



ERI STAFF

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Emily Geiger (Albrecht) Director of Education & Outreach
Joshua Head Video Editor & Club Coach
Ellen Campbell Administrator
Meredith Rasschaert Club Coach
Dr. Jackson Penning Club Coach
Petra Wallenmeyer Writing Intern

INCOMING STAFF

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FELLOWS

- John Ferrer, Ph.D.
Alex Hyun, Ph.D.
Stephen Napier, Ph.D.
Elizabeth Lollar

LANGUAGE SPECIALISTS

- Aldo Gonzalez Spanish Specialist
Kerstin Hoffmann Danish Specialist

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ERI has been hard at work in 2023, and I'm excited to tell you about what we've accomplished.

Here's a breakdown of our public content, by the numbers:

- ERI speaking events were attended by 6,440 people, up from 4,209
The blog had 67,347 views and 29,833 unique users, down from 100,795 and 52,683, respectively
YouTube received 178,374 views, up from 120,947
TikTok garnered 1.7 million views, down from 3.9 million
Instagram, on the other hand, saw us reach 1.3 million accounts with our content and amass 19,687 followers, up from 235K and 3,752, respectively
The podcast had 9,506 downloads, down from 16,319

Our numbers are up and down compared to last year, and that's not super surprising. 2022 was a record year for us on basically every platform, and one of the biggest drivers of that was the Dobbs decision. While abortion remains a prominent issue, 2022 saw Roe overturned and several high-profile state battles over abortion. 2023, on the other hand, had a single state ballot contest. We expect more general interest heading into 2024, with the presidential election coming next November.

Our social media continues as a crucial medium for reaching both pro-life and pro-choice people. While TikTok also received only half of the views of the prior year, this is likely because we've been on there for two years; we're not the "new" thing anymore, and the algorithm seems to push new content and creators quite heavily. That said, we're pretty excited that the "down" number is still over a million and a half annual views, and Instagram has simultaneously grown exponentially. Viewers continue to thank us for creating this short-form content that powerfully presents the pro-life message in an educational, digestible, and entertaining way!

Comments from social media: nadine.plj, gamma\_garrett, Underwoodforu, aiden



Henry's Legacy

Thank you for spelling this out and changing my mind on this. I didn't know any of this

16m Reply

Those who hear our pro-life message in person couldn't agree more. After speaking to an extremely pro-choice audience of 700 high school students in October, Emily was approached by a group of students who honestly thanked her for her logical arguments, saying "you're the first pro-life person I actually respect!" Our speaking events were up this year; Emily gave 38 speeches and eight all-day seminars while Josh gave 11 speeches and two seminars, and they spoke in 15 states, Canada, England, and Denmark!

The blog stats are different because Google forced a switch to a new analytics platform, but the new and old platforms Google provided don't agree with each other on our statistics for previous years, making finding accurate stats impossible. The moral of the story is that we know the blog had fewer readers than last year, and it's likely it's by the same proportion as the stat I reported, but the actual number could be double what I gave; we just don't know, and apparently Google doesn't either.

Another very important piece of context for our stats is that we chose to make less general content this year in order to finish production and post-production on *Equipped for Life Academy*. On the blog, for example, we published a third fewer articles last year than the year before, and 2022's numbers also included views on the Quick Response videos, which we posted on the blog with full scripts as well as on YouTube. But since we published less content on at least some platforms, it makes sense that those numbers would be lower.

But that brings us to the biggest year-in-review story: *Equipped for Life Academy* is almost done! I don't think any of us realized exactly how much work we created for ourselves with this curriculum; I certainly didn't think I'd still be finalizing video edits in December. But you know that part of home improvement shows where the renovator has the "punch list" of final items to fix, and the next scene is the big reveal? We're on the punch-list stage.



*Equipped for Life Academy* is a unique pro-life curriculum for religious high school students, designed as a unit for any Catholic or Christian school religion course, church youth group, homeschool class, or confirmation class. At a time when high school students are bombarded by pro-choice culture, *EFLA*'s interactive lesson plans promote engagement with the most popular pro-choice talking points of our day, giving students the tools to understand today's abortion landscape while responding thoughtfully and compassionately to pro-choice people. Our curriculum is designed to fit both state and religious education standards, and it has been carefully crafted to engage students regardless of their current stance on abortion: pro-life, pro-choice, or I-desperately-don't-want-to-be-here.

The videos have been filmed, philosophical ideas have been revisited, some videos have been re-filmed because files were corrupted, teacher and student workbooks are graphic designed and about to be finalized, assessments and answer keys triple-checked, and we're about to complete edits in response to a high school class who went through a beta version of the curriculum this fall semester. I cannot give you a sense of all of the hours that have gone into producing this curriculum, or how overwhelming this project has been at times.

What I can hopefully give you a sense of is this: we believe wholeheartedly in this curriculum. There is nothing out there like *Equipped for Life Academy*. This curriculum will challenge and equip students on abortion in a way that has not been possible to do at scale in classrooms across the country, and it fosters productive conversation between pro-life and pro-choice students both in and out of the classroom! We are so excited for it to be available in 2024.

