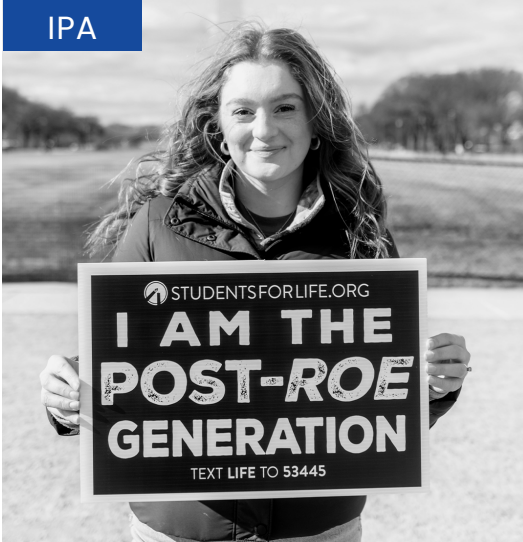


IPA

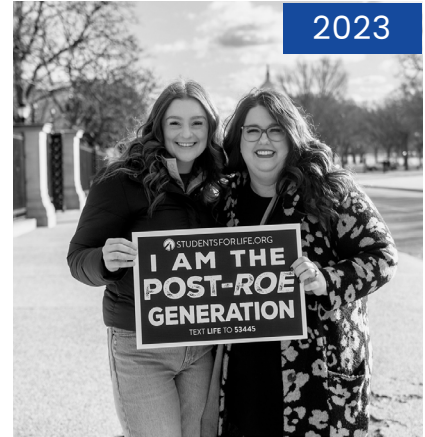


INSTITUTE FOR PRO-LIFE ADVANCEMENT



DEMETREE
INSTITUTE FOR PRO-LIFE ADVANCEMENT

2023



A Pro-Life Generation Initiative

Why Demetree is so Important

In a post-*Roe* America, the work of the *Demetree Institute for Pro-Life Advancement* to research, develop, deploy, and share messages and strategies within the pro-life movement to change to minds is more critical than ever.



Index

Our Research.	3
Moveable Women & Men.	4
Gen Z & Millennial Voters.	6
Christian Schools & Planned Parenthood.	9
Planned Parenthood Locations & College Campuses.	12
The 14th Amendment Strategy.	15
Deploying What We’ve Learned.	17
Leading the Pro-Life Movement’s Response to Chemical Abortion.	21
Transforming How the Pro-Life Movement Works.	25



OUR RESEARCH

I AM LIVING & GROWING

of biologists agree that human
begins at fertilization.¹ The
an zygote, as a living organism,
suddenly changes and develops.²

AM WHOLE:

A human zygote acts as a complete
whole...its coordinated behavior is the
hallmark of an organism.³

AM SELF-DIRECTED:

An embryological study found that the
embryo's development is "embryo-
autonomous" which shows that the
embryo operates on its own.⁴

AM DISTINCT:

Fertilization is a critical landmark because
a genetically distinct human organism,
who has never existed before and never
will again, is formed...⁵

1. Jacques SA. The Scientific Committee on Human Fertilization.
2. Oliver R, Baill H. Embryology: Fertilization.
3. Dr. Margaret Conklin. When Does Human Life Begin? A Catholic Response.
4. Jennifer Gould MA. Self-organization of the human embryo and its development.
5. Dr. Robert H. Baker, and Mike T. Fiala. Human Development: A Scientific Approach.

I AM A VALUABLE HUMAN

I have human parents,
human DNA & am a part of
the human species.

Zygote, embryo, fetus,
infant, toddler...

At each stage,
I AM VALUABLE.

Humans are
**INTRINSICALLY
VALUABLE.**

Our value is NOT based on our
abilities or what we do. Our value
is rooted in what we are: **unique
unrepeatable human beings.**

MOVEABLE MIDDLE

WOMEN & MEN STUDIES



on?
tional
and
being.
en as
the
g is:

RED,
ED

DT:
marriage
ies; and
sary to
of the

our
olated

St

W
HA
Su

A
a solution

• Poverty
• Sexual Assault
• Suffering
• Difficult Circumstances

Abortion h
women:

• Severe Cran
• Hemorrhagi
• Sepsis & Inf
• Infertility
• Death & M

Moveable 2021 Women's Study

We studied women between the ages of 20–34 with middle-ground opinions on abortion, trying to identify opportunities to get them to move their positions. Using “Right Brain Research” and quantitative studies we began with qualitative, one-on-one interviews with visualization exercises to identify trends from respondents.

From there, our team created video advertisements from messaging themes to measure opinion change. **Below are some of our key findings:**

1. The pro-life brand is damaged as well as the pro-choice brand.
2. She chooses to be in the middle with intention.
3. She judges abortion by the circumstances around it, making the middle the “moral high ground.”
4. She believes abortion should always be a difficult decision.
5. Woman-focused messaging is the most effective to get her to move out of the middle.

WINNING MESSAGES



Watch the Ads!

