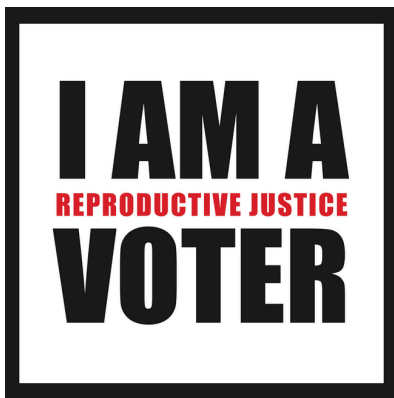
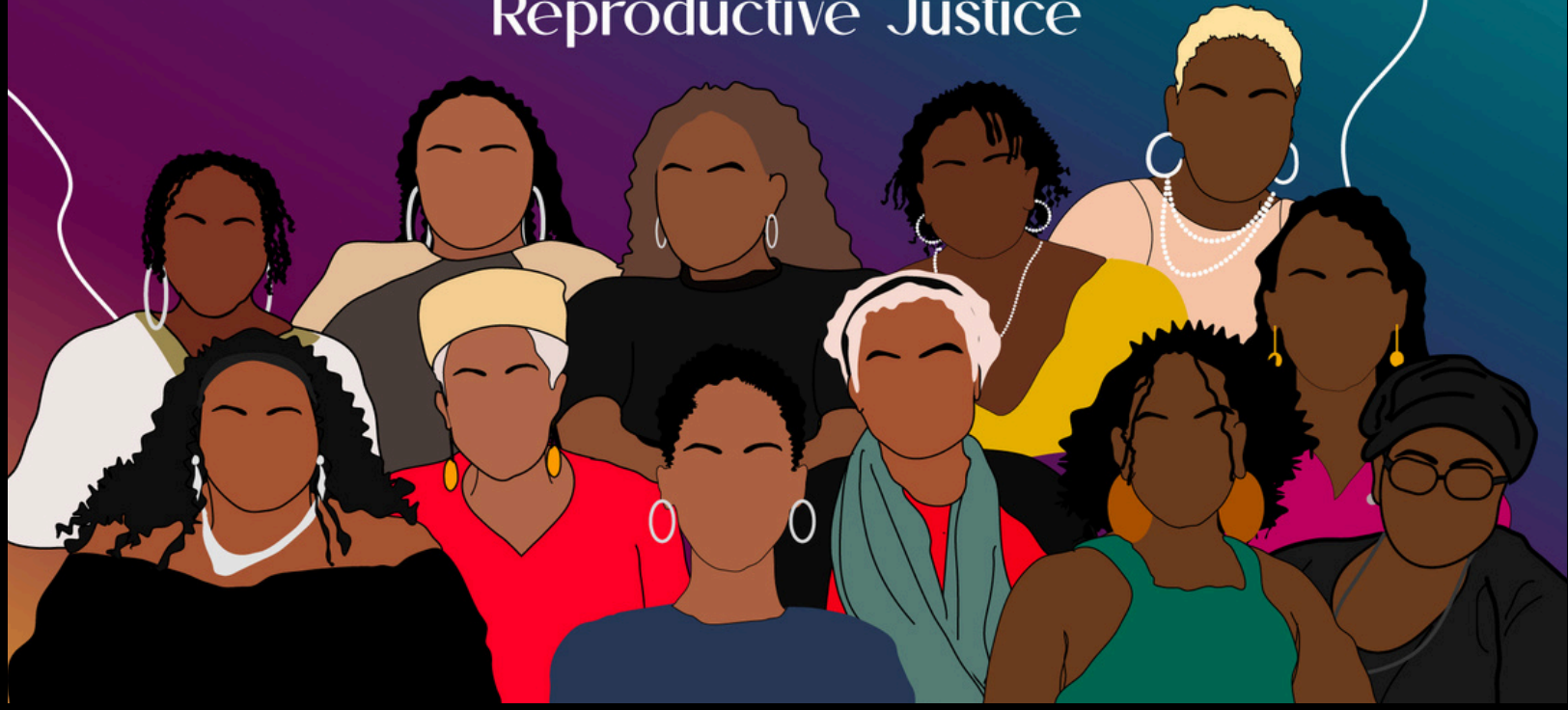


