



The Moveable Middle Men: Winning Back Men's Courage to Reject Abortion & Embrace Life

Introduction

Despite an ever-changing landscape on legal abortion and high tensions at state houses across the country following the June 24th Supreme Court decision to reverse *Roe v. Wade*, many Americans continue to avoid the extreme of either side on the abortion issue. Gallup's May 2022 polling was executed during the frenzy leading up to SCOTUS' decision on the *Dobbs v. Jackson* case, and, yet, only 35% of Americans said that they believed abortion should be legal in all circumstances and only 13% believed it should be illegal in all circumstances, *leaving more than half of Americans somewhere in the middle*. This nebulous middle-ground is where the majority of America commonly identifies. Knowing this, the next question is whether any discoveries are yet to be made as to who makes up this middle and if they are moveable.

The pro-life and pro-abortion movements have been battling for the hearts and minds of these "Moveable Middle" Americans for five decades, but neither side has yet won the war, despite the supporters of abortion having a cultural advantage in their dominance in academia, law, and entertainment. With the abortion death toll surpassing sixty million and *Roe v. Wade* now, finally, in the ash heap of history, the time is ripe to deploy winning messaging to shift the *Moveable Middle* toward full protections for the preborn. But with Planned Parenthood's newly released annual report showing an *increase* in abortion, an *increase* in taxpayer funding, and a *decrease* in actual health services as well as the proliferation of deadly chemical abortion drugs throughout America, we know have our work cut out for us.

While it's good news that pro-lifers maintain a strong digital presence, our movement must do more to adopt and deploy a sophisticated messaging strategies which will achieve significant shifts toward life and ramp up the resources for shifting public opinion fast enough to solidify victory over the pro-abortion culture. This research was dedicated to understanding the where the ***Moveable Middle Man*** is coming from intellectually and emotionally, and how pro-lifers can message successfully to sway those like him.

At the heart of Students for Life of America (SFLA) is our drive to change minds on abortion, reaching students on campus and online to start a dialogue. Since 2019, SFLA's *Demetree Institute for Pro-Life Advancement* took this challenge of moving the *Middle* one step further by

researching how to uniquely reach Millennial & Gen Z men and women. This paper will outline the findings from our second installment of our research on the *Moveable Middle Men*.

No hardly needs a research study to reveal that the topic of abortion is complicated, nuanced, and oftentimes messy, especially for the man between a rock and a hard place. SFLA's continued work on campuses with displays and in communities reaching neighbors through our *Campaign for Abortion Free Cities*, uncovers significant insight into the mind of those in the middle, reflecting what we discovered in the results of both the women's and now men's study: neither side of the abortion debate is attractive. Although men had limited understanding of fetal development compared to women, the instinct of most *Moveable Middle Men* is that the extreme option of unlimited abortion for any reason is "wrong"; however, they are convinced their opinion carries no weight worth voicing. To complicate the matter further, the pro-life brand and label is also unappealing and the *Moveable Middle Man* has no interest in finding his place among the pro-life position. This means we now have an additional challenge to break through not only a knowledge gap and decades of misinformation swirling around the mind of millennial men who were born into a society passively tolerant of abortion but also craft a pro-life message that will not be automatically rejected.

Thankfully, after culminating more than one year of qualitative and quantitative research and message testing, we now have a clearer window into the mind of men as they process all the many facets to the abortion issue.

Methodology

The goal of the messaging examination was to conduct both qualitative and quantitative research uncovering the heart of what the *Moveable Middle Man* believes and which messages will shift his position out of the middle and toward pro-life views.

A *Moveable Middle Man* was defined for this research as a man between the ages of 20- 34, whose feelings on abortion were mixed, nuanced, or not black-and-white. For the qualitative research phase, thirty-one respondents were chosen from those screened in select cities with a range of ethnicities and education levels. Limitations were set on how many participants were married, had children, or lived with a significant other.

To qualify, candidates completed a series of questions about perceptions and attitudes, asking them to assess how each statement was "like me" or "not like me" or that they had mixed feelings about the statement. A scoring system was applied to identify those in the middle.

