

A photograph of two men walking outdoors. The man on the left is wearing a maroon baseball cap, a striped t-shirt, and a backpack, looking off to the side. The man on the right is smiling broadly, wearing a dark t-shirt. They are walking past a light-colored wall with a white electrical box.

2020 IMPACT REPORT

MEN 4 CHOICE

Launched in 2015 in Illinois, Men4Choice has been building and testing its organizing model as an effective allyship organization in the movement for reproductive freedom for the last five years. In 2019, we began conversations with national and local partners to expand our work in other states in 2020. Just as we launched our expansion plan in early 2020, we found ourselves in the midst of the COVID-19 pandemic which demanded that we rethink how we organize and show up for our communities and the movement.

As we know, anti-choice advocates and lawmakers across our nation have only taken advantage of the pandemic to target the most vulnerable among us. They've continued to push their agenda of restricting abortion access and forcing pregnant people to take on increasingly greater risks to access essential reproductive health care. The fight for reproductive freedom and building an educated and organized base of allies to join this fight is not one that we can put on pause, even during a global health crisis. Hence, Men4Choice pivoted our 2020 plans to find innovative ways to achieve our mission and support our partners in critical fights on the ground.

In 2020, we built out an exciting and engaging digital organizing strategy to activate, train, and organize thousands of new male allies. We created avenues for allies to show up and organize with our partners, when in-person organizing was impossible. We created bold and engaging social media content that called out the hypocrisy of the anti-choice movement and engaged millions across our platforms, while our calls to action mobilized thousands of our members during rapid response moments. We were well-positioned to do this because our organization prioritized a digital-first approach with our expansion. A nimble operation was able to pivot quickly as the situation demanded.

This year, we also piloted several new training and organizing programs, the success of which reinforced the fact that there are pro-choice allies waiting on the sidelines, eager for guidance and calls to action to step up in this fight. Going forward, in 2021 and beyond, our goal will be to build on the successes and lessons learned this year, expand and strengthen our educational and organizing program, and continue to invest deeply in our culture-shifting and narrative-building work.

Sincerely,
Mrinalini Chakraborty + Oren Jacobson
Co-Executive Directors

What is Men4Choice?



As the attacks on reproductive rights escalate, the question being asked is:

Where are the male allies?

SALON

**Abortion rights are under serious attack:
Here's how men can join the fight**

The Inquirer

**Abortion fight is about white
patriarchy clinging to power. It's
time for decent men to speak up**

ELLE

**It's Way Past Time For Men to Start Talking
About Abortion**

The Washington Post

**It can be awkward for men to speak out on
abortion rights. But we need them to try.**

BuzzFeed News

**Bernie Sanders Has A Message For
His Male Supporters In The South:
Abortion Isn't Just A Woman's Issue**

Imagine the future of our movement if ...

- Millions of male allies were educated on how to talk about reproductive freedom and prepared to speak up and show up as partners in the fight
- Male advocates had a rallying cry and the resources they need, and the training to be effective allies
- Thousands of allies were organized and ready to respond to crises, following the leadership of women and those impacted, who lead the movement



Mission:

Our mission is to unconditionally support the women and impacted individuals leading this movement by activating, educating, and mobilizing male allies into the fight to protect and expand reproductive freedom.

Vision:

We envision and are working towards a future where male allies are actively deconstructing misogyny by transforming the way they think about, speak about, and engage in the fight for reproductive freedom.

Guiding Principles:

- Use our voices/privilege/power to fight for reproductive freedom and justice
- Listen, be accountable, and grow as partners in this movement
- Usher in new resources to support this movement by mobilizing allies into the fight
- Join this fight because of our obligation to build a more just world, not as saviors
- Work to change laws and change culture
- Unconditionally support the women and directly impacted folks leading this movement

EXPAND THE MOVEMENT

1

Majority of men support reproductive rights

2

61M+: the largest, untapped, unorganized community of pro-choice supporters in America

