Background

“What’s an Abortion, Anyway?” is a medically accurate, nonjudgmental, and gender inclusive resource for young folks about abortion care. In this book, little ones will learn what an abortion is, some of the reasons people have abortions and a few of the ways people might feel about their abortions.

There are currently no published books in the United States that use the word “abortion” for children under the age of 13 that aren’t explicitly anti-abortion. We believe that parents, caretakers, and providers need and deserve a nonjudgmental, gender inclusive, and medically accurate resource to use in discussions with children about abortion.

Obstacles

Book agents and publishers refused to take on this project. Time and again, we were told that no one would dare print a children’s book on such a stigmatized topic. We were told it was obscene and inappropriate.

We know this is not true. We know our communities want and need this resource, and that our little ones deserve it. That’s why we decided to self-publish and launch a Kickstarter campaign, which launched on May 3rd! The money we raise will allow us to fund the printing and distribution of this book nationwide, including sending a free book to every abortion clinic in the country.

How You Can Help

As an organization or individual that supports abortion access, we need your help amplifying our campaign! Help us print the first-ever children’s book about abortion care in the United States.

Starting May 10th, use this media kit to spread the word about our Kickstarter campaign and to tell your networks why this is such an important book. If you have any additional questions or need any of these graphics in a different size or format, reach out at whatsanabortionbook@gmail.com

Thank you so much for your support! Please feel free to contact us with any questions, comments, or concerns.

Carly and Mar
What’s An Abortion, Anyway?

Kickstarter Launch and Book Awareness Media Kit

Media tools

Campaign Launch Date
May 10, 2021

Kickstarter Page
http://kck.st/3xT61ng

Book Website
www.whatsanabortionbook.com

Social Media Accounts
Instagram
@whatsanabortionbook
Facebook
/whatsanabortionbook
Twitter
@WAAAABook

Graphics
https://www.whatsanabortionbook.com/media-kit

Table of Contents
Sample Tweets
Sample IG / FB Captions
Image Descriptions

Tweet About Us!

Spread the word about our Kickstarter campaign and our book launch by tweeting about it! Feel free to use one of our Twitter friendly graphics (please be sure to include image descriptions for accessibility!) and a sample tweet from below!

Sample Tweets

Sample 1
Help fund the printing of the first-ever children’s book about abortion care published in the United States! “What’s an Abortion, Anyway?” is a new resource to help parents, caretakers, and providers have conversations about abortion care with their little ones. (kickstarter link)

Sample 2
If you love abortion care and you’ve got kids in your life, don’t miss “What’s an Abortion, Anyway?” It’s the first children’s book about abortion care published in the US that is medically accurate and gender inclusive. Get it now! (kickstarter link)

Sample 3
Parents, caretakers, and providers need and deserve a nonjudgmental, gender inclusive, and medically accurate resource to use in discussions with children about abortion. Support “What’s an Abortion, Anyway?” on Kickstarter! (Link)

Sample 4
Help fund “What’s an Abortion, Anyway” a children's book about abortion care by donating to their campaign and spreading the word! Sign up for their newsletter and find the media kit + more info here! (book website link)

Sample 5
There are currently anti-abortion children’s books, but no medically accurate, gender inclusive, and nonjudgmental books for kids about abortion care. @whatsanabortionbook is changing that! (kickstarter link)
What’s An Abortion, Anyway?
Kickstarter Launch and Book Awareness Media Kit

Media tools

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May 10, 2021

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- **Twitter**
  @WAAABook

**Graphics**

https://www.whatsanabortionbook.com/media-kit

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Share on Instagram or Facebook!

Spread the word about our Kickstarter campaign and our book launch on IG and FB! Please follow us, boost our posts, and share with your friends. Feel free to use one of our Instagram-friendly graphics (please be sure to include image descriptions!) and a sample caption from below!

If you feel comfortable sharing an image of yourself and why abortion care is and/or this book is important to you we highly encourage you to! This book is for our community and we value your opinion and stories! These images also tend to get more reach on IG!

Sample Captions

**Sample 1**
Parents, caretakers, and providers need a resource to talk about abortion care with the little ones in their lives. That’s why we are so excited that the first children’s book about abortion care is finally here. “What’s an Abortion, Anyway?” is a nonjudgmental, gender inclusive, and medically accurate resource to use in discussions with children about abortion. It’s the book our community has been waiting for. Check out @whatsanabortion book and buy a copy of “What’s an Abortion, Anyway?” on @kickstarter now! Link in bio. #whatsanabortionbook #abortioncare

**Sample 2**
There are currently no published books in the United States that use the word “abortion” for children under the age of 13 that aren’t explicitly anti-abortion. Parents, caretakers, and providers need and deserve a nonjudgmental, gender inclusive, and medically accurate resource to use in discussions with children about abortion. “@whatsanabortionbook is the resource our community has been waiting for. It talks about abortion in an age-appropriate, gender inclusive, and medically accurate way. We can’t wait to buy a copy of @whatsanabortionbook from @kickstarter and hope you do too! #whatsanabortionbook #abortioncare (kickstarter link)

**Sample 3**
If you love abortion care and you’ve got kids in your life, don’t miss out on @whatsanabortionbook! It’s the first children’s book about abortion care published in the United States that isn’t anti-abortion. Our communities need and deserve this resource. Head to their @kickstarter and buy a copy now before it’s too late! #whatsanabortionbook #abortioncare
# Image Descriptions: Instagram + Facebook

<table>
<thead>
<tr>
<th>Image ID</th>
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A white background with pink, blue, yellow, and orange flowers with blue and purple text that says “What’s an Abortion, Anyway? is a medically accurate, non-judgmental, and gender inclusive resource for young folks about abortion care. In this book, you’ll learn about what an abortion is, some of the reasons people have abortions, and a few of the ways people might feel about their abortions.” |

| **Image 2 ID** | 

Two people sitting on a blue carpet in front of an orange couch. There is art on the walls and a dog in the corner. Below is the text “Resources that support intentional, compassionate, and non-judgmental conversations about abortion care with young people are important. Parents, caretakers, and providers need and deserve a resource to talk with children about abortion care in a nonjudgmental, gender inclusive, and medically accurate way.” in pink and purple. |

| **Image 3 ID** | 

A white background with the text “People of all genders have abortions” in orange |
"What’s an Abortion, Anyway?" is a medically accurate, non-judgmental, and gender inclusive resource for young folks about abortion care. In this book, you’ll learn about what an abortion is, some of the reasons people have abortions, and a few of the ways people might feel about their abortions.

Image 2 ID
A person standing with short brown hair, a green top, and blue shorts resting their hand against a tree trunk. They are surrounded by orange flowers with the quote “People have abortions for different reasons. No matter the reason, everyone should be able to make this decision for themselves” in orange type.

Image 3 ID
A white background with the text “People of all genders have abortions” in orange.