

**** PROTEST PRO-TIPS ****

How to Create a Stand-out Sign

Share a Personal Story

Hands down, the most powerful signs getting attention in the news and on social media are signs that tell a personal story. Encourage people to create signs that detail how the Affordable Care Act changed their lives - and, in some cases, saved the lives of them and their families.



Showcase Voices of Supporter

Encourage stakeholders and constituency groups in your community to create signs that prove their support. Think about medical professionals, small business leaders, faith leaders, parents, veterans...



Illustrate Impact

Use your sign to remind people of the many ways the health care law is benefitting the lives of people in America.



Make it Local

Show us where you're coming from by including a local statistic or calling out your elected official on your sign.



**** Don't Forget to Share Your Sign With Us! ****

Once you've created a standout sign, make sure it gets the attention it deserves.
When you're out at a rally or protest, take a photo of you holding your sign and share on social media.
Be sure to use the hashtags: #ProtectOurCare and #SaveMyCare.