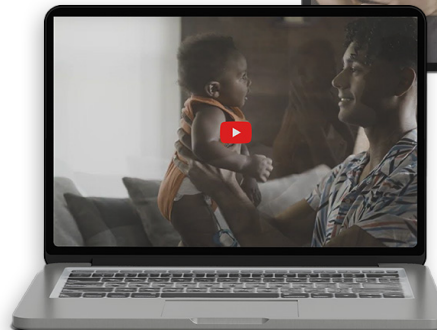
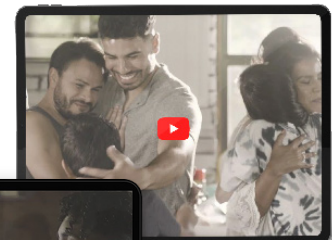


Moveable 2022 Men's Study

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

1. 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.
2. 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.
3. 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 prochoice and pro-life camps are uninviting to men; however, it is the pro-life brand that received the most negative association from men.
4. 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.

WINNING MESSAGES



Watch the Ads!

A woman in a purple shirt is leaning over a table, writing on a survey form. The table is covered with various materials, including a laptop, a clipboard, and several printed forms. In the background, there are several large posters or banners. One banner on the left has the text "WOMAN LIFE IS WORTH PROTECTING" and "DEVELOPING ABORTION EXTENSION". Another banner on the right has the text "WOMAN LIFE IS WORTH PROTECTING". The setting appears to be a public space, possibly a library or a community center, with a high ceiling and large windows.

GEN Z & GEN Y

VOTERS STUDY

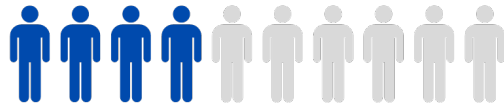
2022 Gen Z & Gen Y Voters Study

For the third year, we studied the largest voting bloc in America, *18-34 year olds*, and what they thought about abortion. Far from being pro-abortion, straight ticket voters without nuance, Millennials and Gen Z share concerns about the extremes of abortion, desire to have a voice and a vote on Life, and thoroughly reject the reckless and deadly policy pursued by the Biden Administration on Chemical Abortion.

Roe Didn't Have the Support They Think It Had



3 out of 4 wanted limits on abortion.



4 in 10 favored either no abortion at all or abortion limited to the exceptions of rape, incest, or to save the life of the mother.

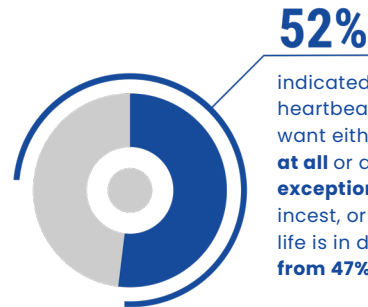
Initially, **6 in 10** expressed some support for *Roe*, but those numbers flipped after learning more about *Roe's* impact, ending with a 50-50 split — **a 10% gain after some education on *Roe's* true impact.**

Forced Funding of Abortion or Participation was Not Popular

- **More than half opposed paying** for abortions worldwide (55%) as well as forcing healthcare workers to participate in abortions.

- The *Hyde Amendment* had strong support with **54% favoring limiting taxpayer funding of abortion** to cases of rape, incest, or when the mother's life is in danger.

The Universal Sign of Life – a Heartbeat – moved Millennials & Gen Z

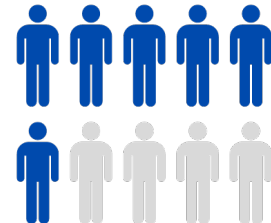


52% indicated that after a baby's heartbeat is detected, they want either **no abortion at all** or abortion only with **exceptions made** for rape, incest, or when the mother's life is in danger. **That is up from 47% in 2021**

- **MORE THAN HALF** of Millennials and Gen Z would support a ban on abortion when a heartbeat is detected (**52% to 48%**).

The New Frontier of Abortion: Chemical Abortion Pills was Concerning

More than 6 in 10 opposed No Test, Online distribution of Chemical Abortion Pills.



- Protecting future fertility was important. **More than 6 in 10 Millennials and Gen Z (64%)** supported requirements for screening for blood type and treatment for Rh-negative women.

- **53% opposed selling Chemical Abortion Pills without an exam**

- **59% supported adult engagement** before a minor is sold Chemical Abortion Pills.

- **65% supported in-person purchase** to prevent abusive partners or sex traffickers from getting the drug to use on women without their knowledge or consent.

2023 Gen Z & Gen Y Voters Study

Abortion Support Isn't as Popular as the Media Makes it Seem

- More young people now believe abortion should not be legal, now at 23% compared to 9% in 2022.
- 67% said laws should limit abortion in all (21%) or some (46%) circumstances.
- Only 3 in 10 did not support laws limiting abortion.
- Almost 7 in 10 support limits on abortion based on a baby's stage of development with even more supporting Life at Conception & Heartbeat Abortion Protection Acts than those based on Fetal Pain.

