



## AT&T Retail Store Action Toolkit

**Who:** You

**What:** Receipt and letter delivery to your local AT&T store

**When:** December 2-9

**How:** Keep reading!

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### Background

Abortion justice is in a state of emergency: abortion is effectively banned in Texas, the Supreme Court is set to gut *Roe V Wade*, and over 100 new abortion restrictions enacted in the past year alone. AT&T is one of the largest corporate supporters of the extremist anti-choice agenda. The #ReproReceipts data compiled by UltraViolet show that in 2020 AT&T gave nearly \$5 million to anti-choice extremists across the country, including hundreds of thousands of dollars to the primary sponsors of Texas S.B.8.

AT&T is currently trying to reshape its brand to appeal to more mobile customers. The company has launched ad campaigns celebrating diversity and its commitment to feminist empowerment. By raising alarms about AT&T's political agenda, we can show company leadership that consumers are watching and that its consumer base is at stake.

Hundreds of thousands of people have already spoken out about AT&T's anti-choice political giving. We've blasted the company with phone calls, petition signatures, and social media storms. Now, we're escalating the fight for reproductive justice to AT&T doorsteps across the country. If we bring our message to AT&T store locations and speak with local retail workers, then AT&T executive leadership will see that our movement is only growing stronger, that consumer trust is on the line, and force AT&T to pledge to stop giving to anti-choice politicians.

**On December 2nd, we're kicking off a week of action at AT&T's Washington DC flagship store.** Then, throughout the week, activists like you will bring the same message to local stores across the country, to drum up pressure and media hits. In this toolkit, you'll get everything you need to join the movement.

## Step-by-step Guide

1. Locate your nearest [AT&T store](#)
2. Choose a date and a time to visit the store sometime December 2-9. It should be quick, no more than 10 minutes in and out!
3. Print out the attached graphic and letter, and sign the letter.
  - a. The letter is addressed to Charlene Lake, senior vice president of corporate social responsibility (CSR) for AT&T
4. Bring a friend if you can, or go solo
5. **Visit the store:**
  - a. Before you go inside, take a photo of yourself in front of the store with the receipt. If you have friends with you, that's best! But if not, snap a quick selfie
  - b. Go inside the store and ask to speak with a sales associate or manager. It's best to use your own words and share your own story, but you can say something like this:
    - i. *"Hi, my name is \_\_\_\_\_. I'm here to deliver a message to AT&T executives. AT&T brands itself as a company that values justice and equality, but behind closed doors we know that AT&T is powering hateful extremists working to strip away our rights. We have here a receipt showing that AT&T is one of the the largest corporate funders of abortion bans in the country. In 2020, AT&T gave nearly \$5 million to anti-choice extremists, including 4 out of 5 of the primary sponsors of the Texas abortion ban. If AT&T would like the support of consumers like me, then the company must pledge to stop funding anti-woman, anti-justice politicians.*
  - c. Hand them the printed graphic and signed letter
  - d. Bonus: have a friend take a photo and video of you speaking to them and handing them the letter!
6. Post your action on social media and tag @UltraViolet @womensmarch and @ATT, and use the hashtag #ReproReceipts
7. Fill out this [report back form](#) to let us know how it went and upload your photos.

## Important Reminders

- **If you are asked to leave the store, then leave the store immediately.**
- You can fly solo for a small action like this, but actions are always more fun and effective when you can get a friend or a group of friends to join you.
- If you have friends join you, make sure you designate one person to take photos and be responsible for submitting them afterwards
- Be polite and kind to the retail workers you meet -- the workers you will speak with in the stores are not the ones we are targeting. In fact they are also harmed by AT&T's business practices, and we are on the same side. The wealthy executives at AT&T are the

culprits behind AT&T's anti-choice funding. This is a great chance to build relationships with local AT&T workers to join our movement!

## **Sample Social Media Posts**

### **Post 1:**

We've had it with AT&T's "feminist" PR stunts, @UltraViolet and @womensmarch are demanding @ATT actually follow through and divest from anti-abortion candidates and their associated PACs.

### **Post 2:**

What do we want? #AbortionJustice  
When do we want it? NOW

The #ReproReceipts from @UltraViolet show that @ATT is funding anti-abortion candidates & alt-right media outlet OANN. Join me in demanding they stop funding nonsense:

### **Post 3:**

We have the #ReproReceipts. @ATT - you can't say you support families and women, but give to candidates that make their lives worse! Join the campaign: [LINK]

### **Post 4:**

The #ReproReceipts compiled by @UltraViolet show that @ATT gave 💰💰💰 to primary sponsors of #SB8, the anti-abortion law in TX. Join me in holding AT&T's feet to the fire for funding the anti-abortion agenda. Take action now:

## **Graphic & Letter to Print and Sign below:**



ultraviolet



**AT&T**

**\$4,992,266**

\$4,992,266 (59%) of AT&T's total  
political giving in 2020 was to  
anti-abortion candidates or their  
associated PACs.

SOURCE: REPRORECEIPTS.COM



December 2, 2021

Dear Charlene Lake,

I am here today with a growing movement of thousands of consumers that are horrified by AT&T's support for rightwing extremism and attacks on reproductive freedom.

AT&T has made grand gestures to signal to consumers that it values diversity, inclusion, and women's empowerment, yet your company invests in dangerous, anti-women policies through its political giving.

As the largest corporate sponsor of the cruel abortion ban in Texas, AT&T is responsible for the catastrophe that women, girls, and pregnant people across Texas are forced to face. AT&T donated thousands of dollars to four of the five of the primary sponsors behind the S.B.8 bill that has effectively removed the right to bodily autonomy across the second largest state in our country. *Roe v. Wade* is now officially on the line, and copycat laws are in the works across the U.S. These historic attacks on reproductive freedom harm your employees, shareholders, and consumers across the country, especially Black, Indigenous, and women of color, and immigrants. Anti-abortion ideology is a bellweather for a larger, dangerous ideology that is forcing our democracy to a breaking point.

The world is watching, and AT&T has a choice to make. Will the company continue to support extremist, anti-women, racist politicians, or will it stop funding them and take a public stand against these deadly attacks on reproductive rights? We ask that AT&T stop supporting anti-justice and anti-equality ideology, pledge to stop giving money to misogynist and white supremacist politicians and platforms in the future, and speak out against Texas' S.B.8 abortion ban. AT&T must commit to instead investing in reproductive health and justice, for your employees, shareholders, and consumers.

AT&T's continued support for these dangerous lawmakers will erode customers' trust in your company, a hard-won asset necessary to protect your bottom line. Two-thirds of Americans support the legal right to abortion, and we expect companies to support this fundamental right.

Sincerely,