Both qualitative and quantitative research methods were implemented to genuinely investigate the views of *Moveable Middle Men* on abortion. We assessed men's reactions to nearly a dozen messaging themes which ranged from confronting regret and fears to appealing to men's sense of responsibility and desire to father. Our research was conducted in phases between 2021 and 2022.

Phase I qualitative research equipped us with a thorough understanding of why men choose the middle on abortion. Through relaxation and visualization techniques, extensive 90-minute interviews were conducted revealing several common themes among *Moveable Middle Men*.

In **Phase II**, we explored which messages out of nearly a dozen concepts resonated the most with this cohort. The top performing concepts were used to guide the production of market assets, such as storyboards and marketing phrases, which were subjected to further testing. Qualitative research was carried out with in-person interviews providing feedback on each storyboard.

Phase III centered on testing the effectiveness of our top performing messaging concepts in the form of 60-90 second video advertisements. Quantitative research involved garnering online surveys from each video to discover which messages yielded the highest numbers of clicks and conversions.

Key Findings

Phase 1: Who Is the *Moveable Middle Man* & What Does He Believe?

We studied men between the ages of 20-34 with middle-ground opinions on abortion. Four characteristics about the *Moveable Middle Man* stand out:

- **His choice is to avoid the conversation.** The middle may not always be defined as seeing both sides but is instead a space of solitude where he does not have to give his opinion one way or another.
- **His uncommitted position is a survival tactic.** An unplanned pregnancy, for both men and women, uniquely engages all five levels of Maslow's *Hierarchy of Needs*. Even if a man instinctually determines abortion is wrong, he considers abortion acceptable in a wide range of circumstances.
- **He is repelled by both sides of the abortion debate, but the pro-life brand appears the most damaged.** Like the *Moveable Middle Women's* responses, both the pro-choice and pro-life camps are uninviting to men; however, it is the pro-life brand that received the most negative association from men.
- **He has a sense of responsibility, defined on his own terms.** There were certain points, such as having multiple abortions or late-term abortions, when these men found abortion to be inexcusable.

Key Finding: His Choice is to Avoid the Conversation.

The most common theme among *Moveable Middle Men* was their seemingly conditioned behavior in opting out of the decision. "It's the woman's body," "It's not up to me," or "I don't

get a vote” are just a few of the phrases frequently repeated during qualitative interviews. Responses were filled with appeals to neutral parties such as doctors or judges when situations get tough. Avoidance has been so deeply ingrained in a man’s response to the abortion subject, he does not want to bother himself with thinking on it at all, “this isn’t what I want to think about every day,” one man said bluntly.

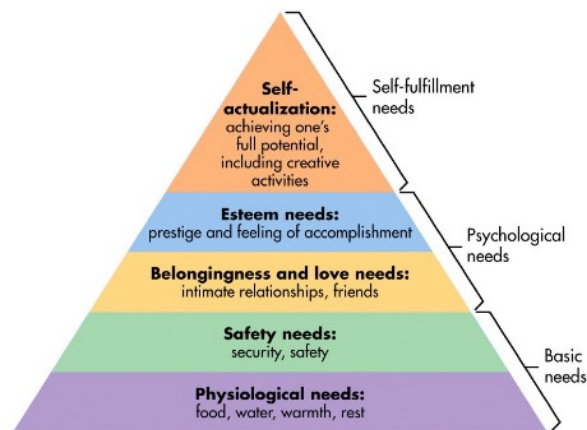
One misunderstanding of “the middle” is to assume these are men who have some gestationally-bound or timeline restriction on when abortion is acceptable or limits tied to some other factor. Rather, these men are truthfully closer to the pro-choice line by pro-life standards, excusing most abortions by washing their hands of the situation entirely. Allowing almost all abortions for whatever her reason so long as it makes sense to her is their “middle.”

Key Finding: His uncommitted position is a survival tactic.