Continued Education on Roe is Needed

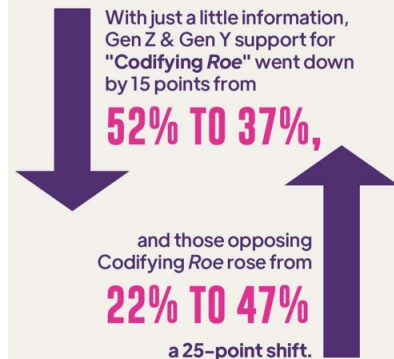
- Gen Z and Y were first asked whether they supported "Codifying Roe" with no definition given on what that meant, and 52% strongly or somewhat strongly supported it, 26% undecided, and 22% opposing.
- After they learned more, young voters changed their minds and the math flipped by 15 points as 37% supported "Codifying Roe" after learning more, down from 52%. Those opposing "Codifying Roe" rose from 22% to 47% — a 25-point shift, made possible in part as 26% undecided fell to 16%.

Young Voters Will Support Pro-Life Candidates

- 53% said they see abortion views as important in their voting decision, It's the most important issue for 13% and top two issue for 15%.
- Asked whether they could support a candidate who wanted abortion without limits and no restrictions of any kind, 4 in 10 reject that extremism, reporting that they are UNLIKELY to give their vote. And 35% said that their vote was unlikely to go to someone promising taxpayer funded abortion.
- 38% said they could vote for a candidate who promised to limit abortion after a baby's heartbeat has been confirmed. 39% said they could support a candidate backing a bill to limit abortion at 15 weeks.

And again this year
**ALMOST 7 IN 10
SAY THEY WANT
LIMITS ON ABORTION.**

The majority of Gen Z & Gen Y reject abortion extremism.



More than **9 in 10** young Americans...



Reject the Biden Administration's no test, online distribution of Chemical Abortion Pills, which put Gen Z & Gen Y at risk of injury, infertility, death, and abusers, who use the drugs against mothers without their knowledge and consent.

A group of four young people, two men and two women, are standing outdoors in front of a brick church building. They are all smiling and holding white signs with red and blue text. The church has a prominent steeple and a large religious mural on its wall. A white van is parked behind them, displaying a sign that reads "LATE-TERM ABORTION is on the Ballot in Ohio." and "AbortionOnTheBallotTour.org/Ohio". The overall scene is bright and sunny.

2023 CHRISTIAN SCHOOLS & PLANNED PARENTHOOD STUDY

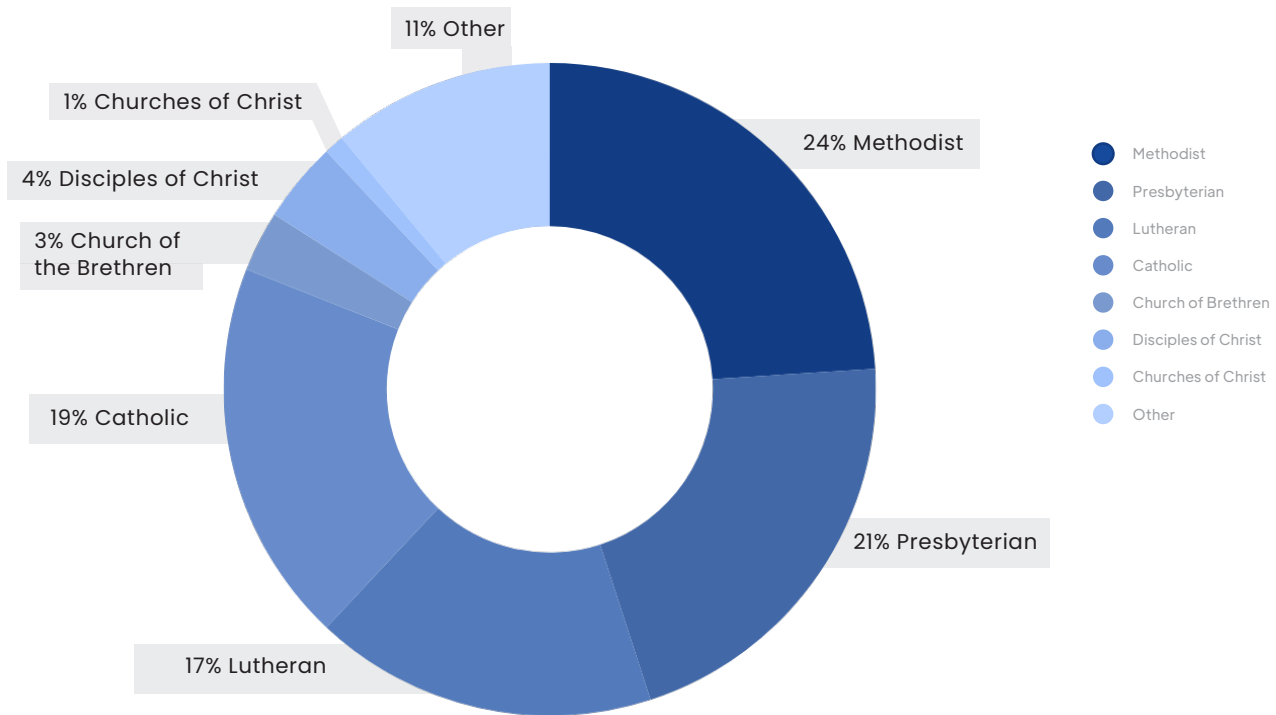
**VOTE
NO on
ISSUE 1**
AbortionontheBallotTour.org/Ohio

