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Dear Friend,

December 1, 2021

While we haven't been mailing printed newsletters the last two years to keep costs down, our team has been hard at work all year and I want to tell you about what we've done, partially because of how proud I am of what we've accomplished, and also out of gratitude to so many of you who have made it possible through your generosity.

I also can't wait to tell you about our big project for next year, which our team is thrilled about, but we also need to increase our funding in order to produce it.

But first, let's take a look back at this last year.



Our speaking more than doubled from last year as the world has slowly gotten closer to normal. I spoke this year in Oregon, Minnesota, Texas, Wisconsin, and Illinois. A few highlights were speaking for the third time in a row at Care Net's national conference, as well as a whirlwind speaking tour in Wisconsin/Minnesota that involved eight speeches and two campus outreaches in six days! (I think I'm still recovering from that one.) Overall, **I spoke to roughly 2,450 people in 18 speeches and four seminars**, including two sidewalk counseling seminars with Jacob and

a pro-life apologetics seminar with Emily, both of whom did a fabulous job. That represents a **131% increase** in the number of people we spoke to, as compared to last year! We have plans to increase this next year too. Emily, Jacob, and I were also invited for live interviews on a variety of podcasts and radio shows this year, including Emily's three appearances on national Relevant Radio programs as well as the Bridge Builder Podcast, Jacob's series of interviews on the Voices for Life Podcast, and my appearances on Spillover with Alex Clarke, Dealing with Deconstruction, and Stand To Reason's podcast! It is always exciting for us to spread the word about ERI to new audiences!

Last month we launched a new Quick Response series on our YouTube channel! Andrew and Emily scripted 26 four-to-five minute videos with our brief counters to the most common pro-choice arguments. This was a huge project—once the videos were scripted we flew Emily to the studio and got all of them filmed in two exhausting days. Then it was up to me to edit all of the videos, with some assistance from Emily on finding B-roll to insert into them. We published the first 12 last month and are trickling the rest out once a week.



These are made to be bite-sized resources you can always return to whenever you need to brush up on pro-life arguments. A lot of people have already expressed their excitement for this series, and we are planning to add even more videos next year.



We also significantly expanded what ERI does by launching a new affiliate group program, under Emily's leadership! We learned a lot through our experiences with the pro-life clubs at the University of Michigan and St. Olaf College, and we kept having students ask us for help replicating that success in their group. We are now offering free, one-on-one, personalized mentoring to pro-life groups across the country and internationally, from high school and college clubs to Right to Life chapters and sidewalk counseling groups. Beyond the coaching, our groups receive free lifetime access for an unlimited number of group members to the Equipped for Life Course and Sidewalk Counseling Masterclass, a set of 50 complimentary ERI Outreach Brochures to use at their next outreach, and private access to our library of how-to-guides for running an active and effective pro-life group. Only two months after launching the

program, we already had **20 clubs** sign up in **11 states as well as two groups in Denmark, representing 282 active pro-life club members!**

Naturally, we're continuing to run our other ongoing activities, including:

- **We published 41 videos to our YouTube channel this year**, not including podcasts. These include videos from our "Apologist Reacts" series, individual "talking to camera" videos like our response to Youth Poet Laureate Amanda Gorman, and clips from the podcast. We had 39,053 YouTube views this year, representing a 38% increase from last year.
- **We published 14 podcast episodes this year.** I really enjoyed interviewing Muslim intellectual Dr. Javad Hashki about his journey from pro-choice to pro-life, and Robin Atkins had very interesting views on the way pro-life people sometimes jump to adoption too quickly as an "easy alternative" to abortion. We also had some great episodes with Emily discussing dialogue and outreach mistakes, as well as Jacob reacting to footage of one of the sidewalk counselors we've trained interacting with police and an overzealous security guard, but my favorite episode this year was with Christian comedian Josh Harris talking about how to use humor in your dialogues. Our podcasts were **downloaded 43,292 times** in the last year, representing a **72% increase** from the previous year!
- **We published 22 articles on our blog this year.** Our Lead Editor Andrew Kaake does a fantastic job both writing for the blog as well as managing our other writers. A few of his favorites from the last year include "Arguments about Pro-Life 'Hypocrisy' Prove Nothing about Abortion", "The Texas Heartbeat Law: An Overview", and "Sealioning: The Fastest Way to Shut Down Dialogue," so check them out if you missed them! Our blog had **34,998 unique readers** in the last year, which is 3% lower than the previous year.
- **We now have 3,796 students enrolled in at least one of our online courses**, representing a **53% increase** in students as compared to where we were at last year. This is partially because we are giving the courses to people who are members of our affiliate groups.
- **We also earned GuideStar's Platinum Seal of Transparency** for the third year in a row by sharing metrics we use to track our growth, financial data, and board practices.



