** 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.

![Image of a handwritten sign about a personal story related to the Affordable Care Act]

**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...

![Image of a sign supporting health care legislation]

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

![Image of a sign illustrating the impact of the Affordable Care Act]

**Make it Local**
Show us where you’re coming from by including a local statistic or calling out your elected official on your sign.

![Image of a sign calling out an elected official]

**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.*