The *Moveable Middle* Man, once invited into the discussion and given proper time to discover his own feelings, shared mixed emotions on the morality of abortion. Some used the words “necessary evil” to describe situations where they knew abortion was wrong, but it became seemingly unavoidable. Despite any underlying instinct that abortion wrongly takes a life, ultimately the *Moveable Middle* Man determined it must still be available for his own sake. During an interview, one man said, “it was me or the baby,” when reflecting on an unplanned pregnancy situation from his past.

The millennial age group for both men and woman shared a high volume of personal experiences facing unplanned pregnancy situations either themselves or with close friends as they developed their opinions on abortion. It was men, however, who never previously considered the abortion issue deeply until the moment it directly applied to them. If one’s first association with abortion is a high-pressure situation of unexpected pregnancy, which undoubtably throws most men into a tailspin of self-doubt and shock, it is no wonder why he may avoid reliving those feelings in the future when asked his opinion.

Consider Maslow’s *Hierarchy of Needs*:



Any threat or instability within a lower or foundational level makes it impossible to move up the scale toward self-actualization. For example, if you lack proper housing and nutrition, you are not concerned with how you are viewed by others at school or whether you will receive a promotion at work.

As for abortion, even for those with strong pro-life values, an unplanned pregnancy uniquely “threatens” every level of Maslow’s *Hierarchy*. For men during the interview process, it sounded like this, “If you bring a baby home, you’re dead to me,” – threatening his security or, “We will disown you if you get someone pregnant,” – endangering his housing and family relationships. Men did not view keeping the baby as an option that would sustain their basic or psychological needs.

Key Finding: He is repelled by both sides of the abortion debate, but the pro-life brand appears the most damaged to him.

Not surprisingly, those in the middle harbor grievances against both pro-life and pro-choice extremes. It is nearly impossible to remove the passion and raw emotion evoked by abortion, but this leaves the public searching for a quiet space to escape the noise. Consistent with the structure of our previous *Moveable Middle Women’s* study, the qualitative research during men’s interviews involved a projective puppet exercise that revealed additional insights into how the *Moveable Middle Man* views the anti-abortion movement.

Many of the negative images of the extreme “pro-life puppet” projective exercise were very similar to what we heard with the women. Generally, a “TV preacher type,” described as “slick” and maybe potbellied, a conman, a grifter. In some cases, the puppet was a “pushy middle-aged woman, generally well-to-do and out-of-touch.” Remember, men are intentionally in the middle as a strategy to avoid the topic altogether and this can often be explained by their distaste for the division they perceive. For one man, it was the pro-life side that shouldered most of the blame, “So many opinions, one side and the other side. This isn’t what I want to think about every day. It is important to me, but not something I want to think about all the time... both sides are just as bad, but pro-life is worse.” Often in these exercises it was the pro-life side “yelling” out at the person in the middle.

There were, however, a few differences among men during this projective exercise. One distinction was that even among men who self-identified as further toward the pro-life side to start *also* provided negative images of the pro-life puppet. Specifically, one trait attributed to the pro-life puppet was that this was “[someone] not actually trying to move anyone. They didn’t care if someone was motivated by their signs or shouting– they were doing it to make each other happy, while railing against the enemy.” Another significant theme in the puppet demonstration was a reoccurring mention of Trump and MAGA red hats on the pro-life puppets. Specific mention of Trump was not present during the 2019 women’s study, although it would have been

relevant. It is undetermined if either the variable of gender or that of developing current events factored into this dissimilarity.

As for the depiction of the pro-choice puppet, men provided stereotypes similar to what women shared. Beyond the traditional feminist typecast, men's responses leaned slightly more negative here too using words like "Feminazi." One man was particularly descriptive, sharing, "Liberal arts type, with a ridiculous Mohawk mullet, green or red hair, piercings, tattoos, dyed armpit hair, visible cleavage. Some sort of weird Goth stockings and platform combat boots."

Men were noticeably more sensitive to the polarization caused by both sides, so interviewers tested a new projection asking respondents to imagine a "middle ground puppet". This came very easily to men and the word "compromise" was used frequently. It was this new character in the middle who could invite discussion from each side which revealed a genuine, perhaps unconscious to them, desire from men to share their thoughts after all; men perceive that they do not have the space or freedom to do so.