Honoring the **30<sup>th</sup>**  
Anniversary of  
Reproductive Justice



# SOCIAL MEDIA TOOLKIT 2024

**This toolkit was created to honor the 30th Anniversary of Reproductive Justice (RJ) and to emphasize the importance of voting and Reproductive Justice in the lead up to the upcoming 2024 General Election.**

**We ask that you post these graphics on your organization and personal social media platforms on **Tuesday, July 30th, 2024 no later than 2:00 PM ET.****

**Please contact [governmentaffairs@blackrj.org](mailto:governmentaffairs@blackrj.org) with any questions about the toolkit and initiative.**

# HONORING 30 YEARS OF REPRODUCTIVE JUSTICE

## OVERVIEW

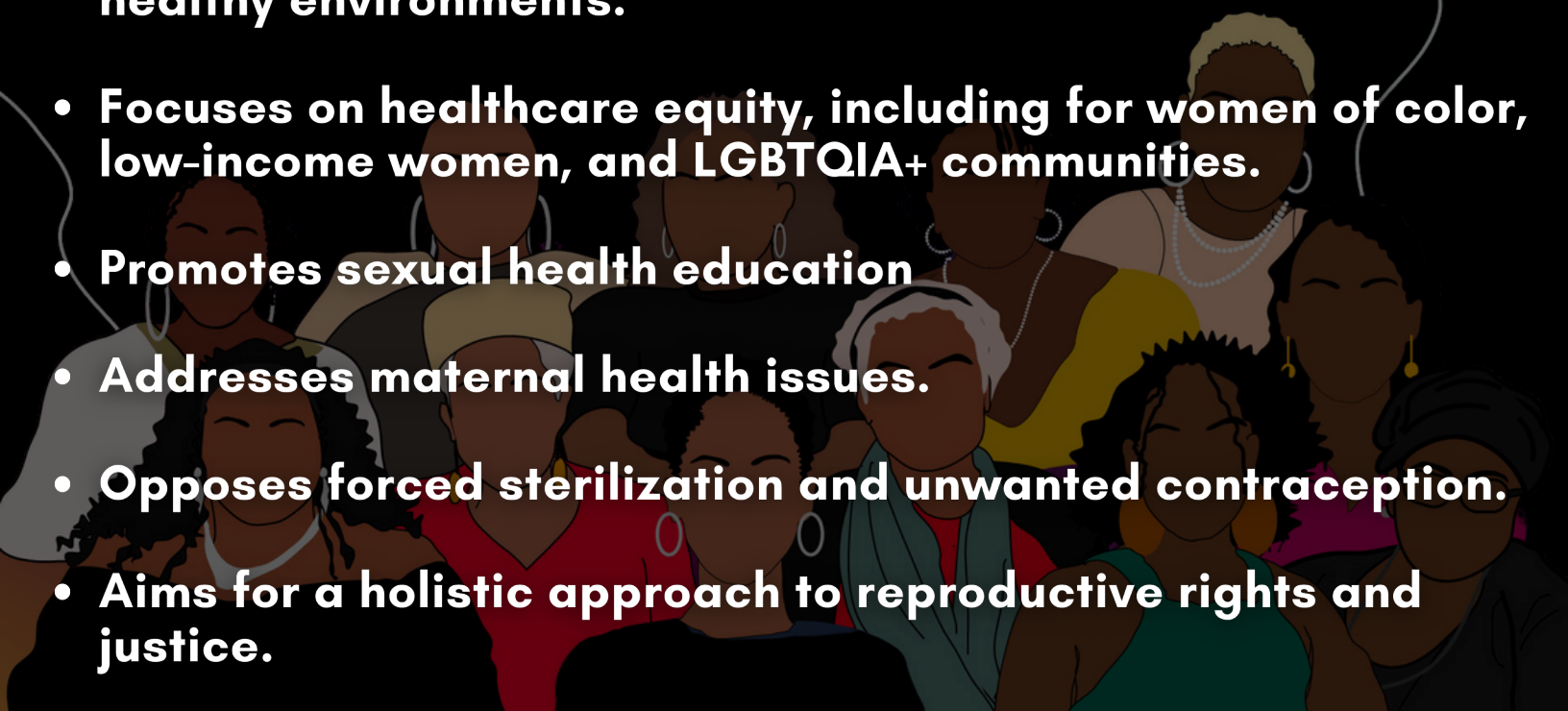


**In Our Own Voice: National Black Women's Reproductive Justice Agenda** kicked-off this year with the launch of its 2024 #RJVoter initiative making it clear that Reproductive Justice is on the ballot. Throughout the 2024 Election Cycle, this initiative will use the lead-up to Election Day 2024 to highlight the importance of Reproductive Justice issues and why it is crucial for RJ Voters to make sure their voices are heard through their civic engagement efforts.