Speaking of the curriculum, I wanted to take time to highlight the first of two recent additions to our team. Joshua Head, an Oles for Life alum who also ran an Affiliate Group at Johns Hopkins, joined ERI's staff as a Club Coach and Video Editor. Joshua has been such a valuable part of our team, especially with all of the crazy video editing we've had to do for *Equipped for Life Academy*. He continues to learn processes and workflows avidly, and the curriculum would be way behind schedule without him.

The other addition to our team is Ellen Campbell, who filled Jen Westmoreland's position earlier this year. Losing Jen was definitely bittersweet, but Ellen has already done an admirable job digging into new and old systems behind the scenes. She's already bringing her creativity and administrative abilities to bear on so much at ERI, showing why we appreciated her so much as a volunteer before she came on staff.

Our Affiliate Group Program has also grown tremendously this year, as both new local pro-life groups have teamed up with us for personalized mentorship and training and existing Affiliate Groups have continued to grow in size and confidence! The program now includes 38 clubs in 17 states and Denmark.



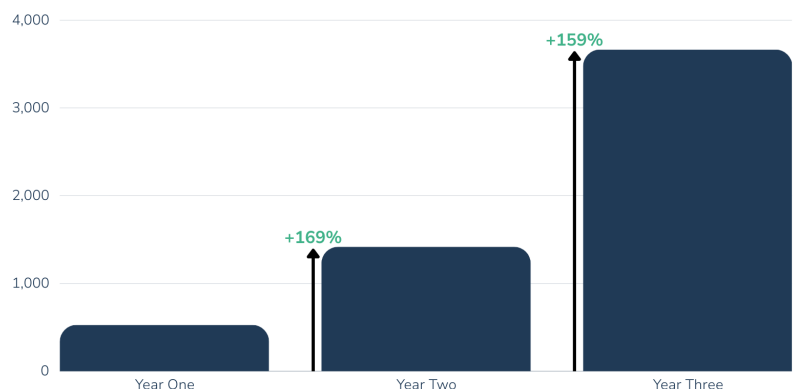
As our Affiliate Groups learn how to engage productively and respectfully with pro-choice people, they are encouraged to host dialogue outreach events in their communities, which brings me to **my favorite stat of the year**.

Each school year, we track the number of conversations our Affiliate Groups have with pro-choice people. For the record, an interaction only counts as a conversation if *at minimum* a pro-choice person makes an argument, the pro-lifer responds, the pro-choice person responds again, and then the pro-lifer responds a second time. This takes at least 4 minutes. While some pro-life groups encourage volunteers to limit the length of their conversations, we believe that genuine transformation of hearts and minds takes time. Our conversation counts represent thousands upon thousands of hours spent speaking with pro-choice people in meaningful and thought-provoking ways, not just dropping slogans and sound bites.

In the first school year of the Affiliate Group Program (2021-2022), our Affiliate Groups engaged in conversation with **527 pro-choice people**.

In the second school year (2022-2023), our Affiliate Groups engaged in conversation with **1,417 pro-choice people**.

***In the first half of this school year alone, our Affiliate Groups engaged in conversation with 3,685 pro-choice people.***



You read that right. In just the **first half** of the school year, the number of conversations our students had with pro-choice people has already **more than doubled** the number of conversations that were had during the entirety of the 2022-2023 school year!

Our Club Coaches (Emily, Joshua, Meredith, Addie Jo, and Jackson) could not be more proud of the hard work our Affiliate Groups have put in this year. It is thanks to these hardworking students and the dedication of the Club Coaches who mentor them that minds have been opened to the pro-life message, many for the first time.

Right now, we have enough Club Coaches to keep the Affiliate Group Program running, but we want more than that—we want to grow. Just through this one program, on a limited scale, we were able to facilitate thousands of conversations about abortion that wouldn't otherwise have happened. And those weren't throwaway conversations, either; they were quality dialogues designed to open people up to protecting unborn humans, even if they were hostile to the pro-life position or pro-life people before that!

Our Club Coaches who aren't on staff are currently all volunteers, but in order to keep this program growing, we need to be able to pay coaches a stipend for each club they work with. We want to continue attracting the best talent for this vital position, and we need to do it on a larger scale so we can put more and more students and adults in contact with the transformative power of this program.

Funding Club Coaches is just one of the financial needs ERI has for the coming year. The big idea for 2024 is expanding our reach—putting people in contact with all of the content we've created, knowing that our apologetics and dialogue tips are potent tools to change minds on abortion. Especially with abortion sure to be all over the news and social media in a presidential election year, we want as many people as possible to become equipped to give good, persuasive answers to every question they receive about why they're pro-life.

And so, by expanding our presence in colleges and communities through the Affiliate Group Program; by providing curricular training in schools and churches through *Equipped for Life Academy*; by reaching people on social media through thoughtful, persuasive videos on TikTok, Instagram, and YouTube; by effectively advertising our courses and written content to bring more people to realize we've already answered their questions—this is how we plan to make a difference. When you give to the ERI General Fund, you make all of this possible.

So I ask, if you believe in the power of our work to transform hearts and minds on abortion, will you give to the ERI General Fund this year?

Warmly,

A handwritten signature in black ink, appearing to read 'Josh Brahm', written in a cursive style.

Josh Brahm  
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