

Dear Friend,

It's December and you may be thinking about where to invest your charitable contributions, so I'd like to tell you what we accomplished this last year, as well as tell you the direction I'm leading ERI next year.

As you can imagine, it's been a crazy year, and we've had to roll with the punches like everyone else. COVID-19 negatively impacted us financially, even more than I thought it might. Many of our donors are low-to-middle income and were significantly affected by the pandemic. As a result, we also got hit harder than some non-profits. Frankly, we'd be in the red this year if it weren't for the PPP loan and for how many of our supporters have stuck with us despite this being a scary time financially.

We were also unable to do any of our in-person speaking gigs after our January trips. The upside of that is I had more time to work in my home office as opposed to being on the road, and we were able to stay very productive, continuing to create videos, podcasts, and articles regardless of the quarantine conditions. I also did a lot of virtual speaking events, although unfortunately we can't track the audience size of most of those events.

I'm really proud of what we accomplished in the last year. Here are some of the highlights:

Training pro-life leaders in Ireland: It was truly an honor to give several talks across Ireland in January. This trip reaffirmed something I learned during my speaking trip in Denmark in 2018: **ERI's approach to dialogue skills and pro-life apologetics is particularly needed in countries where the culture has turned against the pro-life movement.** Given what the leaders from Denmark, Ireland, and Scotland have said about the benefit of our training materials in their countries, I'm planning on pursuing more international trips, obviously after the COVID-19 situation has improved. I even hope to influence countries where abortion is not yet legal. What if we were able to help prevent abortion from becoming legal in some places?



Relaunching the Equipped for Life Podcast: We republished 38 previously recorded episodes that are now edited for our public podcast feed. Once we'd finished that project in March, we could focus on creating new episodes. We've also filmed every episode moving forward, knowing that a large percentage of our audience enjoys watching the podcasts instead of just listening to them. We've published two episodes a month on average since March, which was our goal. If you haven't checked it out yet, go to [EqualRightsInstitute.com/Podcast](https://www.EqualRightsInstitute.com/Podcast) for subscribe links, or go to the podcast playlist on our YouTube channel.

Hearing Testimonials from Sidewalk Counselors We Trained with Our

Masterclass: While we launched the Sidewalk Counseling Masterclass last year, this year is when we started hearing some amazing stories from the 350 people around the country who have used our course to equip themselves to empower moms and save lives. One of our favorites is a group in Atlanta led by a Christian comedian named Josh Harris. (Look for a podcast interview with him on the use of humor in dialogue next month!) His group has empowered dozens of moms to choose life for their babies in the last six months! One of Jacob's primary jobs now is to provide one-on-one coaching to these students to keep helping them solve their problems, so they can get back out there and save more lives.



Working with Andrew and Rachel on the New Equal Rights

Argument Module: We decided this year to find a better way to train students in the most persuasive pro-life argument, the Equal Rights Argument. It's been a significant part of our training content since we launched, and while the argument itself doesn't need to change, we wanted a more helpful way to teach the argument. We had lots of brainstorm sessions, including multiple great calls with our friends at Justice For All, who also recently revised their method of teaching this argument. We have finally landed on a new four-step process that our Philosophy Team created for teaching the Equal Rights Argument. I have taught this process virtually to three groups now (including one in Ireland!) and a small focus

group that I ran in Charlotte. We feel confident that the new process makes it significantly easier for students to master this argument now, and we just finished filming this module for the Equipped for Life Course. We're currently editing it and will be publishing it soon.

Creating the "Apologist Reacts to Debate Scenes" series: Making these videos was a passion project for me. From gathering clips for the series, filming the first three episodes, filming b-roll for the title sequence, and adding more clip ideas from the viewers, this project has been a joy from beginning to end. I've filmed eight of them so far, utilizing clips from *The West Wing* and from Disney, Pixar, and Marvel films to give practical dialogue tips in a more entertaining format. Find the playlist on our YouTube channel and enjoy!



Partnering with Care Net: I've been developing a relationship with multiple staff at Care Net, a national non-profit that serves Pregnancy Resource Centers, for a few years. They have a church outreach program with a very similar ethos to the "Pastor Pledge" project I created in 2018. Care Net is promoting that idea now, and I am promoting their Making Life Disciples program. I've spoken at their last two conferences, and they also filmed a PragerU-style video of me teaching the Equal Rights Argument, which you can see on our YouTube channel.

Our staff also finalized ERI's vision statement and core values this year. You see, we always had a mission statement: "training pro-life advocates to think clearly, reason honestly, and argue persuasively." But I realized earlier this year that we had neither a vision statement nor a set of core values. If I ever got hit by a bus and the torch of leading ERI passed on to somebody else, it's imperative that the vision we've always had for *what* ERI would be wouldn't change. The things we do might change, but not who we are in the pro-life movement. So during our last annual staff planning meeting, we spent an entire morning and a series of later meetings nailing down a vision

statement and a list of core values that our Board of Directors has since approved. Our mission statement summarizes *why* ERI exists. The vision is a list of specific things that we intentionally set out to do to fulfill our mission. It's not an exhaustive list of everything that we are ever *willing* to do. But it is a complete list of what we're trying to do right now, and we aren't going to add to it until we have the staff and resources to accomplish more things while not letting these things fail.