The Reproductive Justice multi-issue framework was created in 1994 by Black women. It provides a lived experience lens to inform choices at the ballot box in all elections- local, state, and federal this year and beyond.

## An #RJVoter:

- Supports policies promoting comprehensive reproductive healthcare.
- Advocates for access to contraception and abortion.
- Emphasizes the ability to have and raise children in safe, healthy environments.
- Focuses on healthcare equity, including for women of color, low-income women, and LGBTQIA+ communities.
- Promotes sexual health education
- Addresses maternal health issues.
- Opposes forced sterilization and unwanted contraception.
- Aims for a holistic approach to reproductive rights and justice.





# About the Mothers of Reproductive Justice

**July 29-31, 2024 marks the 30th Anniversary of that crucial work and we honor the 12 Founding Mothers of Reproductive Justice:**

**Dr. Toni M. Bond** is a womanist theo-ethicist whose scholarship creates theologies that affirm Black women, their reproductive & sexual autonomy, and their relationship with God. In 1994, she became the first Black woman to run an abortion fund as the executive director of the Chicago Abortion Fund. In 1996, she co-founded and led the 1st Black women's reproductive justice organization in the U.S.

**Terri James** served with the Chicago Abortion Fund in 1994. She became a Legal Fellow in 1994, and finishing her fellowship went on to focus on entertainment law.

**Honorable Cynthia Newbille** was the Executive Director of the National Black Women's Health Project in 1994. She was elected to Richmond City Council for the East End 7th District in 2009 in a special election and then again in January 2013 for a four-year term.

**Representative Able Mable Thomas'** political career started when she was chosen as a presidential delegate for candidate Jesse Jackson at the 1984 DNC. The same year, she won a seat in the GA State House, becoming the youngest member of the General Assembly serving 4 terms. She gathered the 12 women to discuss what was missing from the Clinton health care plan.

**Reverend Alma Crawford** was 1 of 3 women of color in leadership at both the Religious Coalition for Reproductive Choice and Women of Color Partnership Program to sign the republished "We Remember" brochure in 1994. She started the Church of the Open Door of Chicago for the Black gay and lesbian community.

**Dr. Bisola Marignay** worked with the Black Women's Health Project's Chicago chapter. She is the author of Building Multicultural Alliances: A Practice Guide and Prayer Songs: Therapy That Aided a People's Survival.

**Loretta Ross** is a sterilization survivor who won a class action suit. She was a co-convenor of the 2004 March for Women's Lives in DC and a co-founder of SisterSong. In 2022, she received the MacArthur Genius Award for shaping a visionary paradigm linking social justice, human rights, and Reproductive Justice.

**Winnette Willis** has dedicated herself to a lifetime of volunteerism serving women, families, and communities since the 1960s. In 1996, she co-founded Black Women for Reproductive Justice with Dr. Toni Bond.

The late **Evelyn S. Field**, was a distinguished and lifetime educator, women's & civil rights activist, a founding member of the Raritan Valley Community College Board of Trustees. She was a member of the Somerville Negro Civic Council & held many positions with the National Council of Negro Women on the local & national levels.

**Cassandra McConnell** worked for the Planned Parenthood of Greater Cleveland in the 1990s and then went on to work in DC in the community development and consumer protection field.

**Elizabeth Ann Terry** was the director of NARAL Pro-Choice America from 1985 to 1993. She became the Regional Coordinator of Keeping Women Healthy by providing administrative and logistical support for a legislative initiative to secure more funds for women's health care insurance.

**Kim Youngblood** worked for the National Black Women's Health Project as a legislative associate from 1994 to 1996. She then served as the primary liaison between the organization and other advocacy groups for women and people of color.