**SAVE
BABIES**
FROM LATE TERM ABORTION
AbortionontheBallotTour.org/Ohio

**VOTE
NO on
ISSUE 1**
AbortionontheBallotTour.org/Ohio

**SAVE
BABIES**
FROM LATE TERM ABORTION
AbortionontheBallotTour.org/Ohio

Religious Affiliation of Christian Schools with Infractions



Planned Parenthood remains the nation's largest abortion vendor. According to the organization's own **2022 annual report**, Planned Parenthood ended the lives of 374,155 preborn children through abortion violence last year. Considering location data proving Planned Parenthood targets college students, **with 87% of its locations within 5 miles or less of a college campus**, it is no surprise that Planned Parenthood has also crept its way into faith-based schools.

During the 2023 Christian Schools Project, we investigated 767 colleges and universities affiliated with Christian churches in the United States and found that 75, or **one in ten Christian schools**, maintained some type of relationship with Planned Parenthood.

Within the 75 infringed schools, several denominations were represented, but **Catholic, Lutheran, Methodist, and Presbyterian made up the largest share of infractions**

During our 2023 outreach, 8 schools replied positively and removed some or all ties to Planned Parenthood. This year's research brings the total number of Christian schools' victories to 42. **Below are the 8 schools that removed a website referral or reference during the 2023-2024 school year:**

1. Baylor University (TX) – increased from a B to an A

Removed Planned Parenthood as a job/internship opportunity from their website

2. Bethany College (WV) – increased from a B to an A

Removed a previous Planned Parenthood event from their website

3. Chapman University (CA) – increased from a D to a C

Removed Planned Parenthood as a job opportunity from their website

4. College of St. Benedict (MN) – increased from a B to an A

Removed Planned Parenthood as a Resource for "LGBTQ + Students" through Project Embrace from their website

5. Mount St. Mary College (NY) – increased from a C to an A

Removed previous Planned Parenthood events from their website

6. Notre Dame of Maryland University (MD) – increased from a B to an A

Removed a previous Planned Parenthood event from their website

7. University of Portland (OR) – increased from a B to an A

Removed Planned Parenthood as a health resource from their website

8. Wittenberg University (OH) – no increase due to 4 remaining infractions.

Removed a previous Planned Parenthood event from their website

Christian schools with outstanding infractions:

"B" Grade Infraction Schools

Christian schools with one infraction

Allegheny College (PA), United Methodist
 Capital University (OH), Lutheran
 Chaminade University of Honolulu (HI), Catholic
 Concordia College – Moorhead (MN), Lutheran
 Earlham College (IN), Quaker
 Felician University (NJ), Catholic
 Guilford College (NC), Quaker
 Holy Cross College – MA (MA), Jesuit Catholic
 Manchester University (IN), Church of the Brethren
 Mary Baldwin University (VA), Presbyterian Church
 Millikin University (IL), Presbyterian Church
 Monmouth College (IL), Presbyterian
 Notre Dame de Namur University (CA), Catholic
 Paine College (GA), Methodist
 Rocky Mountain College (MT), Wesleyan Methodist
 Sewanee-The University of the South (TN), Episcopal
 St. Joseph's University (PA), Catholic
 Trinity Washington University (DC), Catholic
 University of Tulsa Graduate school (OK), Presbyterian Church
 Villanova University (PA), Catholic

"C" Grade Infraction Schools

Christian schools with two infractions.

Albion College (MI), United Methodist
 Augustana College – IL (IL), Lutheran
 Blackburn College (IL), Presbyterian Church
 Boston College (MA), Catholic

Carthage College (WI), Lutheran
 Chapman University (CA), United Church of Christ*
 De Paul University (IL), Catholic
 Eckerd College (FL), Presbyterian Church
 Elizabethtown College (PA), Church of the Brethren
 Gustavus Adolphus College (MN), Lutheran
 Hendrix College (AR), United Methodist
 Illinois College (IL), Presbyterian Church
 Lafayette College (PA), Presbyterian Church
 Lindsey Wilson College (KY), United Methodist
 Pacific Lutheran University (WA), Lutheran
 Schreiner University (TX), Presbyterian Church
 St. John Fisher College (NY), Catholic
 Texas Christian University (TX), Disciples of Christ
 University of Indianapolis (IN), United Methodist

"D" Grade Infraction Schools

Christian schools with three infractions.

Agnes Scott College (GA), Presbyterian Church
 Albright College (PA), United Methodist
 Birmingham-Southern College (AL), Methodist
 Central College (IA), Reformed Church in America
 Cornell College (IA), United Methodist
 Dillard University (LA), United Methodist/United Church of Christ
 Drury University (MO), Churches of Christ (United)
 Gettysburg College (PA), Evangelical Lutheran
 Hamline University (MN), United Methodist
 Moravian University (PA), Moravian
 Ohio Wesleyan University (OH), United Methodist
 Santa Clara University (CA), Jesuit Catholic
 Southwestern University (TX), United Methodist
 Wesleyan College (GA), Methodist

Whitworth University (WA), Presbyterian Church

"F" Grade Infraction Schools

Christian schools with four or more infractions.

