

THE CAMPAIGN

THE STORY OF THE HARD FOUGHT BATTLE TO DEFEAT CALIFORNIA'S **PROPOSITION 8** AND DEFEND SAME-SEX MARRIAGE

THE CAMPAIGN takes an inspiring look at California's No on 8 Campaign to defend same-sex marriage and covers the surprising history of relationship recognition in the United States. THE CAMPAIGN unfolds as a human drama following five ordinary people compelled by a passionate belief in equality. Their stories are placed inside a 60-year national context that explores the push for recognition of same-sex relationships since the 1950s. THE CAMPAIGN provides a window into a timeless question: What inspires everyday people to opt in for something bigger than themselves?



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WAYS TO USE THE CAMPAIGN IN YOUR COMMUNITY

- **EDUCATE** voters about the importance of equal rights.
- **INSPIRE** volunteers to join in and **STAND UP**.
- **CONNECT** communities with **LOCAL SCREENINGS** in **PLACES OF WORSHIP, CLASSROOMS, LIVING ROOMS**.
- **MOBILIZE** support during our **PUBLIC TELEVISION BROADCAST** in June 2014 for **PRIDE MONTH** and the **ONE YEAR** anniversary of the **DOMA** and **PROP 8** decisions.



One of our **AUDIENCE ENGAGEMENT** goals is to **SPUR CONVERSATIONS**. A Breakthrough Conversation supports the journey of someone you know who is not yet fully supportive of equality for lesbian, gay, bisexual, transgender people and their families. By discovering common values and sharing our stories with people we know, we increase acceptance. A good conversation builds respect and trust.

1. Don't show up with an agenda.
2. Listen.
3. Find Common Values.
4. Share personal stories.
5. Leave the door open.

