

# DEFINIG MONENT

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





### 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:
- 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:

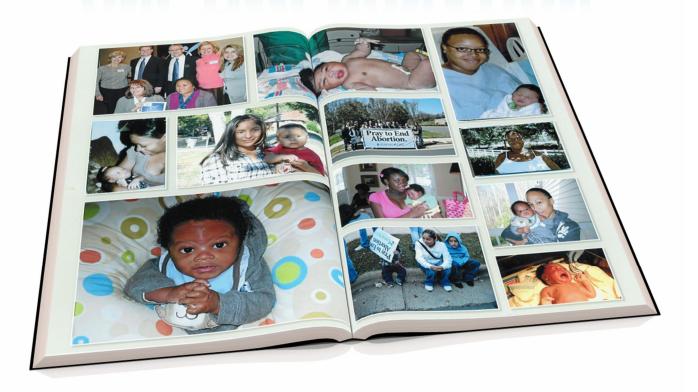
- Tiny national team
- No office; we work from home and on the road
- Working with volunteers coast-to-coast and around the globe
- Stretched to the limit as campaigns continue to multiply

#### 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:

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

Form to print and mail your One-Time gift:

✓ <a href="http://40daysforlife.com/docs/onetime.pdf">http://40daysforlife.com/docs/onetime.pdf</a>



### **MONTHLY PLEDGE**







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:

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

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