American University (DC), Methodist
 Augsburg University (MN), Lutheran
 Carroll University (WI), Presbyterian Church
 Davidson College (NC), Presbyterian Church
 Drew University (NJ), United Methodist
 Duke University (NC), United Methodist
 Emory University (GA), Methodist
 Macalester College (MN), Presbyterian Church
 Muhlenberg College (PA), Lutheran
 Oklahoma City University (OK), United Methodist
 Rhodes College (TN), Presbyterian Church
 Roanoke College (VA), Lutheran
 Southern Methodist University Grad school (TX), United Methodist
 St. Olaf College (MN), Lutheran
 Virginia Wesleyan University (VA), United Methodist
 Wittenberg University (OH), Lutheran

This Teen Mom
didn't build her
SUCCESS
off of
MURDERING
her
CHILD
@KayleeStockton_

2023

PLANNED PARENTHOOD LOCATIONS & COLLEGE CAMPUSES



Planned Parenthood Location Study

Does Planned Parenthood Target Young People?

Approximately 10 years ago, *Students for Life of America* researched Planned Parenthood locations in operation nationwide evaluating their proximity to college campuses. The project concluded that **79% of Planned Parenthood facilities were located within five miles of a college campus.**

With the reversal of *Roe* in 2022, there was an interest in determining whether Planned Parenthood's apparent corporate strategy to operate facilities within close proximity to college campuses had continued or if policy changes resulted in an impact on locations.

This study yielded **THREE** primary findings to be used as a baseline for formulating strategy in the pro-life movement...





87.6%

of the 563 Planned Parenthood facilities in operation are located within 5 miles of a college campus. This is an increase of 8.6% since our initial study approximately 10 years ago.

59

of these facilities in operation, or 16%, are located within states that prohibit abortion according to the state law. It is clear that Planned Parenthood's business practice of referring patients for abortions in neighboring states continues.

In the last 10 years,

Planned Parenthood, has increased its proximity to college campuses. This should not be a disheartening statistic, but rather a market signal from the most influential pro-abortion stakeholder that the pro-life movement stands the most to gain by prioritizing providing education opportunities and resources to college students.

STUDENTSFORLIFE.ORG
**I AM THE
POST-ROE
GENERATION**
TEXT LIFE TO 53445

**EQUAL
RIGHTS**
for all
BORN & PREBORN
StudentsforLife.org

**EQUAL
RIGHTS**
for all
BORN & PREBORN
StudentsforLife.org

THE 14TH AMENDMENT STRATEGY

**EQUAL
RIGHTS**
for all
BORN & PREBORN
StudentsforLife.org

Following the reversal of *Roe*, many felt that Pro-Life Movement lacked a clear national rallying cry that could be easily understood and accepted by leaders and volunteers alike. We set out to explore the potential application of the 14th Amendment as the movement's next united focus. Throughout the summer of 2023, key Pro-Life Movement leaders, supporters, and volunteers were interviewed to develop a variety of messages to test. From there, over 1,000 respondents who identified as "pro-life members" were surveyed to gauge their awareness of and support of applying the 14th Amendment to protections for the preborn.

Key findings are as follows:

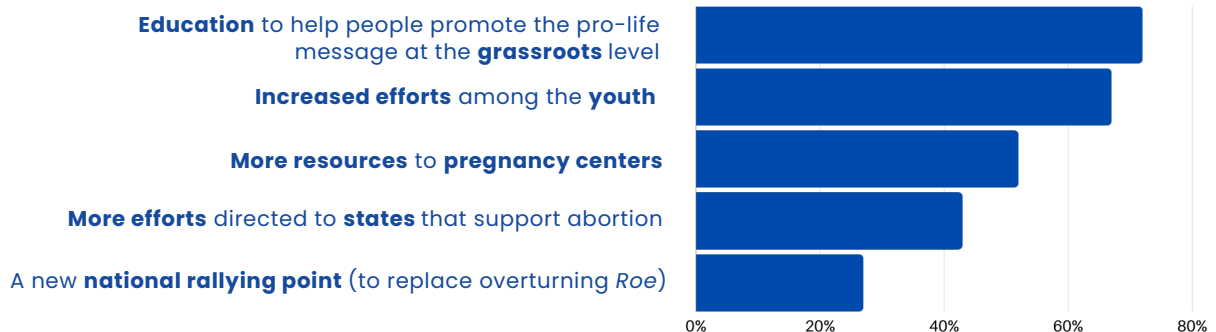
- **Only ¼ identified the need of a national rallying cry, making that the least of their priorities.** Current pro-life volunteers do not naturally hold the 30,000-foot view. If we expect to help local leaders connect the need and impact of federal protection for preborn children, we must first demonstrate how their community efforts fit into this bigger picture.
- **The majority agree a national rallying cry such as the 14th Amendment would "greatly aid" the movement.** While a rallying cry was not prioritized as the greatest need, it was, however, recognized as a significant benefit.
- **There is a lot of education needed surrounding the 14th Amendment.** Less than half of respondents were "moderately familiar" or better. More than half had never heard a pro-life leader apply the 14th amendment to the preborn as a strategy before.