# SOCIAL MEDIA GRAPHICS

## ACCESS ALL #RJVoter GRAPHICS

Click below to download individual graphics & reels



INSTAGRAM GRAPHIC

LINKEDIN GRAPHIC

FACEBOOK GRAPHIC

TWITTER/X GRAPHIC



STORY/REEL

**I AM A**  
REPRODUCTIVE JUSTICE  
**VOTER**

# SAMPLE SOCIAL MEDIA POSTS

**DON'T FORGET TO TAG US WITH PICTURES, VIDEOS, AND UPDATES @BLACKWOMENSRJ ON ALL SOCIALS**

## INSTAGRAM POSTS

★ Celebrating 30 years of Reproductive Justice! ★

30 years ago, 12 trailblazing Black women in Chicago strategized to highlight Black women's reproductive health concerns. Join me and @BlackWomensRJ in honoring their incredible legacy.

Sign the card to honor the Founding Mothers: [bit.ly/RJ30AnniversaryCard](https://bit.ly/RJ30AnniversaryCard)  
#ReproductiveJustice #RJ30Anniversary #FoundingMothers #IAmARJVoter

★ Celebrating 30 years of Reproductive Justice! ★

We are proud to join @BlackWomensRJ in commemorating the Founding Mothers of the Reproductive Justice movement. 30 years ago, 12 visionary Black women gathered in Chicago to spotlight Black women's reproductive health concerns, paving the way for progress and equality.

Sign the card to honor the Founding Mothers: [bit.ly/RJ30AnniversaryCard](https://bit.ly/RJ30AnniversaryCard)

#ReproductiveJustice #RJ30Anniversary #FoundingMothers #IAmARJVoter #RJVoter

## STORIES/REELS

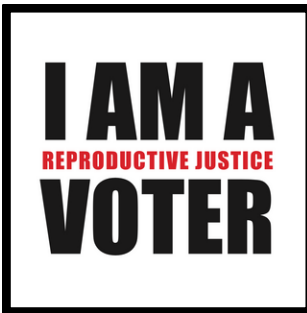
Sign The Card  
LINK TO: [bit.ly/RJ30AnniversaryCard](https://bit.ly/RJ30AnniversaryCard)

Suggested Audio:  
Optimistic by Sounds of Blackness

**TAG:**  
**IG Accounts:**  
**@BlackWomensRJ**

**Facebook**  
**Accounts:**  
**@BlackWomensRJ**





# SAMPLE SOCIAL MEDIA POSTS

**DON'T FORGET TO TAG US WITH PICTURES, VIDEOS, AND UPDATES (@BLACKWOMENSRJ ON X/TWITTER & INSTAGRAM)**

## FACEBOOK

📣 Join us in honoring the Founding Mothers of the Reproductive Justice movement as we mark the start of the 30th anniversary of Reproductive Justice! This time 30 years ago, 12 trailblazing Black women were in Chicago strategizing on how to put the lens on Black women's reproductive health concerns. They paved the way for progress and equality, and we are proud to carry their legacy forward. 🌟

Download the toolkit to uplift their incredible contributions and find out how you can become an #RJVoter. Together, we can continue to advocate for reproductive justice for all. Click the link to get started: [bit.ly/RJVoter2024Toolkit]

Sign the card to honor the Mothers of Reproductive Justice: [bit.ly/RJ30AnniversaryCard] #ReproductiveJustice #RJ30Anniversary #FoundingMothers #IAmARJVoter

📣 We are excited to celebrate the 30th anniversary of the Reproductive Justice movement alongside @BlackWomensRJ! This milestone honors the visionary work of 12 Black women who, 30 years ago, gathered in Chicago to address Black women's reproductive health concerns. 🌟

Join us in commemorating the Founding Mothers of Reproductive Justice by downloading our "I AM A REPRODUCTIVE JUSTICE VOTER" toolkit. Learn about their legacy and how you can advocate for change in your community.

To get started visit: bit.ly/RJVoter2024Toolkit

Don't forget to sign the card and show your appreciation for these trailblazing women: [bit.ly/RJ30AnniversaryCard]

#ReproductiveJustice #RJ30Anniversary #FoundingMothers #RJVoter

## TWITTER/X

Celebrating 30 years of #ReproductiveJustice 30 years ago, 12 Black Women in Chicago strategized to spotlight Black Women's reproductive health concerns. Join me & @BlackWomensRJ in honoring their legacy.

Sign the card: bit.ly/RJ30AnniversaryCard

#RJVoter #RJ30Anniversary

Celebrate 30 years of Reproductive Justice with us and @BlackWomensRJ! 🌟 Honor the Founding Mothers who championed Black women's reproductive health.