Key Finding: He has a sense of responsibility, rationalized on his own terms.

Throughout the duration of their interviews, men were conflicted, wavering between opposing views, rationalizing, and even contradicting their own points. While we have determined that men are in the middle to avoid the chaos, they still struggle with the rational choice. Retreating to the middle to find peace is about as effective as Pontius Pilate expecting the Jewish people to choose Barabbas. Men struggle with feeling comfortable about a necessary evil, because they still see it as "evil," and that gives us a clue as to where pro-life messaging can engage.

Interestingly, the *Moveable Middle* Man seriously considered fetal development, although not always accurately, and reasoned that if an abortion is "early enough," it would not be a significant loss. Yet, regardless of how "early" the abortion happens, many men also regarded multiple abortions as something horribly immoral. If "early enough" could be deemed acceptable, then why does "early enough" multiple times equate to "irresponsibility, selfish, poor character"? One man went so far as to claim, "any woman who would use multiple abortions is unfit to be a mother," indicating that at some point abortion becomes a moral wrong.

Men were all about circumstances, reasoning back and forth with phrases like "on one hand... on the other hand..." as they considered everything from poverty to age to conception from rape. Fatherhood for them personally seemed impossible due to a long list of obstacles they readily fired off as if they had spent a substantial amount of time weighing their options should an unplanned pregnancy concern them, and in many cases it had. Yet, the same men who portrayed parenting as an unimaginable burden, dithered about in their minds that part of them wanted the opportunity to be a strong father. Every interview revealed that men, in general, brought some level of unresolved emotions to the conversation.

Phase 2: Moveable Middle Men's Attitudes & Responses to Pro-Life Messaging

This phase of quantitative testing investigated abortion attitudes and response to messaging storyboards. Vinea Research administered a 15-minute online survey with nearly 1,500 men between the ages of 18 and 35. Respondents were sourced from Dynata, the largest U.S. consumer panel company. The main inclusion criterion was not identifying with either extreme on an abortion belief continuum.

Abortion attitudes were examined through measuring reactions to statements on a continuum of “does not describe my feelings at all” and “describes my feelings very well.” Statements of beliefs and their measures are as follows:

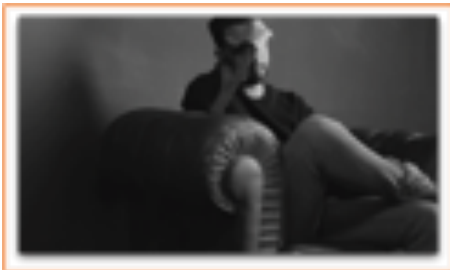
1. *“I can understand why women feel guilt after their abortion (either immediately or well after).”* Men do associate feelings of guilt and regret with abortion. 79% of men responded mid-way and to the right of the continuum toward agreeing with this statement.
2. *“In an unplanned pregnancy, it is the man's responsibility to support the woman in whatever decisions she makes.”* With 75% of men responding mid-way and to the right of the continuum agreeing with this statement, we find again the majority of men defaulting to her decision.
3. *“Planned Parenthood provides many useful services.”* Planned Parenthood support was overwhelmingly strong among the *Moveable Middle Man*. 81% of men responded mid-way and to the right of the continuum toward agreeing with this statement.
4. *“Crisis pregnancy centers are good alternatives to Planned Parenthood and abortion clinics for providing women's health care (other than abortion).”* While feelings were more mixed regarding pregnancy centers, still a majority aligned with this statement at 69% responding mid-way and to the right of the continuum toward agreement.
5. *“I believe the Democratic party is too extreme in their abortion views.”* 73% of men responded mid-way and to the right of the continuum toward agreeing with this statement indicating that neither political party is attracting the middle.
6. *“I might be more inclined to call myself “Pro Life” if it weren't so associated with the Republican party.”* A considerable number of *Moveable Middle Men* felt that taking a pro-life position is “too Republican” and therefore unappealing. 70% of men responded mid-way and to the right of the continuum toward agreeing with this statement.