3

We're only speaking to a tiny fraction of pro-choice allies

4

We cannot activate them unless we engage them effectively



How We Do This Work

ACTIVATE



EDUCATE



MOBILIZE

**NEW MALE ALLIES TO EXPAND THE MOVEMENT AND
BUILD POWER TO CHANGE POLICY/CULTURE**

MEN 4 CHOICE

2020
Recap

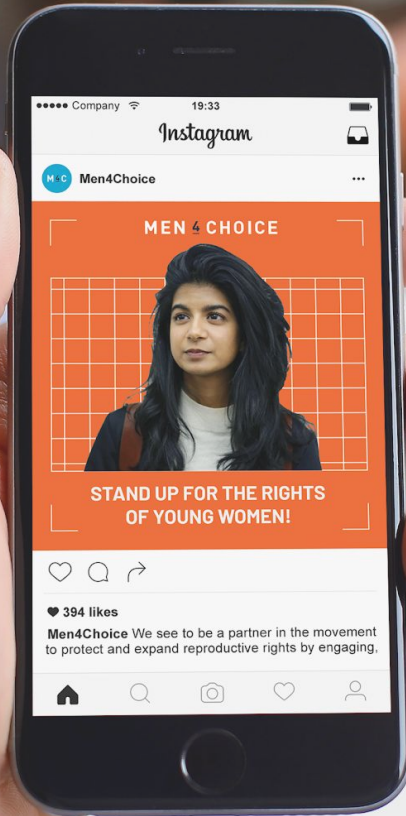


Starter Kit

In 2020, we released the Men4Choice [Starter Kit](#) - a first-of-its-kind toolkit for pro-choice allies - which was developed in partnership with and shared by our partners as an essential first step for allies who want to get involved. Thousands of people have downloaded the kit since its release. As a part of our digital programming, we also held a series of educational webinars, with our partners and influential pro-choice leaders, which were attended by hundreds of allies. We know that our members, and those who are newly joining the movement, are hungry for resources. Our goal is to keep building out engaging but effective educational materials that can fill the gap of political and issue-based education that exists among our base of supporters.



Digital



2020 Highlights

Digital + #CallBS Campaign

20M+

Impressions

3M+

People reached

45%

Male Audience*

43K+

Online following

*Larger millennial male than female audience

[Online platforms usually only categorize gender as 'male' and 'female', unfortunately]



2020 Highlights

Expanding Our Digital Audience

11K+

New Facebook
Followers

10K+

New Email
Subscribers

2K+

New Twitter
Followers

1000+

New Instagram Followers

52,000+

Unique Website Visitors

Spotlight

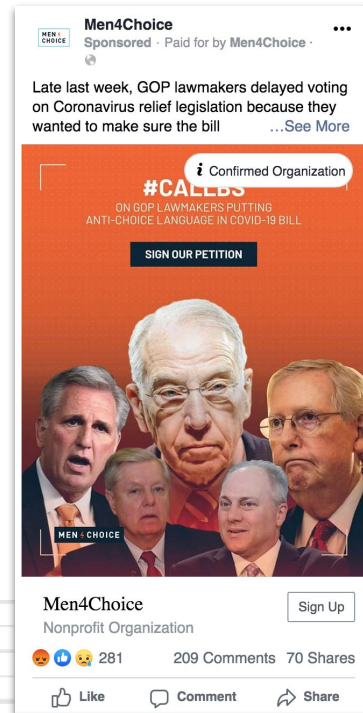
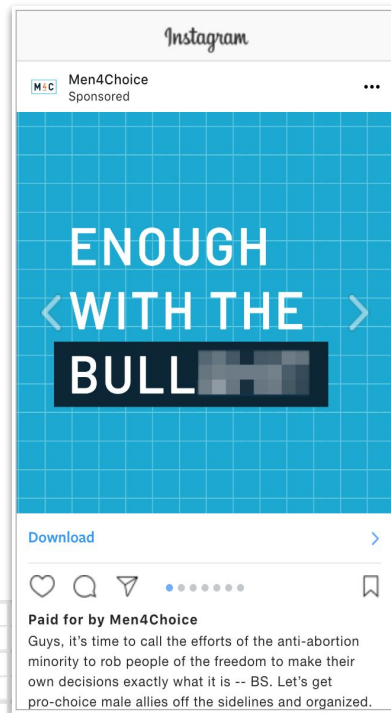
#CallBullsh*t Campaign Content

103k+

Users reached

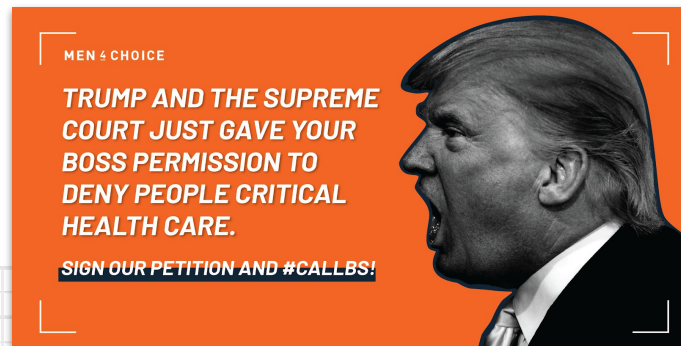
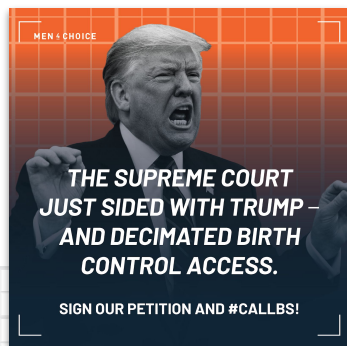
5k+