Top performing messages that pro-life volunteers found most compelling:

- The preborn are members of the human species from the moment of fertilization.
- We need to work to get the right elected officials in place to support and pass a *Life at Conception Act*, which cites the 14th Amendment for why preborn people should be protected from abortion.
- History has shown countless examples when certain attributes of human beings were used to define a group of "non-persons" resulting in discrimination or violence.
- There is still work to do to ensure systems are in place to support pregnant women and to legally protect all humans, born and preborn.

While this study was informative, the messaging analysis is only surface level. Responses revealed there is much more needed to learn concerning the best possible story and framing surrounding the 14th Amendment. Once further testing is done, we will be able to create a winnable marketing campaign galvanizing pro-life Americans to both understand and engage to achieve 14th Amendment protections for preborn children.

One-quarter identify having a new national rallying point as the greatest need in the pro-life movement, the lowest of needs presented. *Greatest Needs in the Pro-Life Movement*





Abortion Hurts.

AbortionHurts.com/Sacramento

DEPLOYING

W H A T W E L E A R N E D

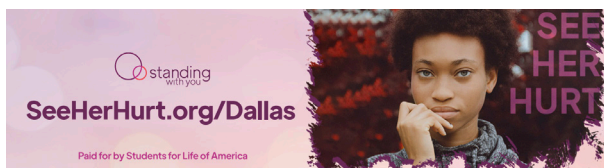


After researching America's movable-middle young people, we deployed the winning messages in a variety of ways through the *Campaign for Abortion Free Cities*.

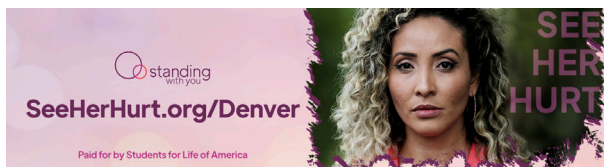
At the **doorsteps**, our volunteers deliver a message of hope, strength, and support to women and families facing an unplanned pregnancy.

Since launching our *Campaign for Abortion Free Cities* mission, teams in **31 cities** have visited more than **184,000** neighbors with this message.

Where allowed and where funding is made available, our team has even rented **billboards** to reinforce this message.



Dallas, TX total reach: 4,108, 944



Denver, CO total reach ~400,000

At churches and pro-life gatherings, our team is disturbing grassroots marketing materials.



On campuses, Students for Life groups also echo this message.



Our biggest deployment of the winning messages we learned during our Moveable Middle Women & Men's Studies was online where a six-digit investment was made

In the following cities...