7. *“I would be concerned about losing friends if I were to publicly oppose abortions or suggest there should be limits.”* 69% of men responded mid-way and to the right of the continuum toward agreeing with this statement showing the way in which men are viewed among their peers is important to them.

8. *“Abortion is a female issue. Men's opinions on this matter don't matter at all.”*
Surprisingly, this statement received mixed results with only 10% of men responding that it “describes their feelings exactly”, 16% claiming it “does not describe their feelings at all” and 56% landing some somewhere in the middle of the continuum. Contrary to language men used within qualitative research, when obligated to choose if this mantra precisely describes their feelings, only a small minority said this is actually how they feel.

The next step within *Phase 2* was to test messaging themes derived from discoveries in *Phase 1* qualitative research which were then developed into storyboards. Men were asked to view the storyboard and listen to a narration of corresponding messages. Below is the summary of those results:

Storyboards & Messages Performing in the Lowest Tier



“Men Regret Abortion”

In qualitative interviews, several men reflected on a time in their lives when a partner shared she was unexpectedly pregnant. While the pregnancy outcome varied between abortion, miscarriage, parenting, or learning she was not actually pregnant, it was common for men to consider how old their child may be in their present lives. Despite their reasoning for tolerating abortion in their past, many men shared feelings of regret if they did not get the opportunity to parent. However, drawing from these experiences was not useful in message testing. Men immediately flagged these messages as “too heavy” or “too judgmental” and not focused enough on the woman and her pain.



“Rethinking Necessary Evil”

A common theme among men was their rationalization that even though abortion would take the life of an innocent baby, for an array of circumstances, abortion was an evil that was “necessary”. The *Rethinking Necessary Evil* storyboard attempted to confront those feelings and offer alternatives. Unfortunately, this message was labeled “too direct” and did not positively influence the mind of men in the way we had hoped.

Storyboards & Messages Performing in the Average Tier



“Men Have Responsibility Too”

Capitalizing on the *Moveable Middle Man*’s sense of duty, this storyboard was designed to explore the option of fatherhood through the lens of responsibility. A narrative approach was used showing a young father graduating with his new baby, presumably college age, and fast-forwards through life ultimately seeing his daughter graduate. This approach was effective to improve the perception of unplanned pregnancy in

difficult circumstances such as still being in school, but it ultimately left men unmoved in their position that abortion is acceptable when the woman chooses.



“Standing With Her, Embracing Fatherhood”

Unlike the lower-performing messages, this concept highlighted language of “standing with her” and supporting the woman throughout her decision and ultimately choosing life together. While this message performed higher than its male-centric counterparts, it unfortunately fell flat to completely sway the middle leaving the challenge of abortion unconvincingly addressed.

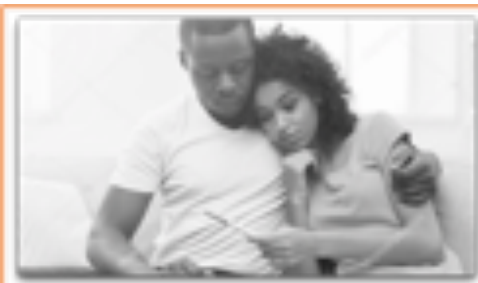
Storyboards & Messages Performing in the Highest Tier



“Overcoming Obstacles, Championing Fatherhood”

Striking the balance between confronting what men fear in unplanned pregnancy and still maintaining optimism is what made the “overcoming obstacles, championing fatherhood” theme a success. The message begins with a man recalling his own inner critic and anxiety upon hearing the news he would become a father. Ultimately, his statements of defeat are turned into a message of victory being on the other side of choosing

life. Without venturing into the guilt of missed parenthood, this message brought out the joy and pride of fatherhood genuinely highlighting moments between a father and son that portrays life as imperfect, but complete together.



