

Colin--We just wanted to make sure you saw this email from the other day. It's getting an amazing response.

Dear Colin,

We've found an **incredibly effective strategy to fight back against anti-woman politicians**--and we're counting on you to help keep it going.

Here's the deal: We know that tourism is a huge industry in a bunch of the states attacking women's rights. States like South Carolina, New Hampshire, and West Virginia all rely heavily on tourism--**and in all of them right-wing politicians are attacking reproductive freedom.**¹

Now, we've found that ads in airports are unusually affordable--and that by warning tourists about a state's anti-woman policies, we can generate tons of local media coverage and **put tremendous pressure on politicians to back off.**

Plus, politicians themselves spend a lot of time in airports, so as soon as these ads go up, they're gonna notice.

We need to raise just \$15,000 to keep this project running. **Can you chip in \$75?**

Yes, I'll chip in \$75.

South Carolina is a prime example. It's become one of the most anti-woman states--and tourism is one of its most important industries, especially on the coast.

The South Carolina House just passed legislation **banning abortion after 20 weeks**--a bill that now goes to a state Senate made up of 45 men and just one woman.²

And last week one of the bill's most outspoken supporters said women are "a lesser cut of meat" and should stay barefoot and pregnant.³

Now, can you imagine what'll happen when travel agencies and hotels start hearing about people skipping South Carolina vacations because of the state's horrible anti-woman reputation? The politicians will freak out.

We know this will work because we've done it before in states like Florida and Nevada and saw that these airport ads generate tons of local press coverage. **Will you chip in \$75 to help replicate the strategy in South Carolina?**

Yes, I'll chip in \$75.

Thanks for all you do.

--Nita, Shaunna, Kat, Karin, Adam, Gabriela, Holly, Kaili, Kathy, Onyi, Susan, Clarise, Anatheia, Megan, and Audine, the UltraViolet team

Sources:

1. [Monthly State Update: Major Developments in 2015](#), Guttmacher Institute, February 01, 2015
2. [20-week abortion bans advance in West Virginia, South Carolina](#), The Washington Post, February 12, 2015
3. [GOP lawmaker calls women "a lesser cut of meat"](#), Salon, February 13, 2015

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Our strategically targeted, hard-hitting airport ads are forcing anti-choice politicians in big tourism states to back off their attacks on reproductive freedom. **Will you chip in to keep this campaign going?**

I'll chip in \$75