

# YOU CHOOSE

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POW's choice is Pro-Choice.



Power of Women  
Party

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# Leader of the POW party

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**Cecile Richards:** President of Planned Parenthood Federation of America, a nationally respected leader in the field of women's health and reproductive rights.

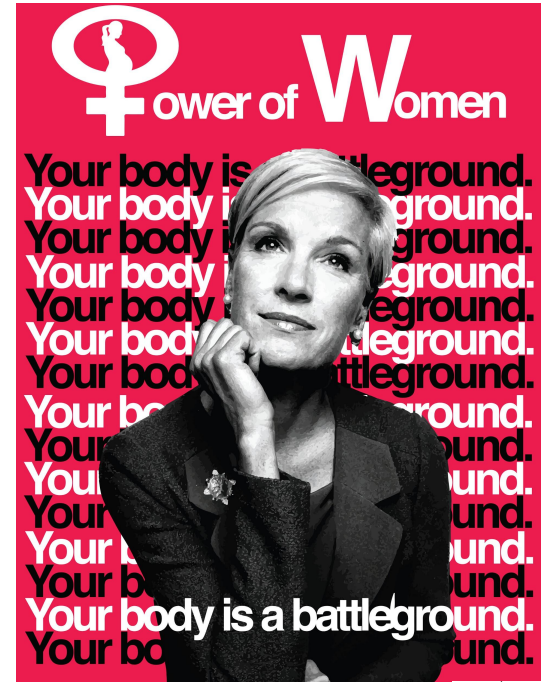


Power of Women  
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# Campaign Posters

Looking to the already made poster by Barbara Kruger that clearly is about the woman's right to choose, we have made a modern version utilizing the parties leader and same tagline.

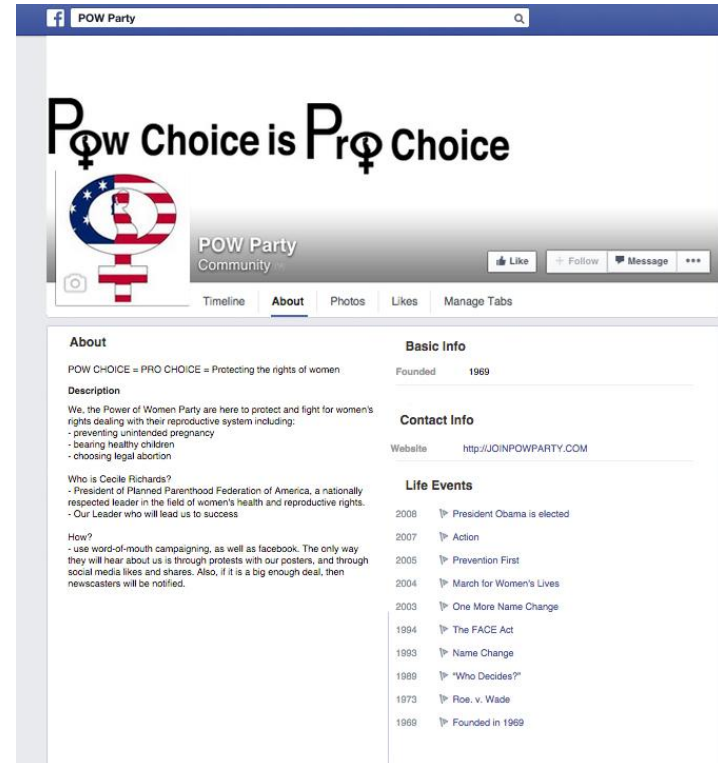
Also, the very first slide can be used as an effective poster; though very simple, it has the forceful word "YOU", like in old army enlisting posters



# Media Channels

To communicate to more women and men about being Pro-Choice, we have decided to use word-of-mouth campaigning, as well as facebook. The only way they will hear about us is through protests with our posters, and through social media likes and shares. Also, if it is a big enough deal, then newscasters will be notified.

Because there are other organizations out there promoting the women's right to choose, we feel it is unnecessary to spend money on commercials. Also, with the president of Planned Parenthood as our leader, we are sure to get recognition.



**About**

POW CHOICE = PRO CHOICE = Protecting the rights of women

**Description**

We, the Power of Women Party are here to protect and fight for women's rights dealing with their reproductive system including:

- preventing unintended pregnancy
- bearing healthy children
- choosing legal abortion

**Who is Cecile Richards?**

- President of Planned Parenthood Federation of America, a nationally respected leader in the field of women's health and reproductive rights.
- Our Leader who will lead us to success

**How?**

- use word-of-mouth campaigning, as well as facebook. The only way they will hear about us is through protests with our posters, and through social media likes and shares. Also, if it is a big enough deal, then newscasters will be notified.

**Basic Info**

Founded = 1969

**Contact Info**

Website <http://JOINPOWPARTY.COM>

**Life Events**

- 2008 President Obama is elected
- 2007 Action
- 2005 Prevention First
- 2004 March for Women's Lives
- 2003 One More Name Change
- 1994 The FACE Act
- 1993 Name Change
- 1989 "Who Decides?"
- 1973 Roe. v. Wade
- 1969 Founded in 1969

