



# Religious Freedom Week Toolkit

January 12-16, 2026

## What is Religious Freedom Week?

Religious Freedom Week celebrates the principles enshrined in the First Amendment: that all Americans have the fundamental right to practice their own faith and maintain their own personal beliefs without government interference. This week culminates in the celebration of Religious Freedom Day, held annually on January 16, to celebrate the enactment of the Virginia Statute for Religious Freedom which became the basis for religious freedom in the First Amendment of the U.S. Constitution.

**During this week, we're calling on people of faith, faith leaders, elected officials, and partner organizations to join us in taking action to protect our First Amendment rights.** Each day, we'll focus on lifting up unique voices as we advocate for policies that uphold both true religious freedom and reproductive freedom for all of us.

Our goal: to get [\*\*500 people to pledge\*\*](#) to honor true religious freedom and protect reproductive freedom for all of us.

[\*\*All questions should be directed to Sarah Flores Shannon at \[sfloresshannon@ncjw.org\]\(mailto:sfloresshannon@ncjw.org\).\*\*](#)

## Week of Action Schedule

### Monday, January 12th: I have faith

To kick off the week of action, we're calling on people of faith and allies to speak out about why their faith calls them to speak out for reproductive freedom.

#### How to participate

1. [Sign and share](#) the pledge for religious freedom.
2. [Download](#) and post the social media graphics to your account.
3. [Share your story](#) on why your faith calls you to fight for reproductive freedom. Don't forget to use #faithfulmajority!

#### When to participate

Join the social media storm by posting from 2-3 pm ET on January 12th!



## Tuesday, January 13th: Lead with Faith

On Tuesday, we're lifting up the voices of faith leaders. Help us share messages from faith leaders across religions talking about why religious freedom goes hand in hand with reproductive freedom.

# I AM LED BY FAITH



### How to participate

1. Share these videos (coming soon!) from faith leaders talking about why their faith calls them to protect reproductive freedom.
  - a. On Instagram, you can repost them and even share to your stories!
2. Talk to your faith leader about reproductive freedom. Ask if they're willing to share something online or with your congregation about why protecting religious freedom means protecting reproductive freedom! Share this [Sermon and Conversation resource](#) with them!
3. Use [these graphics](#) and sample social media to share your own story and lift up quotes from faith leaders about reproductive freedom.

### When to participate

Join the social storm from 2-3pm ET!

## Wednesday, January 14th: Called to Serve

On Wednesday, we're focusing on our elected leaders. On this day, we're calling on our elected leaders to protect our religious freedom by fighting for reproductive freedom.



# HEY CONGRESS!

People of faith are calling on you to respect the religious and reproductive freedom of all of us.

### How to participate

1. Download graphics and [sample social here](#).
2. Post on social media and tag your elected officials! Tell them why you want them to protect religious and reproductive freedom. Not sure who represents you? Look it up [here](#)!
3. Make sure to use the hashtag #faithfulmajority and tag us at @faithfulmajority so we can lift you up!

### When to participate

Join the social storm from 2-3pm ET!

## Thursday, January 15th: We All Have Faith

On Thursday, we're highlighting the call across faiths to protect reproductive freedom. Help us show how broad the fight for religious and reproductive freedom really is!



FAITHFUL  
MAJORITY  
FOR REPRODUCTIVE  
FREEDOM



### How to participate

1. [Download these graphics](#) and post them to your stories and feeds
2. Share out (in the caption or in a [video](#)) why your faith calls you to protect reproductive freedom. Make sure you use the #faithfulmajority hashtag!
3. Check the #faithfulmajority hashtag and lift up other people who are posting! Help us show there's strength in community.

### When to participate

Join the social storm from 2-3pm ET!

## Friday, January 16th: The Faithful Majority

On Friday, we're highlighting the majority of Americans who believe protecting religious freedom means protecting reproductive freedom. Help us flood social media with your stories about why you're called to protect religious freedom and what that means to you!



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FREEDOM



### How to participate

1. The numbers are on our side - and we have the research to prove it. Help us [share out the data](#) on people of faith and reproductive freedom!
2. Reshare the greatest hits from this week! Lift up your own posts and other people's posts calling for religious and reproductive freedom.
3. [Share your story!](#) Write a post or record a video about why you advocate for religious and reproductive freedom.

### When to participate

Join the social media storm by posting from 2-3 pm ET on January 16th!

## More Social Media Copy

### Hashtag Recommendation:

Use #FaithfulMajority across all platforms to help grow the coalition brand and underscore that the majority of people of faith support abortion access.

