

# If you could stop abortions before the laws changed, would you?

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Dear Pastor:

Our primary mission at Right to Life of Northeast Ohio is to change hearts and minds to create or improve a respect for life at all stages from conception through natural death. A big part of this is reaching out to abortion-vulnerable women NOW to give them life affirming choices they didn't think they had. **Our time proven media campaign has proven to be the best way to accomplish this.**

Each month in the United States, there are over 6 million internet searches for abortion related terms, such as "How much does an abortion cost?" or "Does an abortion hurt?" Many of these searches are conducted by abortion-minded individuals who may be experiencing a crisis or unintended pregnancy. **Our media campaign in partnership with Heroic Media reaches them by providing the primary answers in their search which lead them to be rescued from making the wrong choice.** Through research-based messaging utilizing the internet, phone applications, television advertising, billboard and public transportation ads which are NOT branded as coming from Right to Life, we are able to monitor results and effectiveness. The campaign is working! Most abortion facilities charge for an ultrasound required as part of the procedure to determine the age of the child, and do not show the ultrasound to the mother. The connections made through our campaign get women to receive and see a free ultrasound. It's a fact that almost 90% of women who actually SEE the ultrasound of their child will not choose abortion.



The fact remains, however; that there are still innocent lives being lost to the tragedy of abortion. We desperately need the help of churches to continue this crucial media campaign so that lives will be saved NOW. We conduct this campaign every year and combine it with a petition sent to our elected officials to let them know that we want them to represent us by passing laws to protect innocent human life from conception through natural death, no exceptions. This past year, we sent thousands of collected signatures to state and federal legislators to help pass crucial pro-life legislation.

**ALL funds raised by the signature media campaign are staying right here in Summit, Portage, Medina and Stark counties** instead of trying to spread limited dollars over the whole state. We are working with other organizations across the state to conduct campaigns to

Denise Leipold  
*Executive Director*

*Youth for Life of Northeast Ohio is a program of Right to Life of Northeast Ohio*

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*Contributions made payable to Life Education Fund are tax deductible under IRS regulations.*

to have this program be directed in their own areas. ***Since we started the more intense focus in these four counties, the contact to life affirming resources has significantly increased, and we are saving lives.*** We are humbly requesting that your church participate with us in our annual *Signature & Media Campaign* to continue building a culture of life. As we have in the past, we ask you to establish a weekend or two when your church will collect signatures for our petition which declares our commitment to saving lives. The petitions will be sent to our federal and state legislators, ***and any donations collected will support our critically important media campaign.*** We used to conduct a similar signature/newspaper ad campaign every January near the anniversary of the infamous U.S. Supreme Court Roe v Wade decision which legalized abortion, but since we've transitioned to the more effective life saving media campaign which runs year-round, your church can help us in this critical activity whenever it can best fit into your schedule. The truth is, the cost to run the media program is determined by the amount of times an abortion vulnerable woman clicks on the information, and those numbers are rising higher and higher every day. The numbers often exceed the amount of invested funds we have available on any given day. When that happens, the resource information disappears until the funds are replenished. Since this campaign is measurable and has proven results, you can understand why it is so vital that we keep it going.

This campaign is a great activity that can be run by your church's social justice, marriage and family, pro-life or other similar ministry or committee. We provide easy instructions and copies of all documents required. Of course, **the most important ingredient to make it work is your support, including messages of encouragement from the pulpit.** We have included bulletin and pulpit announcements to make it easier for you.

We will be following up with you soon so that we can be of assistance with your plans should you require it. If you have any questions or need any other information, please do not hesitate to call me at 330-762-2785. I can also be reached by e-mail at [dleipold@rtlofneo.com](mailto:dleipold@rtlofneo.com). You can view more information about this life saving campaign under the "Events" tab on our website at [www.RightToLifeofNortheastOhio.com](http://www.RightToLifeofNortheastOhio.com).

With your help and through the Grace of God, I know that we will return to a nation with liberty and justice not just for some, but for all.

For Life,



Denise Leipold  
Executive Director

Enclosures: *Signature & Media Campaign* Documents

"Rescue those who are unjustly sentenced to death; don't stand back and let them die. Don't try to avoid responsibility by saying you didn't know about it. For God knows all hearts and He sees you. He keeps watch over your soul, and He knows you knew! And He will judge all people according to what they have done." *Proverbs 24:11*