Engagements

[On just these highlighted content pieces]

Online Actions

Online petitions and educational content on
SCOTUS cases and current political events



Digital Organizing



2020 Highlights

Activating + Educating New Allies

7

Youth/College
Fellows

30+

Community
Conversations

40+

Events

1,000+

Event Participants

3K+

Starter Kit
Downloads

10K+

Online and Offline
Actions



Community Conversations

What we've found doing this work is that most men seldom talk about reproductive health or abortion, either with their partners or their peers. We've heard over and over again that **men want to do more but don't know how or where to start**. Hence, creating spaces where they can have these conversations — and are given tools and resources to step up — is a critical first step to organizing them. In 2020, in the absence of on-the-ground organizing spaces, Men4Choice piloted a digital organizing initiative called “Community Conversations” — which closely mirrored our proven strategy of creating in-person social spaces as an on-ramp for new allies — to bring in small groups of allies (5-8 people) in structured but interactive educational and organizing conversations.

The program also harnesses the power of a decentralized and distributed organizing model. Initially, our staff team recruited and organized these conversations, but soon after, former attendees started recruiting and hosting conversations with their friends. The Community Conversations were also a key organizing tactic for our youth fellows. Over the course of summer 2020, Men4Choice fellows and organizers hosted more than **35 of these conversations with over 200 male allies**. Attendees from these events have since gone on to support Men4Choice's advocacy and electoral organizing efforts (through the 501(c)(4) organization), and brought in hundreds of their peers into our work.

Spotlight

Youth/College Fellowship

- 7 fellows in our pilot Fellowship Program
- 10 week Fellowship Program on issues, advocacy, organizing, and leadership
- 150+ peers activated by fellows through organizing and educational actions



Youth/College Fellowship

In the summer of 2020, Men4Choice launched our first Youth/College Fellowship Program. The program is focused on recruiting and training young allies, ages 18-25, and equipping them to organize their peers. This was one of our most impactful and rewarding innovations this year in the face of the pandemic. We were lucky to have recruited a remarkable and diverse cohort of college-aged young men.

Through the course of our rigorous ten week-long fellowship program, we trained fellows on the fundamentals of organizing their peers and communities and educated them on the various issues and challenges within the reproductive health/rights/justice movement. Further, we provided them with opportunities to apply their training through organizing actions and events with Men4Choice and our partners.

HOW DOES THE PROGRAM SUPPORT FELLOWS?

- They **train with experienced organizers and advocates** and build on their organizing skills
- They **learn about the issues and how to be an effective ally** for reproductive freedom
- They **grow their professional and organizing networks** through this work and enhance their resume and organizing credentials

The **average fellow activated and directly engaged at least 20 of their male-identifying peers**. These were 20+ newly activated allies who spent time with our organizers discussing abortion access, reproductive freedom, and male allyship. Scaling this program has incredible potential for the movement.

MEN 4 CHOICE

"Ultimately, no legislator in any Capitol can make a better decision about how an individual is to use their body other than the individual themselves. It was time that I had stepped up to become an ally in the fight for reproductive justice."

- ALVARO PERPULY
MEN4CHOICE FELLOW



Why Invest In Training Young Allies?

WHY IS THIS GOOD FOR THE MOVEMENT?

- We're engaging and training new male-identifying allies to be **organizers and powerful advocates in their communities**
- We're recruiting and training young allies (future influencers/leaders) from across the country to **build local capacity**
- By activating young male allies, we can engage in **deep culture change work** at scale, challenging the existing misogynistic and toxic narratives around abortion and reproductive health care
- By training the next generation of male allies, **we can fundamentally shift the way men show up in the fight for reproductive freedom**

MEN 4 CHOICE

"The Men4Choice College Fellowship was amazing! Not only were we trained through intensive community organizing / reproductive justice learning sessions – **but we built a community of lifelong friends and partners who are equally invested in this work.**"

—DEWAYNE MARTIN
MEN4CHOICE FELLOW



What Our Fellows Said About The Program

KEY TAKEAWAYS FROM THE PILOT PROGRAM

- "The Fellowship deepened my understanding of the issues & my role as an ally": **100% agreed**
- "Because of the Fellowship, I plan to be an active/more active ally in the fight": **98% agreed**
- "The Fellowship equipped me to be an effective ally in the fight": **92% agreed**
- "Because of the Fellowship, I better understand why male allies must engage and why bringing in more male allies into this fight is important work I can do": **92% agreed**
- "The Fellowship made me a better organizer for social justice and change": **92% agreed**
- "I plan to engage with Men4Choice moving forward": **90% agreed**

MEN 4 CHOICE

"I joined Men4Choice because I firmly believe that everyone has the right to make their own choices and decisions about their lives. I am striving to learn more about reproductive justice, be outspoken about the issue of freedom, and to mobilize other men like myself to support efforts for equality."