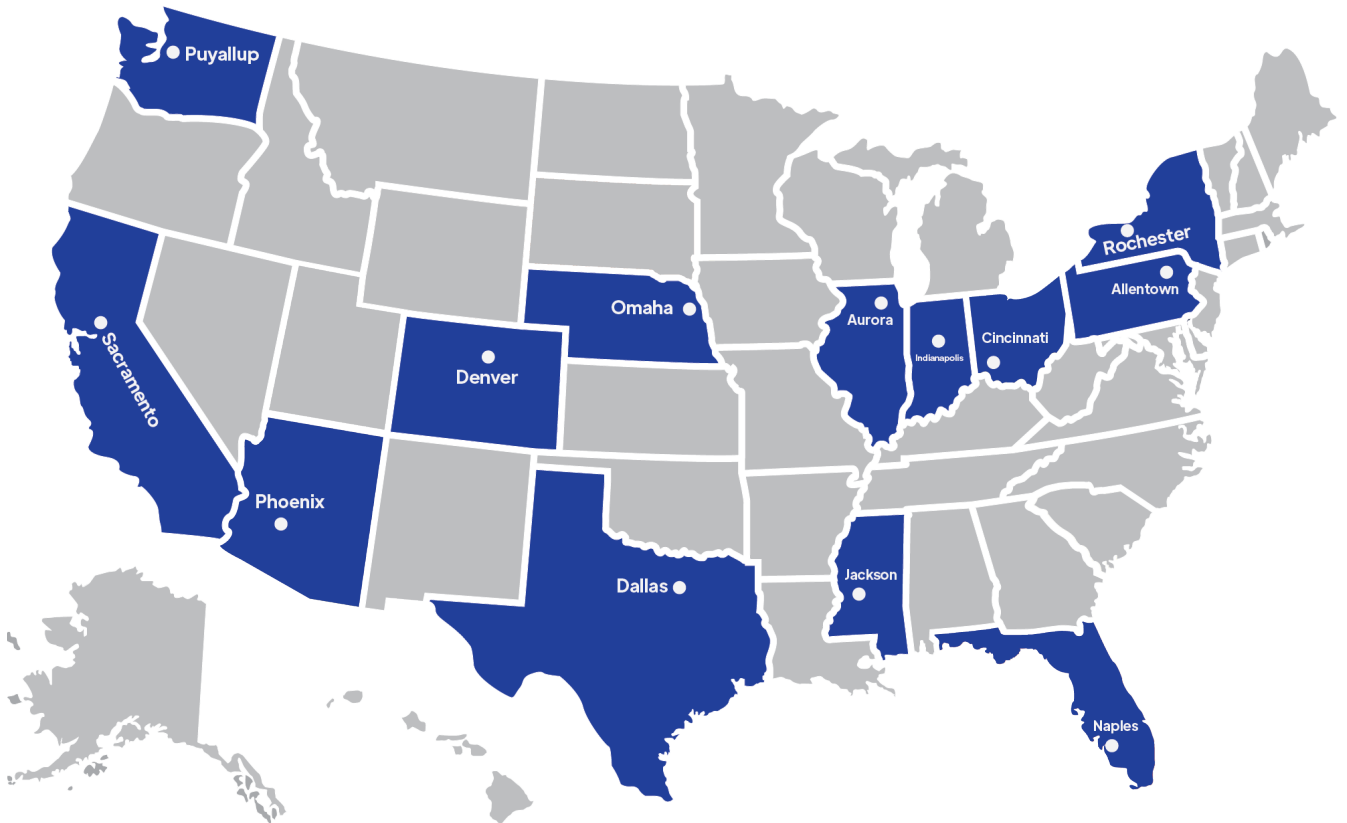
2022 National Campaign Total

\$212,364.10 spent

881,078 online conversations

136,202 minds changed

\$3.16 cost per mind changed



QUIZ

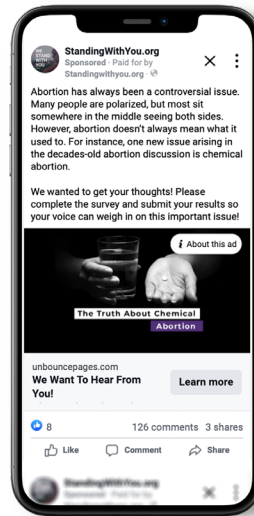
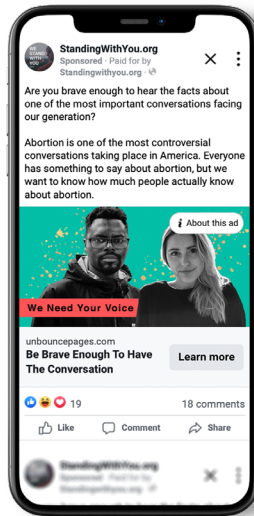
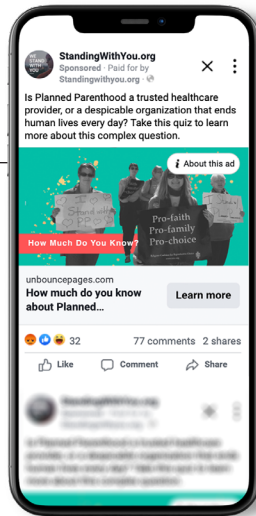
What do you know about Planned Parenthood?

156,548 Conversations,
26,648 Minds Changed,
\$2.88 Cost per mind
change, \$40,015.94
Total spent

QUIZ

What do you know about Abortion?

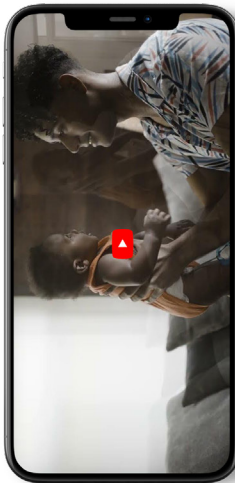
197,818
Conversations,
51,592 Minds
Changed,\$1.15
Cost per mind
change, \$49,705.27
Total spent



QUIZ

What do you know about Abortion?

131,768 Conversations,
21821 Minds Changed,
\$3.32 Cost per mind
change, \$38,899.72
Total spent



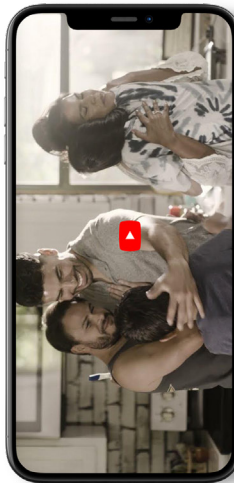
The Day I Found Out About You

50,217 Conversations,
3,294 Minds Changed,\$4.54
Cost per mind change,
\$9,807.54 Total spent



See Her Strength

132,633 Conversations,
11,916 Minds Changed,\$3.96
Cost per mind change,
\$30,738.75 Total spent



You Can Be Her Hero

55,236 Conversations,
4,468 Minds Changed,\$2.93
Cost per mind change,
\$7,781.91 Total spent



Abortion Hurts

156,858 Conversations,
16,463 Minds Changed,\$3.35
Cost per mind change,
\$35,414.97 Total spent



LEADING THE
PRO-LIFE MOVEMENT'S RESPONSE
TO CHEMICAL ABORTION

CVS's
slogan is: "people first"
at about
n people?