Sign the card: bit.ly/RJ30AnniversaryCard

#ReproductiveJustice #RJ30Anniversary

#FoundingMothers #IAmARJVoter

## Alternative Text

To make your posts as accessible as possible - please use this alternative text when posting on social media

The image is an illustration celebrating the 30th Anniversary of Reproductive Justice, featuring stylized portraits of diverse women representing the founding mothers of the Reproductive Justice movement.

The text at the top left reads, "Honoring the 30th Anniversary of Reproductive Justice." On the right side of the image, there is a bold graphic stating "I AM A REPRODUCTIVE JUSTICE VOTER" with a red download button below.

The text underneath the button reads "bit.ly/RJVoter2024Toolkit" and "#RJVoter." The overall design emphasizes unity, empowerment, and a call to action to download the toolkit and become an #RJVoter.

## Sample Newsletter Copy

Title: Honoring the Founding Mothers of Reproductive Justice

This month will be exactly 30 years since 12 women came together to organize the pivotal Reproductive Justice movement.

Join us and In Our Own Voice: National Black Women's Reproductive Justice Agenda in honoring the visionary founding mothers: Toni M. Bond Leonard, Reverend Alma Crawford, Evelyn S. Field, Terri James, Bisola Marignay, Cassandra McConnell, Cynthia Newbille, Loretta Ross, Elizabeth Terry, 'Able' Mable Thomas, Winnette P. Willis, and Kim Youngblood.

Download our "I AM A REPRODUCTIVE JUSTICE VOTER" toolkit to learn more about their legacy and how you can support Reproductive Justice. Become an #RJVoter and help spread the word!

Sign the 30th Anniversary of Reproductive Justice Card: <https://bit.ly/RJ30AnniversaryCard>

Get the toolkit here: [bit.ly/RJVoter2024Toolkit](https://bit.ly/RJVoter2024Toolkit)

Thank you for your support and commitment!

#ReproductiveJustice #RJ30Anniversary #FoundingMothers #IAmARJVoter

# Sample Email Copy

Subject: Join Us in Celebrating the 30th Anniversary of Reproductive Justice!

Dear Partners,

We are thrilled to invite you to join I AM A RJ Voter and In Our Own Voice: National Black Women's Reproductive Justice Agenda in celebrating the start of the 30th anniversary of the Reproductive Justice movement!

While attending a conference in Chicago from July 29-31, 1994, 12 Black women...

- developed the concept of Reproductive Justice to reflect the fact that our unique experiences at the nexus of anti-Black racism, sexism, classism, and other forms of discrimination have a significant impact on our reproductive lives.
- created an agenda that addressed the unique concerns and lived experiences of Black women and girls face that have an impact on reproductive decision-making.

This month, we honor the Founding Mothers who laid the foundation for Reproductive Justice: **Toni M. Bond Leonard, Reverend Alma Crawford, Evelyn S. Field, Terri James, Bisola Marignay, Cassandra McConnell, Cynthia Newbille, Loretta Ross, Elizabeth Terry, 'Able' Mable Thomas, Winnette P. Willis, and Kim Youngblood.** Their pioneering efforts have paved the way for significant progress and equality in our communities.

To commemorate this milestone, we are excited to share our second 2024 "I AM A REPRODUCTIVE JUSTICE VOTER" toolkit. This resource provides valuable information on the history and importance of the Reproductive Justice movement and offers actionable steps for you to become an advocate for change.

Here's how you can get involved:

1. **Download the Toolkit:** Learn about the incredible contributions of the founding mothers and find out how you can support Reproductive Justice. Access the toolkit here: [bit.ly/RJVoter2024Toolkit](https://bit.ly/RJVoter2024Toolkit)
2. **Become an #RJVoter:** Show your support for Reproductive Justice by using the toolkit to raise awareness and advocate for change in your community. Together, we can make a difference.
3. **Spread the Word:** Share this email with your networks, friends, and family. Encourage them to download the toolkit and join us in celebrating the legacy of the Reproductive Justice founding mothers.
4. **Sign the Card for the Mothers of Reproductive Justice:** <https://bit.ly/RJ30AnniversaryCard>

We are grateful for your continued support and partnership. Let's honor these remarkable women and their legacy by committing to the ongoing fight for Reproductive Justice for all. Thank you for being a part of this important movement.

In solidarity,  
[Your Name]  
[Your Title]  
[Your Organization]

#ReproductiveJustice #RJ30Anniversary #FoundingMothers #IAMARJVoter