“Overcoming ‘Her Body, Her Choice’ – Seeing Two”

Where other positive storyboards fell short of final conversion, the “overcoming ‘her body, her choice’” message, however, became an effective method of tackling what men were thinking when composed alongside language such as “start a conversation with her” and similar sentiments of female support.



“Overcoming ‘Her Body, Her Choice’ – Heroes”

The top performing message uniquely achieved a combination of appealing to a man’s sense of duty through fatherhood and his responsibility to speak up against abortion, using his sense of heroism to be a voice for his son or daughter in the womb. Despite having an innate sense that abortion is wrong or at least questionable, the *Moveable Middle Man* lacks permission to do anything about it. This message invites him into the conversation by showing him his

natural place as the child’s father.

Key Finding: The Middle Is Moveable

Prior to viewing the storyboard drafts, participating men qualified by completing a self-assessment on their abortion support following a similar continuum as Phase 1. Following a session of watching the videos and proposed messaging, the men were asked to rescore themselves on the continuum. Impressively, the messages made a noticeable difference shifting this group 2 full points to the right toward the pro-life position.

Key Finding: Men Are Moved by Positive Emotions

The most effective messages included not only emotive scenes, but an overall sense of triumph and positive messaging. Although men themselves mentioned phrases such as abortion being a “necessary evil” or that they regret past abortion decisions, using those examples were not effective in a messaging campaign. Men overwhelmingly expressed a desire for “both sides to talk to each other” and it was hostile conversations, either perceived or actual, that steered them retreating to the middle where they would no longer need to participate.

Phase 3: Moveable Middle Men’s Quantitative Responses to Pro-Life Messaging

Phase 3 testing ran for about one month administering a set of social media advertisements geo-targeted to millennial men in key locations participating in the *Campaign for Abortion Free Cities* (Phoenix, Denver) as well as nationally. Measurements collected include:

- **Impressions** - The number of times an advertisement was clicked upon initial view.
- **Responses or “Conversations”** – The number of times an advertisement was clicked through the whole series of questions engaging in an online conversation.

- **Number of “Conversions”** – The number of times someone self-assessed that they felt differently about abortion (changing to a pro-life position).
- **Conversion Rate** – Number of conversions over the number of responses to find the rate of conversion success.
- **Cost-Per-Conversion** – The number of conversions over total cost of the ad spend to find the investment needed to change someone’s mind with that message.

“Overcoming Obstacles, Championing Fatherhood”



The portrayal of a young man considering the announcement of an unexpected pregnancy to be both a challenge to provide and care for his new child and as an opportunity to defeat his own feelings of self-doubt and inadequacy is emblematic of the broader sense among men that fatherhood is indeed an immense responsibility to undertake. Sentiments of responding to a challenge and

undertaking noble responsibility, while defeating one’s self-doubt, performed well with the audience.

Responses: 862

Number of Conversions: 257

Conversion Rate: 28%

Cost-Per-Conversion: \$3.29

“Overcoming ‘Her Body, Her Choice’ – Heroes”



The messaging of heroism found in fatherhood performed most successfully among its audience. The visual depiction of soldiers defending human life and firefighters saving human life, when correlated with the idea of a father choosing to defend and save the lives of the preborn, demonstrated fatherhood as both a duty and as a calling worthy of admiration. The positive light shown on pro-life

men invites all men to likewise become heroes.

Responses: 760

Number of Conversions: 192

Conversion Rate: 27%

Cost-Per-Conversion: \$3.57

“Overcoming ‘Her Body, Her Choice’ – Seeing Two”



Contrasted with the idea that men may not have adequately imagined the overwhelming joys of fatherhood that they personally experience, this theme demonstrates that similarly unprepared men can be initially met with opposition from the expectant mother when they express their desire to be pro-life.

The message of enabling men to engage in this conversation with the mothers of their children suggested that men bear responsibility as well, though ultimately it was lower-performing messaging. Initially

this message invited men in as it garnered several “responses” online, yet only held 86 conversations keeping just 7% of the audience engaged and only 10% of those changing their mind.