**CANCEL
CHEMICAL ABORTION
CARTELS**

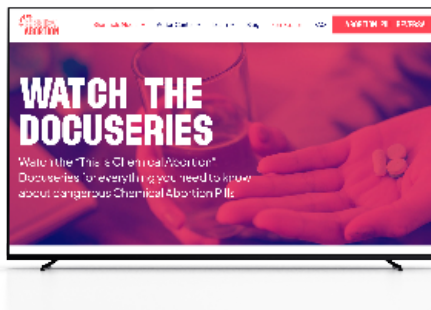
ThisIsChemicalAbortion.com

First using COVID-19 as an excuse to make chemical abortion pills, *that cause injury, infertility, and death to women*, available to all women without seeing a doctor and now using the urgency of Roe’s reversal to push for mail and pharmacy abortions, Chemical Abortion Pills are now the leading cause of abortion death in America. The goal of the abortion industry is to eliminate brick and mortar, easy to protest, easy to shut down abortion facilities and turn every bathroom into one.

No-test, at-home Chemical Abortions result in the contents of the uterus (*the child and the placenta developed to sustain his or her life*) being disposed of in the toilet or bathtub, **resulting in recognizable human fetal remains being regularly found in wastewater.**

The battleground for the pro-life movement has shifted requiring an innovative response. Here’s how the Pro-Life Generation has been leading the charge...

EDUCATION CAMPAIGN



This is Chemical Abortion Docu-Series (*produced in partnership with AAPLOG and Heartbeat International*)

Social Media Awareness Campaign



Two national webcasts for pro-life grassroots on chemical abortion with 19,505 combined attendance

GRASSROOTS ACTION



February 14, 2023
Protest of Walgreens Headquarters



March 4, 2023
Cancel Abortion Cartel Day of Action with more than 45 protests nationwide



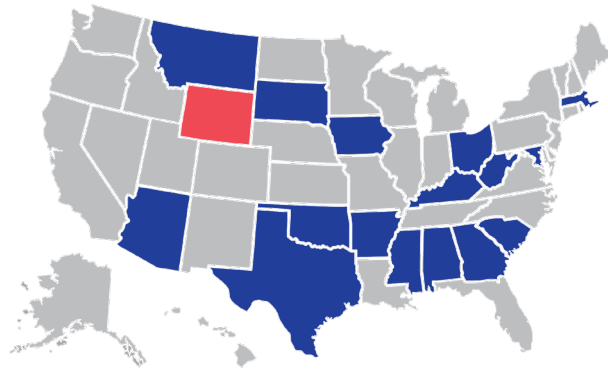
November 2023
“Halt Pharmacy Abortions” Month with more than 20 local events

PASSING LAWS

Even though some states have passed laws to prevent surgical abortions in their state, chemical abortion drugs are still flowing to the states. We're working with state legislators to introduce and pass legislation to hold abortionists accountable for mailing these dangerous drugs to women. In addition, the Ending Chemical Abortions Act of 2023 has been introduced in the House of Representatives by Congressman Andy Ogles of Tennessee.

Advocating for Laws to Protect Women & Children from Chemical Abortion

- Signifies a state where SFLAction introduced a *Chemical Abortion Protection* or *Wastewater Protection Act*
- Signifies passage of one of SFLAction's *Chemical Abortion Protection Acts*



LEGAL DEFENSE

After an exhaustive review with some of the best minds in pro-life policy and litigation examining what the pro-life movement can tangibly do during an Biden Administration to restrict and end Chemical Abortions, the Demetree Institute & Students for Life of America got to work.

First, we held individual meetings with Attorney General offices of **nine states** and resulted in a national pro-life AG coalition.

Then, our legal team researched, wrote, and submitted four Citizens Petitions to the Food & Drug Administration asking them to reconsider their approval of Chemical Abortion Pills as it harms mothers and our environment.

Next, we'll be testing waste water throughout the United States and publishing the findings.

HEALTH CARE
The next abortion fight could be over wastewater regulation

Abortion opponents plan to sue environmental laws to curb access to pills used to terminate an early pregnancy.

POLITICO

POLITIFACT
The Foynter Institute

Anti-abortion advocates turn to the environment: Is mifepristone in wastewater a threat?

PETITION 1: WE NEED A RED BAG MEDICAL WASTE POLICY

PETITION 2: REINSTATE THE HEALTH & SAFETY STANDARDS

PETITION 3: PROTECT THE ENVIRONMENT FROM MIFEPRISTONE

PETITION 4: COMPLY WITH THE CLEAN WATER ACT



TRANSFORMING

HOW THE PRO-LIFE MOVEMENT WORKS

Since 2019, the *Demetree Institute for Pro-Life Advancement* has gathered state & national pro-life leaders in Washington, D.C. for a time of networking and discussions related to winning strategies and messaging for our movement.

This annual event has included **leaders from The March for Life, Susan B. Anthony List, state Right to Life chapters and family policy councils, congressional offices, and dozens of other influential pro-life national organizations.** In addition to providing a space for multiple organizations to present and share research and winning messaging, we provide expert training in topics to benefit every organization such as fundraising, public relations, staff development, and much more.

Thanks to the generous funds available, we sponsor one “seat at the table” free of charge for every organization attending, which also includes three meals, professional headshots, and access to research study results and assets. We have seen this event grow over the years **with as many as 90 participants in-person for 2023’s annual gathering.**



ISSUE1

SEP 2023

Instituteofprolifeadvancment.org

We are changing America, one study at a time.



ISBN: 022-82-8485-8796-1575-00-85

