#### THE TYPES

#### **DOUBTERS**

These are the people who may be against HJR-6, maybe even be in favor of marriage rights or civil unions for same-sex couples, but don't believe we can win this battle, "so why even try?"

Goal: Build hope

## They might say:

"Indiana is conservative and this amendment is going to pass, so why even try?"

"Why waste my time, energy, or money fighting against the inevitable?"

"Indiana is a very religiously conservative state, it's never going to change."

"I don't really have the time to fight a losing battle."

"I'd rather fight a battle that we have a chance of winning."

#### You can say:

"This conservative state voted for Barack Obama in 2008, and it had not gone for a Democrat since 1964 (Lyndon Johnson). No one expected that to happen."

"A 2011 poll found that 47% of Hoosiers opposed HJR6 and only 43% supported it."

"Do we want only the voices of discrimination and bigotry being heard?"

"We have a good chance of winning this, because even people who are against same-sex marriage can vote against this amendment, because it goes beyond just marriage."

"It doesn't take much time to do this---just check out the website and download a link on your Facebook page, or talk to a friend or neighbor. One 5 minute conversation could change a mind."

"Checking out the website is free. Getting informed is free. Conversations are free. Voting is free."

"If you believe it's a losing battle, that's what it will be. We believe in this cause wholeheartedly and we can't make a change until others are just as optimistic."

"I understand you're busy and time is short but you can make a big difference just by making others aware of the proposed legislation and encouraging them to vote 'no'."

"Maybe you can spread the word to others, doing something as small as keeping your fellow citizens informed could help a great deal."

#### **SUPPORTERS**

These are the people that are against HJR6 and are for relationship equality. They fully intend to vote against HJR6 if it comes to a vote, and they are supportive of the efforts to defeat the amendment, but have not gotten involved in the effort. They might quietly disagree with friends and family who are against relationship equality, but they don't speak up.

Goal: Call to action, beyond just supporting

## They might say:

"Hey, I support this effort. Isn't my voting against this amendment enough?"

"I think same-sex couples should be able to get married and I don't want this amendment. But I don't feel comfortable talking to my friends and family about it, especially if they disagree."

"I'm just not politically active. I will vote against the amendment, but I don't like to get involved."

"I don't like to push my beliefs on others. I don't want to seem preachy."

# You can say:

"The outcome will depend on who shows up to vote, and how many minds we can change before then."

"Talking about an issue when there is disagreement can be really intimidating. But it can be done respectfully and in a friendly, caring manner."

"To defeat this amendment, we need everyone on board."

"Getting involved does not mean you have to march in a protest or call your legislator (although that helps). It can be posting something on your Facebook page, or forwarding a link to an article, or just having a conversation about something you care about."

"It's unfair for anyone to be treated like second class citizens. We need to stand up for those who need our support."

"Talking about why you, personally, are against this amendment doesn't have to be preachy nor is it forcing your beliefs on someone else. You are just telling your story and your position."

"Any contribution can be helpful, just making others aware of this legislation can have a huge impact."

"Notifying friends, family, and acquaintances of new legislation isn't pushing your beliefs, it is however, giving those individuals the opportunity to be informed and formulate their own opinions."

## **NEWCOMERS**

These are the people who have never thought about the issue of relationship equality. They may not even know that same-sex couples cannot marry in Indiana, or that there is already a law against it, or that there is an effort to write this discrimination into the Indiana State Constitution Bill of Rights. And they probably have not thought about the ways same-sex couples are negatively affected by having no legal protections.

**Goal:** To inform, help them make up their mind, and begin to care about relationship equality.

# What they might say:

"I don't see what difference it makes whether a person can get married or not."

"I thought gay marriage was already legal."

"Why all of a sudden do gays want to be able to get married?"

"I don't have a problem with gay people getting married, but churches should not have to marry gay people if they think it's a sin."

### What you can say: (In addition to just basic education on the issue)

"Gays and lesbians have been working for relationship equality for decades. Now we have to fight against writing relationship discrimination into the constitution of the state."

"The Williams Institute at UCLA Law School (2009) estimated the positive economic impact of legalizing gay marriage in New Jersey to be \$248 million over three years, creating 800 new jobs and bringing in an additional \$19 million in government revenue."

"The lifetime cost to same-sex couples of NOT being able to get married is between \$40,000 to over \$400,000, depending on where you live and your income bracket"

"There are over 1300 rights and privileges that heterosexual couples can access through marriage that same sex couples cannot access"

"There's a difference between legal marriage and religious marriage. We all believe in the right to religious freedom, but not to religion defining the legal rights of citizens. And remember, defeating HJR6 will not give same-sex couples any rights, it just stops the effort to put discrimination into the constitution."

"Lots of same sex couples have ceremonies in Indiana to make a formal, public vow of commitment, but that is not legally binding and has no legal benefits or recognition."