Responses: 1,226

Number of Conversions: 86

Conversion Rate: 10%

Cost-Per-Conversion: \$11.32

“Overcoming ‘Her Body, Her Choice’ - Men’s Rights”



A conversation surrounding “men’s rights” was added to the videos to test outside of what was observed Phase 1 and Phase 2 results. A theory was tested to see if men not mentioning their rights meant this was potentially untapped motivation and could theoretically be self-discovered through narrative.

Perhaps if men heard a man admitting he is upset he does not have a voice in

the conversation, more would step forward. Phase 3 results, however, supported the lack of this theme being present in Phases 1 and 2. Receiving the lowest conversation engagement and mere 6% conversion rate, this message was the least cost-effective and lowest-performing overall.

Responses: 772

Number of Conversions: 58

Conversion Rate: 6%

Cost-Per-Conversion: \$23.84

Key Finding: Men's Interests Were 'All or Nothing'

Unlike the *Moveable Middle* Women's videos receiving more nuanced results, the men's videos were either a hit or a miss. When asked to put into their own words why they stake their beliefs in the middle, responses are all over the map; however, when delivering a completed message to men they could precisely determine whether it resonated with them.

Key Finding: Men Reject Direct Statements

Men can tell when they are being told what to think or how to feel, and they swiftly rejected it. Moreover, a direct statement that condemns the avoidance of fatherhood responsibilities is perceived as judgmental and guilt-ridden aspect of messaging that is ultimately ineffective.

Key Finding: Consistently, Men Are Moved by Positive Emotions

When men are inspired to recognize their own self-actualization, playing to conventional male desires for opportunities to "be the hero" or "be a great dad", they are not only engaged in the message, they are invited to reconsider their opinions.

Recommendations

The pro-life movement should use language of 'overcoming obstacles' or 'heroism' to engage and convert the *Moveable Middle* Man.

The highest performing messages leveraged a man's sense of duty and protection, creating for him a lens where he is hero in a situation like abortion when lives are on the line. Merely asserting that abortion is morally wrong because a life is lost, while true, is too direct. He immediately delineates that type of message as an un-welcomed "lecture" or "preaching", outright dictating how he must feel. Instead, the pro-life movement must utilize messages that will lead him to this moral conclusion himself. It is the hero who can intervene with support during difficult circumstances, not settling for abortion. It is the imperfect yet resilient father-to-

be who can provide for his unexpected family, paving a path forward to choose life. This responsibility can either be heaped upon him in guilt or honorably bestowed; the latter will win him to the pro-life cause.

When targeting the *Moveable Middle Man*, the pro-life movement should engage in positive inspirational messages that breakdown long-standing barriers.

Men are desperate for positivity and calm dialogue in a highly charged environment. It is important to remember, the burden of initial connection and sparking interest rests on the pro-life movement because the *Moveable Middle Man* has intentionally placed himself in a position of ignoring pro-life logic. Previous experiences surrounding the topic of abortion often left these men feeling “yelled at” or overwhelmed, thus placing him in the middle; he has no intention of returning to the conversation to reconsider. The *Moveable Middle Man* is only *moveable* if he is first welcomed into a dialogue, and we must apply innovative strategies to reach him. At a nearly 30% conversion rate, it is well worth our efforts to bring these messages online through digital marketing techniques. In-person conversation opportunities to reach millennial men, such as going door-to-door during *Campaign for Abortion Free Cities* outreach, is a unique way to invite dialogue and show it is the pro-life majority willing to engage peacefully.

Conclusion

The Pro-Life Movement remains one of the strongest growing causes in America despite being faced with relentless adversaries and impossible odds. Although pro-life measures are progressing, the chaos surrounding the issue of abortion has not settled over time since *Roe v Wade*'s passing and instead has arrived at a pinnacle of fury with *Roe*'s reversal. It is more critical than ever that we employ winsome strategies to draw back the middle knowing the odds are against us among a well-funded and deeply rooted abortion industry invested in fighting back. The good news is: the Pro-Life Movement already holds the necessary ingredients of heroism, support, and encouragement as we defend life and assist families – we just need to show them.