your name to the ERA petition!

The goal of this petition drive is to bring to life the overwhelming support the ERA has in the public opinion polls.

A strong majority of Americans believe that the ERA should be enshrined in the Constitution and finally grant permanent equal rights to all — **let Congress know of your stance on the ERA.**

The Resolution introduced earlier this year in the Senate has 53 Senators co-sponsors and, in the House, 202 members are co-sponsoring with more signing on daily. We are now within striking distance of enshrining the Equal Rights Amendment in the Constitution.

Tell Congress you support the ERA!
Sign the ERA petition →

The ERA has momentum. So much so that in the House there is also new ERA activity. A first-ever Congressional Equal Rights Amendment Caucus has formed to affirm that the ERA is the 28th amendment, to establish constitutional gender equality as a national priority, and to partner with an inclusive intergenerational, multiracial coalition of advocates. Reps. Cori Bush (D-MO) and Ayanna Pressley (D-MA) co-chair the Caucus. Plus, we have momentum in the public opinion polls. Poll after poll clearly shows that 75% or more of all likely voters support the ERA.

Young women's support is even higher. They don't want to be the first generation with even fewer rights than their mothers or grandmothers. The taking away of abortion rights by the Supreme Court and extreme right-wing state legislatures has shocked them into action.

We need you and all ERA supporters to do now is to [go to sign4era.org](https://www.sign4era.org) and [add your name to the ERA petition](#) to show Congress your support immediately. After you sign, send this petition to all your friends. Our goal is to continue growing the number of signers nationwide to mirror the support in the polls. Congress must have no doubt of the overwhelming public support for the ERA.

You and I have been fighting this fight for a long time. Now is the time for each of us to do our part to **seize the moment. [Together we can make history.](#)**

Thank you for helping when it counts by working for the Equal Rights Amendment. We have waited long enough.

For Equality,

SAMPLE GRAPHICS

These graphics, designed for social media, emails, posters, and handbills are free for use rights-free. Please download and use them in your personal or organizational emails.

If you have any questions, please contact Team@SignforERA.org

3 BASIC GRAPHICS

ERA YES Round. A symbol urging immediate placement of the ERA in U.S. the Constitution as the 28th Amendment.



[DOWNLOAD](#)

QR CODE for Petition.

This is the QR code going straight to the online petition. It can be used in social media graphics, as a printed stand alone, or flyers and posters.



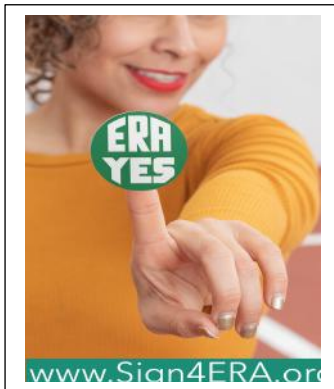
0 [DOWNLOAD](#)

AND REMEMBER

Not everyone carries or uses a smartphone or tablet, and some folks have trouble accessing the online petition. So, if you're collecting signatures at a public meeting or among friends, it's wise to have a supply of printed petitions for them to sign. Feel free to use your own phone or tablet, access the online petition for others and have them sign online using your phone.

SOCIAL MEDIA GRAPHICS

Spread the word, enlist friends on Facebook, Instagram, or your favorite platform and send a simple, graphic message with a link to the petition.



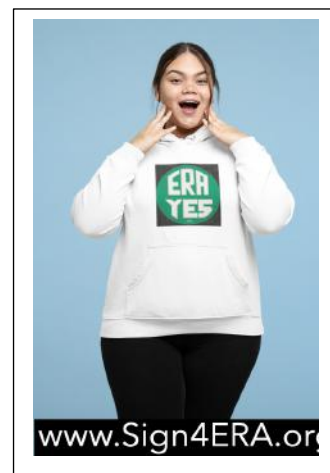
[DOWNLOAD](#)



[-DOWNLOAD](#)



[-DOWNLOAD](#)



[DOWNLOAD](#)

AND....Remember to Thank Them!



[DOWNLOAD](#)

PLUS...why not ask them to send an additional message along to enlist an additional friend?



[DOWNLOAD](#)

SEND SEVERAL MESSAGES OR RUN THEM IN A SOCIAL MEDIA STORY

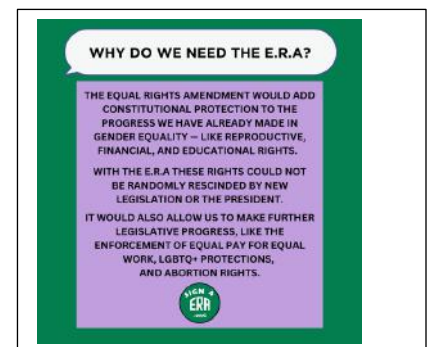
At a time when one email or social media post may not break through, consider a series making the case for answering their questions in advance and getting your social media contacts or email contacts on board.



[- DOWNLOAD](#)



[-DOWNLOAD](#)



[DOWNLOAD](#)



[- DOWNLOAD](#)



[DOWNLOAD](#)

POSTERS, PASS-ALONGS or SOCIAL MEDIA BANNERS

Feel free to use any of these ideas, or the graphics themselves for online posts/ads/banners. Or print 'em for bulletin boards, meetings, and physical distribution. Let's start with a campus poster used to rally students to a kickoff and petition signing event.



[DOWNLOAD](#)

And what could be more motivating than a poster or social media post reminding folks that none of us is equal until all of us are equal?



[DOWNLOAD](#)

Of course, if you are a medical professional or reproductive health provider, consider a graphic that reflects your work and the importance of the ERA in continuing to make that work possible. In light of the right-wing extremists working to outlaw abortion, limit or ban reproductive care and even ban contraception, everyone has a stake in getting the ERA into the Constitution as quickly as possible.



[-Download](#)

We are working on a special kit for event planning like the kick-off event with Senate Majority Leader Schumer. A similar Sign4ERA event might include local mayors, state legislators, celebrities and other local folks who can attract media attention and bring in new petition signers.

And finally, as you read this kit and think of additional activities or if there are sections that may need more information, send your suggestions and ideas to team@sign4ERA.org. Thank-you for helping to put the Equal Rights Amendment into the Constitution.