



West Virginians for Life

The Success of Amendment 1

Objective

To protect vulnerable populations from the dangers of assisted suicide, we championed Amendment 1 in West Virginia, highlighting the hidden risks and ulterior motives often masked by terms like "choice" and "compassion." This effort aimed to prevent policies that could pressure the elderly, disabled, and seriously ill into assisted suicide, with a clear focus on ethical and societal risks.

Winning Strategy

Messaging Exposing Ulterior Motives

Our strategy centered on revealing the underlying risks and potential consequences of legalizing assisted suicide. Through compelling ads, emotionally driven videos, and an educational landing page, we highlighted hypothetical situations to show how these policies could be manipulated to exploit vulnerable individuals. This approach resonated with voters by shining a light on the hidden motives behind assisted suicide advocacy.

Emotion-Driven Campaign Content

By creating content that evoked a strong emotional response, we urged West Virginians to consider the broader, life-affirming implications of voting against assisted suicide. Our ads and videos connected deeply with audiences, fostering empathy and mobilizing support around the dignity of life.

Display Ads

Videos

Informative and Accessible Outreach

Our landing page served as a central information hub, outlining the slippery slope of assisted suicide policies. By highlighting staggering statistics from other states that have legalized assisted suicide, we showed how such measures can exacerbate existing crises, including the drug epidemic in states like West Virginia. This perspective offered a clear warning about the broader implications, empowering voters with the knowledge they needed to take a life-affirming stance.

Results that Delivered Victory

"Cogency brought a powerful advantage to our West Virginia campaign. They highlighted the real dangers of assisted suicide with messaging that truly resonated, helping voters understand what was really at stake and see through the opposition's spin. Thanks to their strategic insight and clear vision, West Virginians stood up for life."

Wanda Franz, President, West Virginians for Life

Takeaway

The West Virginia campaign demonstrated the power of strategic, emotionally impactful messaging to defend life and protect vulnerable populations. Through clear, targeted narratives and accessible educational resources, the campaign empowered West Virginians to reject harmful policies and safeguard ethical standards. This victory showcases how life-centered messaging can mobilize communities and drive meaningful change.