Here is the vision of Equal Rights Institute:

- We seek to be respected for the quality of both our content and our character.
- We create high-quality content based on specialized knowledge, extensive experience, and unique research and development. Our materials are designed to be accessible to the broadest possible section of the pro-life movement (both religious and secular), as well as to people who do not identify with the pro-life movement.
- We prepare pro-life individuals to speak meaningfully and productively about abortion with those who disagree.
- We equip groups to inspire top-down change on the national, state, and local levels with our content and through consultation work.
- We model how to treat people who disagree with us or who are considering abortion.
- We provide a healthy company atmosphere and prioritize work-life balance.
- We leverage social media and technology to expand our reach so the greatest number of people can benefit from our materials. We grow our company and individual platforms to engage positively with followers, critics, and influencers.
- We endeavor to mobilize the church to actively help eliminate abortion.
- We actively aid efforts to shut down abortion facilities through independent work and partnerships with other individuals and organizations.



Here are our core values:

- **Integrity:** We act truthfully and honorably, both in public and private. We speak with transparency to our audience, donors, and staff.
- **Humility:** We recognize that there is always more to learn, so we foster openness to new ideas and have a desire to learn from past experience, each other, and people who have different perspectives.
- **Innovation:** We are unconstrained by the way things have been done before. We are continuously researching, testing, and iterating to determine what dialogue techniques and arguments are the most persuasive in today's cultural landscape.
- **Excellence:** Whatever we do, we will do well, delivering exceptional value to those we serve.
- **Humor:** We believe laughter is a gift that enriches the human experience and helps to create an instant connection between people of different walks of life, which is why we have chosen to incorporate it into our content and work environment. While we take our work very seriously, we try to not take ourselves too seriously.
- **Prudence:** We make decisions carefully after evaluating how our choices will affect the future of the organization and the broader pro-life movement.

I'm also proud to tell you that this year ERI earned GuideStar's 2020 Platinum Seal of Transparency for the second year in a row by adding information to our non-profit profile, including some of the metrics we track to indicate the progress toward our goals.



So what are our plans for next year? Generally speaking, we plan to focus less of our time in the next few years on creating advanced philosophical content for the top 1% of pro-life apologists. Much of the pro-life movement still doesn't know the basic version of the Equal Rights Argument, which we've found to change more pro-choice minds than any other argument! So we want to focus on getting our content in front of more people than ever before so that we can have a more significant net effect on the pro-life movement. Don't worry; this doesn't mean that we're losing what makes us unique. We will still bring our trademark clear thinking to bear on current events, pro-life and pro-choice arguments, and practical dialogue tips.

Specifically, we're planning on filming some new lessons and example dialogues for the Equipped for Life Course, as well as updating our entire bodily rights arguments module. We will also continue publishing articles, YouTube videos, and podcasts for our growing audience of pro-life (and pro-choice!) people. And we'll be implementing some new digital marketing strategies to get our helpful content in front of a lot more pro-life advocates who need it!

Thank you so much for all of your support, which makes our work possible. While I am naturally a little overwhelmed at the work ahead of us in the short-term, I have never been more optimistic about the impact we can make in the long-term. If you would like to help, there are two things you can do that would help me the most:

1. **Share our content on social media.** Without spending money on Facebook ads, **our Facebook engagement was up 371%** this year, and **our organic reach was up 441%**! So if you, like many of our followers, think that we produce some of the best training content in the pro-life movement, we want your help to get that content in front of even more pro-life people who could use the help!
2. **Please support us financially.** The fact that most of our training content is already online means that we were able to help so many people who were stuck at home because of COVID-19. We keep getting testimony after testimony from people who are changing more minds now because of our articles and videos. **We don't want to stop here though - we want to exponentially increase that impact! And we need your help to do it.** A couple of key hires would make that difference, so please pray about the part that *you* can play in taking ERI to the next level.

Your gift will directly help our team to make a more significant impact next year. Please take some time to prayerfully consider what you can do with what God has given you to **help us train more pro-life advocates to save more lives next year.** As always, you can give a one-time gift or make a monthly pledge with the included giving form and envelope, or you can always give at EqualRightsInstitute.com/Donate.

If you're already a donor, thank you so much! And I would like to ask you to increase your recurring gift if you are able, so you can help us to train more pro-life advocates than we already are. If you can increase your giving, please reach out to me, and I'd be happy to take care of that!

Thank you for how much you've already blessed us with your prayers and financial support. You have made a real difference, as our followers around the world continue to tell us through their personal stories of how our work, that YOU made possible, has changed them and helped them to literally save lives.

Warmly,

A handwritten signature in black ink, appearing to read "Josh Brahm".

Josh Brahm, for the ERI Team