That brings me to our big project for next year, which we've already begun initial work on: an interactive curriculum designed especially for religious high school students called Equipped for Life Academy!



**EQUIPPED FOR LIFE
ACADEMY**

We love the Equipped for Life Course and we continue to get great feedback from college clubs who use it to prepare for outreach, but that course is not really designed for use in high school settings, where teachers and youth group leaders have different needs. Luckily, Emily and Andrew both have teaching credentials and understand precisely how to write curriculum that will be useful to teachers! After seeing the need for high school students to understand and learn to articulate their pro-life beliefs before going off to college, Emily conducted a pilot of the Equipped for Life Academy course for a church youth group in the summer of 2021 with incredible success. Students were fascinated and extremely grateful for the opportunity to think clearly about why they should be pro-life, and the interactive lessons Emily crafted got the students moving and engaging with the material in life-like conversations and scenarios. After conducting the pilot, she launched into interviewing a series of Catholic school teachers, Christian pastors, and a variety of youth group leaders to ensure we were creating the Equipped for Life Academy in a way that would work for them. Based on those fruitful conversations, Emily and Andrew are now designing a full curriculum, including lesson plans, videos, activities, workbooks, slides, homework assignments, formative assessments, and summative assessments, to meet the particular needs of those teachers and students from all over the country. Furthermore, it is designed to fit existing state education and diocesan standards, making its use extremely convenient for teachers, all while remaining extremely flexible and customizable to any Christian high school or church setting. The curriculum will contain eight, 50-minute core lessons with seven bonus lessons, and we've already written several of them!

This is a pretty huge project, but there's definitely a need for it, a need that we are perfectly suited to fill. **We need to increase our budget next year to pull it off though, and I'm hoping you'd be willing to help us get to the place we need.** We need to expand our staff by bringing on a part-time video editor, as well as budget the cost of having our amazing graphic designer make the teacher and student workbooks. We've already paid her to create a style for these books and to finish one of the lessons, to demonstrate how professional this curriculum will be when it's finished, but we need to raise the funds to have her make the other lessons, most of which will be written in the first half of next year if we raise the necessary funds to complete this project.

Bringing on a video editor will also help us release YouTube videos and podcasts more consistently. One of the main pain points at ERI is that I'm the primary video editor, and production grinds to a halt when I go on speaking trips or have other time-sensitive tasks I must attend to. I want to increase how many videos and podcasts we can publish, and there is no way for us to do that without bringing on a part-time editor. On the contrary, I had to slow down our output of new videos and podcasts this year because we didn't have the staff to edit more, nor the funds to pay a contractor to take very much of the editing off of my plate.

That means that your special end of year gift and/or increased monthly giving will both help us expand the training content we can put out on a regular basis, AND make it possible to create the Equipped for Life Academy, making it possible for thousands of high school students to be trained by us to have more gracious and productive dialogues about abortion with their friends.

To pull off everything we want to accomplish next year, we need to raise roughly \$100,000 in increased giving over last year. I know that the Equipped for Life Academy can have a HUGE impact on our culture, so will you prayerfully consider making this a reality?

I am so incredibly grateful to our generous donors who have made everything we've done in the last seven years possible. I can't wait to report the bigger impact we're having a year from now. Thank you so much for taking this journey with us!

Warmly,



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