

Equal Rights Institute

www.equalrightsinitiative.com

Dear Friend,

Three years ago, I met a young man, whom I will call “Darren,” at the University of Georgia during a Justice For All (JFA) outreach event. Darren said that he thought the unborn were “just a part of the mother’s body,” and I took this to mean he thought that the unborn are not human. When I presented him with evidence that the unborn are unique human organisms, Darren was unconvinced by it, but he didn’t seem to understand why. So I asked him, “Darren, I want to understand you, but it sounds like you might mean one of two different things. When you say a fetus is part of the mother’s body, do you mean that it’s not a human being, or do you mean that *it doesn’t matter* if it’s human or not because the woman has the right to do what she wants with her body?” Darren said he meant the latter, and this clarification made the rest of our conversation much more productive.

Since meeting Darren, I have asked some version of that clarification question to pro-choice people literally hundreds of times, and almost every time, the person says they mean the latter. Sometimes they think the unborn are not human, but they almost always think abortion is justified even *if* the unborn are human. (To see some of my work on how to respond to bodily rights views, go to www.TimothyBrahm.com/SZ.)

After many conversations with pro-choice students in my three and a half years with JFA, I am convinced there is a profound *cultural gap* between pro-life people and pro-choice people. What the person really means by the statement “it’s part of the woman’s body” is just one example of a time when a pro-choice person says one thing, and the pro-life person unintentionally hears something else because he or she just thinks differently. It’s almost like we speak different languages and we don’t know it, and the resulting confusions make productive dialogue incredibly difficult.

I want to help pro-life people better understand pro-choice people and respond with the most persuasive arguments. In fact, I am so passionate about accomplishing this goal that I have partnered with my brother Josh Brahm to launch 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 with Justice For All to start a new pro-life organization?

Josh and I have a great deal of agreement with some organizations (JFA included), so we seriously investigated the idea of trying to accomplish our goals at such an organization. After hours of conversations with leaders at various pro-life groups, it became clear that Josh and I have a unique vision for how to train students to dialogue about abortion. JFA is doing wonderful work (before I left, I even encouraged my pastor Joe in Wichita to get his church involved with them); Josh and I just concluded that we shouldn’t try to shoehorn our vision into an existing organization. We needed to start something new.

My brother Josh and I are uniquely qualified and positioned to train college students.

- Josh has been working full-time in the pro-life movement for twelve years, first with Georgia Right to Life and then with Right to Life of Central California. He is an outstanding speaker and blogger, and his ability to dialogue with and extend compassion to people on abortion is unparalleled. Josh is also an invaluable partner to me in my ongoing process of better understanding what drives pro-choice people, and how to make the most compelling case to them.
- 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.
- We 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!

Would you give financially to launch Equal Rights Institute?



At the University of North Texas earlier this year at a Justice For All outreach event. Partially I was trying to persuade the student on the right to change his mind about abortion, but I was also focused on modeling how to do dialogue well to the recently trained student on the left.

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

Josh and I have given sacrificially to this launch. In only two months, we 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!

Thanks to twenty-nine generous individuals and families, I am at 65% of my fundraising goal.

I am trying to raise \$1,000 in new monthly commitments over the next eight weeks. My deadline: October 31st.

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

- 5 people at \$200 monthly.
- 10 people at \$100 monthly.
- 20 people at \$50 monthly.
- 50 people at \$20 monthly.

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, Josh will be speaking to thousands of pro-life advocates in California, Arizona, Oregon, Virginia, Iowa, Washington, D.C. and Canada. I am particularly excited about our upcoming training event at my alma mater, Biola University! My primary focus this fall will be writing our training program (no small task!).

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 work with college students through seminars and outreaches on their campuses and through ongoing mentoring of the SFLA Regional Coordinators who provide coaching and training for all of those clubs.

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,

Timothy Brahm
Director of Training
Equal Rights Institute