



DEFINING MOMENT



2012

Teleconference and Web Simulcast
Tuesday, April 24, 2012

ESTHER 4:14

*"...who knows
whether you have
not come to the
kingdom for such
a time as this?"*

THE ABORTION CRISIS



- 42 million children die from abortion each year worldwide
- Here in the United States, since *Roe v. Wade*:
 - ✓ More than 54 million children have been aborted
 - ✓ 1.2 million more each year
 - ✓ Abortion is leading cause of death
- Planned Parenthood
- HHS Mandate, abortion mandate in health care reform
- Planned Parenthood's "40 Days of Prayer for Abortion"

A LOCAL SOLUTION



From humble beginnings ...

- One hour of prayer around a wooden table

Campaign components:

- Prayer & fasting
- Peaceful vigil
- Community outreach

SPRING 2012 RESULTS

The most successful 40 Days for Life campaign yet:

- 261 local campaigns across North America and around the world
- Over 100,000 participants
- For more than 30,000 individuals, this spring campaign was their first-ever pro-life activity
- 4,000+ churches actively involved
- More than 300 news stories, including coverage on:
 - ✓ Associated Press
 - ✓ Fox News
 - ✓ ABC, CBS, NBC television stations
 - ✓ Laura Ingraham radio show
 - ✓ BBC
 - ✓ Salon
 - ✓ Huffington Post
- 883 lives confirmed saved
- 8 abortion workers quit their jobs and left the industry
- 3 abortion facilities went out of business

CUMULATIVE RESULTS

Since launching as a coordinated effort in 2007:

- 1,894 campaigns have been conducted in 440 cities, across ...
 - ✓ 50 American states
 - ✓ Argentina
 - ✓ Armenia
 - ✓ Australia
 - ✓ Belize
 - ✓ Canada
 - ✓ Denmark
 - ✓ England
 - ✓ Georgia
 - ✓ Germany
 - ✓ Ireland
 - ✓ Northern Ireland
 - ✓ Poland
 - ✓ Spain
- Over HALF A MILLION participants (525,000+)
- More than 15,000 church congregations
- 2,100+ news stories
- 5,928 lives saved ... and these are just the ones we know about
- 69 abortion workers have quit their jobs
- 23 abortion facilities have closed

These results are thanks to God ... and YOU!

CASE STUDIES



Pittsburgh, PA



Milwaukee, WI



Glendale, AZ



London, England



Storm Lake, IA

IMPORTANCE OF 2012



40

MAJOR INITIATIVES

1. Improve and grow 40 Days for Life campaigns

- More campaign locations in more cities and more countries
- More people, churches, and organizations
- More media coverage
- More lives saved!
- This will be accomplished with cutting-edge new:
 - ✓ T _____
 - ✓ T _____
 - ✓ T _____
- Next campaign: September 26 – November 4

2. Defund Planned Parenthood ... locally

- Expanding the focus beyond just federal tax \$
- Extensive experience in slashing all revenue streams

3. Ongoing prayer presence combined with effective sidewalk counseling

- Our background and proven track record
- Abortion industry has acknowledged impact

CHALLENGES

Organizational challenges:

- Tiny national team
- No office; we work from home and on the road
- Working with volunteers coast-to-coast and around the globe
- Stretched to the limit as campaigns continue to multiply

Financial challenges:

- We rarely ask for help, only when it is truly needed
- Four months into 2012 – *after just completing the most successful 40 Days for Life campaign ever* – and we have not asked for help this year
- Like you, we've been focused on saving lives
- More than 90% of time, energy, and resources goes directly toward our mission – to end abortion
- With everything at stake in this DEFINING MOMENT year:
 - ✓ Pulled out all the stops during spring campaign
 - ✓ Invested everything we could to maximize results
 - ✓ Resources have been drastically depleted
- Unprecedented opportunities, but they come with new costs

ONE-TIME DONATION



Remember! Your tax-deductible gift will be instantly DOUBLED!

Every One-Time donation will be doubled by the matching challenge –
up to a total of \$89,500 – until next Tuesday, May 1.

Make your One-Time gift online:

✓ <http://40daysforlife.com/donate.cfm?selected=onetime>

Form to print and mail your One-Time gift:

✓ <http://40daysforlife.com/docs/onetime.pdf>

MONTHLY PLEDGE



Storm Lake, IA



Knoxville, IA



Allentown, PA

Remember! Your tax-deductible Monthly Pledge, multiplied by 12, will be instantly DOUBLED!

Every Monthly Pledge (annualized) will be doubled by the matching challenge – *up to a total of \$89,500* – until next Tuesday, May 1.

Make your Monthly Pledge online:

✓ <http://40daysforlife.com/donate.cfm?selected=monthly>

Form to print and mail your One-Time gift:

✓ <http://40daysforlife.com/docs/monthly.pdf>