- ANDREW WEITZMAN,
MEN4CHOICE FELLOW



What Our Fellows Said About The Program



- *"The material provided was both insightful into how to best support the leaders of the fight for reproductive justice and instructive on the techniques to best organize those on the sidelines."*
- *"The curriculum of the program was a solid basis for organizing and unlearning some notions that men coming into this space might have previously held."*
- *"Over just a couple dozen hours via webcam, the M4C folks established a really nice rapport with us. That sort of bonding is not easy to do authentically, but everyone knocked it out of the park. That's vital to organizing, and shows how much effort behind the scenes and sincerity up-front went into this."*
- *"The organization is amazing. Everyone on the Men4Choice team was accessible, helpful, and always very kind."*

Educational Webinars

MEN 4 CHOICE

Webinar: Why And How Men Should Engage As Allies For Reproductive Freedom

Thursday, May 28th | 7PM EST

RSVP: men4choice.org/XXXX



MEN 4 CHOICE

Webinar: How To Talk To Your Guys About Reproductive Freedom

Featuring: The Hon. Beto O'Rourke and Illinois State Rep. Chris Welch

Tuesday, July 7th | 7 PM EST

RSVP: bit.ly/m4cwebinar3



MEN 4 CHOICE

Webinar: An Introduction to Reproductive Justice and Intersectionality for Male Allies

Thursday, June 18th | 7:30PM EST

RSVP: bit.ly/m4cwebinar2



MEN 4 CHOICE + NEW VOICES
FOR REPRODUCTIVE JUSTICE

WEBINAR: Organizing Males Allies: How To Get Your Guys Involved

Featuring: U.S. Senator Sherrod Brown (D-OH) and Voice Your Vote Community Organizer Donovan Atterberry

Monday, August 17 | 7 PM EST

RSVP: bit.ly/m4cwebinar4



Webinar Series

Men4Choice hosted **4** educational and training webinars over the summer with incredible guests like Beto O'Rourke and United States Senator Sherrod Brown, and several renowned movement leaders in this space, drawing **500+** new people into our work. Each of these events were co-hosted by senior staff from Men4Choice and our partner organizations, ensuring the voices of those most impacted are centered and elevated, and our members hear directly from leaders of the movement. We used an **Educational Curriculum** based on the Men4Choice Starter Kit that helped us create these educational webinars, allowing us to dive deeper into the issues and also train our members on advocacy and organizing.

Partnerships





2020 Highlights

Supporting Partners + Getting the Vote Out

Men4Choice is first and foremost a partnership organization with the mission to unconditionally support the leaders of the movement for reproductive freedom - women, trans, and non-binary folks who are impacted by the oppressive laws which rob people of their bodily autonomy. With this as our foundation, every aspect of our work is designed with the direct input of our stakeholders, partners, and those we seek to serve. For Men4Choice, there is no path towards, or definition of, success without movement partners who believe in our work and wholeheartedly ask for our collaboration.

26

National and
Local Partners

21

GOTV Events

150+

Volunteers

180K+

Voters contacted

2020 Highlights

Holding Men Accountable + Helping Flip A Seat

As allies, the most important thing we can do is hold other men accountable. Through our 501(c)(4), Men4Choice Advocacy, we did just that. One of the most high profile pro-choice primaries in 2020 took place in Illinois - so we decided to make sure the people of the district knew where their member of Congress stood on issues surrounding reproductive freedom and healthcare.



What Comes Next: Our 2021 Priorities

We define our priorities within the context of why Men4Choice exists: we are a partnership organization dedicated to unconditionally supporting the leaders of this movement and all those most impacted by these oppressive restrictions to accessing reproductive health care. Ultimately, each of the priorities below is key to our strategy to support our partners, expand the movement, and build capacity to win in local and national fights.

- Harness the power of an organized base of male allies to strengthen the movement for reproductive freedom, shift culture, and disrupt the efforts of the anti-choice movement
- Invest in and grow our youth/college organizing and fellowship program to train up hundreds of allies in key states and build local capacity
- Expand our narrative-building work through innovative communications and social media strategy
- Continue to build educational resources for newly engaged male allies
- Strengthen our organization internally and grow our team in core areas to support our upcoming work