

# Equal Rights Institute

www.equalrightsinstitute.com

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Dear Friend,

Eighteen months ago I met a pro-choice atheist lesbian named Deanna. At first glance one would think Deanna and I would have nothing in common, but I've found her to be intelligent, reasonable, and remarkably open-minded. We've become good friends.

Our friendship began as a debate about abortion. We exchanged 127 philosophical emails and eventually started Skyping together. Our conversations weren't heated arguments; we were engaging in a mutual search for truth. I didn't see Deanna as a long-term project or potential notch for my pro-life belt. I truly cared about Deanna as my good friend, and she knew that.

*Three months ago Deanna told me that she had become pro-life!*

Naturally, I asked Deanna what happened. She said that two factors were necessary for her change of mind: *rigorous philosophy* and *relational apologetics*. She needed more persuasive arguments than she'd heard before, arguments that took her view seriously and responded to it directly; she also needed to hear those arguments in the context of a loving friendship with someone on the other side.



I want to help pro-life people develop both their philosophical arguments and their relational approach. In fact, I'm so passionate about accomplishing this goal that I have left my former position at Right to Life of Central CA (RLCC) and launched a nonprofit organization--the *Equal Rights Institute*--to do so. Our mission is to *train pro-life advocates to think clearly, reason honestly, and argue persuasively*. We will accomplish this mission through speaking, writing, and campus outreach.

## Why did I leave my job to start a national pro-life training organization?

RLCC remains one of the most effective local pro-life organizations I know. But that's exactly what it is: a local organization. RLCC was very gracious to occasionally allow me to speak at national events, but because I was working for a local organization, I was spending the majority of my time on local work.

In order to maximize my impact by training campus clubs around the country, I need to work at a national organization, regardless of how much I love RLCC, its board, and its staff. I investigated existing national pro-life organizations, but ultimately concluded that I shouldn't try to shoehorn my vision into an existing organization. I need to start something new.

## My brother Tim and I are uniquely qualified and positioned to train pro-life college students.

- Tim graduated four years ago from Biola University with a degree in philosophy. I don't know anybody who can step onto a college campus and field test arguments like Tim can. We want to be innovative and flexible, willing to change up our training materials as soon as we find we can make more persuasive arguments or provide more helpful ways to communicate those arguments.
- We have logged hundreds of conversations with pro-choice people, and we've noticed the arguments that don't connect with today's pro-choice college students.
- I have partnered with Students for Life of America (SFLA) to reach the 8,000 active pro-life college students in the country, and SFLA is excited to get us in front of as many of those students as possible!

I've shared what I'm doing with some of the most respected pro-life leaders in the country. *They are ecstatic*. You can read what they have to say on the enclosed endorsements sheet.

## Would you give financially to launch Equal Rights Institute?

With such an important mission to fulfill within the pro-life movement, we are going to need all the help we can get. Tim and I are both raising 100% of our salaries, the same way an overseas missionary does.

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Tim and I have already given sacrificially to this launch. In only two months, while working up to 16-hour days, I have already assembled a Board of Directors, applied for *and received* our 501c3 status from the IRS, and booked 15 speaking events and campus outreaches around the country!

*My goal is to raise \$50,000 over the next eight weeks. My deadline: October 15<sup>th</sup>.*

I want to find people who will send a monthly gift, because then we have a dependable source of income to budget with. At the same time, we're trying to quickly raise the funds that we need to pay our bills until next summer, so larger one-time donations are especially helpful right now as we launch Equal Rights Institute.

## Individual one-time donations.

This is an individual breakdown of what I would need to reach my financial goal. *Would you take one of these slots?*

- 20 people at \$1,000
- 30 people at \$500
- 40 people at \$250
- 50 people at \$100

Your gift will be handled with complete integrity under the accountability of our Board of Directors, including Ray Simmons, a CFO and church elder living in Kennesaw, Georgia, and David Conley, a CPA in Peachtree City, Georgia.

## We're going to use speaking, writing, and campus outreach to accomplish our mission.

In the next four months alone, I will be speaking to thousands of pro-life advocates in California, Arizona, Oregon, Virginia, Iowa, Washington, D.C. and Canada!

We also have three book projects planned, the first of which we've already started. It will be a book on conversation stoppers: ways that both pro-life and pro-choice people inadvertently interfere with productive dialogue.

We will reach college students through seminars and outreaches on their campuses and through ongoing mentoring of the SFLA Regional Coordinators who are providing coaching and training for all of those clubs.



Speaking at Fresno Pacific University's Evidence 2014 Apologetics Conference.

## In closing...

Our goal is not to be just a one-time event or a blip on the radar. We've diligently planned our mission and strategy since January. *Equal Rights Institute can train the next generation of pro-life leaders with your help.* Help us launch this national pro-life training organization. Help us train students in rigorous philosophy and relational apologetics by joining my support team.

I'll be in touch soon to schedule a face-to-face or phone meeting. I am looking forward to sharing more about our vision for the next ten years.

Sincerely,

Josh Brahm  
President  
Equal Rights Institute