### **TRADITIONALISTS**

These are the people who tend to see life from a traditional perspective: "this is the way it's always been and therefore should always be." They may often take much comfort from knowing how the world is organized and what to expect, and like things to remain the same. They believe in a "traditional" definition of marriage. This may or may not be religiously based.

**Goal:** Change their mind on this issue, allay their fears

# What they might say:

"I've got nothing against gays, but marriage is between men and women just like the proposed amendment says."

"Marriage is about families and having and raising children. Since gays can't have babies themselves they don't need marriage."

"I am a Christian and I follow the teaching of my church. My church says that homosexuality is a sin and if I do anything to support the sin then I am going against God's teachings."

"Seeing two gay people together makes me really uncomfortable, it just seems so wrong and unnatural. I don't want to see."

#### What you can say:

"This proposal goes far beyond prohibiting marriage. It prevents ANY legal protections—civil unions or domestic partnerships. And it prevents future generations of Hoosiers from granting any sort of civil protections to same sex couples."

"There are lots of heterosexual couples who cannot have children themselves, yet they are allowed to get married. And there are many same sex couples who have children and are raising them without the legal protections for their family that heterosexual couples have for their family."

"Because of our right to religious freedom, people have every right to believe that homosexuality is a sin. But is it ok for our laws to enforce one religion's beliefs on people who have different beliefs?"

"Perhaps it makes you feel uncomfortable because you're not used to seeing it? You're right, it may indeed "seem wrong" if you are never exposed to it. There are some who are still uncomfortable with interracial couples. But they can marry."

#### **INFLEXIBLES**

These are the people who are adamantly opposed to relationship equality or to any semblance of legal recognition for same-sex couples. They may or may not hold many stereotypes about gay or lesbian people. They may or may not have been exposed to the teachings of the "reparative therapy" movement, and believe that gay people can be "cured", so why should we allow them to get married.

**Goal:** Plant a seed. Challenge a stereotype.

# What they might say:

"Marriage is a sacrament before God. God says that homosexuality is an abomination. There is no way that I am going to support that deviant lifestyle in any way."

"I get so upset with this gay agenda. If you don't like the way the laws are here, go someplace else where you like the laws. Don't ask me to change."

"People don't have to be gay, but if they choose that lifestyle then they have to face the consequences."

"As far as I'm concerned they don't deserve any special rights."

# What you can say:

"The First Amendment of the Constitution clearly states that a person's religious views or lack thereof must be protected. Marriage by the state is a secular activity; the government cannot start making laws because a religion says they should."

"The "gay agenda" is no different from our own. They seek to live happy, fulfilled lives, have careers, families, and life partners just like everyone else."

"Our country was founded under the belief that majority should rule while protecting the rights of minorities. The Bill of Rights, anti-slavery, and equal protection amendments were enacted for the protection of minorities. This is about basic rights, not special rights."

"I hope that you will think about reconsider and vote "no" on HJR6. You can still believe that homosexuality is a sin, but recognize your gay and lesbian neighbors' rights to live their lives by their own moral code, and allow them at least some basic legal protections for their relationships."

#### UNCONCERNED

They are informed enough to know that marriage for same-sex couples is illegal in Indiana, and probably even know about HJR6, but just don't see it as important. They may be gay or lesbian, and may be against the institution of marriage in general, or just never want to get married. Or they may be heterosexual and just don't feel like this issue affects them.

**Goal:** Build motivation to care and become active, to understand why this affects everyone.

# What they might say:

"It doesn't matter to me. Marriage is an outdated institution anyway."

"That's not my issue. I've got enough to be concerned about without taking on other people's issues."

"This doesn't really affect me, why should I get involved."

"I don't see why this is an issue; either you can get married or you can't. What's really important is the relationship not a piece of paper."

"So, what difference does it make whether this resolution passes and becomes a part of the constitution? If it doesn't pass same sex couples still won't be able to get married in Indiana."

"Trust me, you don't want to get married. You're better off without it."

#### What you can say:

"Whatever your beliefs on marriage, is it really fair for others decide if an individual can ever pursue that option if they wish? And this goes far beyond just marriage."

"The piece of paper comes with over 1300 rights and protections, and can save a couple between \$42,000 and \$460,000 dollars over a lifetime."

"Putting marriage aside, do we want to amend our state constitution to discriminate against gay and lesbian people? Is it ok for our constitution to say that heterosexual people can have legal protections for their relationship with the person they love, but gay people cannot?"

"No one is free when others are oppressed. That's how this affects everyone."

"People have given their lives for our freedom; we need to be courageous and stand up against injustice and discrimination."

"If we allow the constitution to be amended, relationship equality is then even further out of reach for same sex couples."

"Whether or not you will be personally affected, your support would be greatly appreciated by community members who will be greatly affected by this legislation."