**Tagging Partners:** Consider tagging partners at the bottom of the caption, or within the photo on Instagram.

**Partners:** @faithfulmajority; @catholic4choice; @theepiscopalchurch; @faithpubliclife; @hindusforhumanrights; @intrfthalliance; @mpvusa; @ncjwinc; @theracgram; @sacred\_repro; @theuuassociation; @unitedchurchofchrist; @unitedmethodistchurch; @umcjustice\_gbcs; @wrj1913

## Longform

### Facebook/Instagram

- Together with over a dozen partners, Faithful Majority for Reproductive Freedom is a coalition of faithful people coming together to support abortion access  Your healthcare decisions should be guided by your beliefs — not a politician's. [faithfulmajority.org](https://faithfulmajority.org) 
- People of faith support abortion access  Majorities across most religious traditions say that abortion should be legal in all or most cases. <https://www.prri.org/research/abortion-views-in-all-50-states-findings-from-pris-2023-american-values-atlas/>
- Anti-abortion extremists have weaponized faith to create an abortion access crisis — this is about control. FACT  Denying people the abortion care they need makes them more likely to fall into poverty and face serious health problems.

## Shortform

### Twitter/BlueSky/Threads

- The Faithful Majority for Reproductive Freedom coalition is saying: NO to abortion bans, YES to religious freedom & abortion access  We've got tools and resources to help you speak up for reproductive freedom and religious freedom for all of us. [faithfulmajority.org](https://faithfulmajority.org)
- For decades, extremists have twisted religion to justify abortion bans, birth control restrictions, and attacks on IVF. Religious freedom is for all of us, not just those in power  Join us: [faithfulmajority.org](https://faithfulmajority.org)
- We're people of faith supporting reproductive freedom   Abortion bans don't just push care out of reach — they violate our religious freedom. Our faith respects our freedom to make our own decisions. Join us: [faithfulmajority.org](https://faithfulmajority.org)

- Faith respects freedom ❤️ Everyone should be able to make our own moral or faith-based decisions. We're calling on our leaders to honor true religious freedom and reproductive freedom for all of us. Join us: [faithfulmajority.org](https://faithfulmajority.org)
- People of faith support abortion access  Majorities across most religious traditions say that abortion should be legal in all or most cases. <https://www.prri.org/research/abortion-views-in-all-50-states-findings-from-prris-2023-american-values-atlas/>
- Anti-abortion extremists are weaponizing faith to control us, but we're saying NO. [faithfulmajority.org](https://faithfulmajority.org)

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### **Bonus Action: Submit a Letter to the editor**

Ready for the next step? Here's a template you can use to submit a letter to the editor of your local newspaper!

#### **SUGGESTED HEADLINE: Freedom and Faith Go Hand in Hand.**

#### **BYLINE**

Dignity. Autonomy. Compassion. Conscience. [OPTIONAL: ADD OR SWAP IN OTHER VALUES THAT RESONATE WITH YOU OR YOUR FAITH TRADITION.] These are values that guide my life as a person of faith—and why I am part of the faithful majority that supports reproductive freedom.

My faith calls me to [1-2 SENTENCES ON HOW YOUR FAITH, VALUES, OR RELIGIOUS TEACHINGS SUPPORT MORAL AGENCY, COMPASSION, AND REPRODUCTIVE FREEDOM]. That is why I reject the idea that one narrow religious view should be imposed on everyone through law.

I am not alone. People of faith across traditions are speaking up because politicians have weaponized religion to restrict abortion, threaten access to birth control and IVF, and undermine both healthcare and religious freedom. These policies are not about faith; they are about control.

We see the harm every day. [OPTIONAL: ADD A BRIEF LOCAL EXAMPLE, PERSONAL STORY, OR COMMUNITY IMPACT — 1-2 SENTENCES MAX.] When people are denied abortion care, the consequences are real: increased health risks, economic instability, and long-term harm to families.

This is not what true religious freedom looks like. Religious freedom means the right to practice one's faith, or no faith, without government interference. It means trusting individuals to make deeply personal decisions guided by their own conscience.

As a [FAITH TRADITION] person of faith and a [CITY/STATE] resident, I call on my elected leaders to protect both reproductive freedom and religious freedom. These values are not in conflict, they are deeply connected. The faithful majority is here, and we will not be silent.

Sincerely,  
[NAME]  
[OPTIONAL: ORGANIZATION OR AFFILIATION]