



# AMERICAN PRO-LIFE MOVEMENT

# American Pro-Life Movement Campaign

Pro-Life Partners Foundation

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## Objective

Pro-Life Partners (PPF) was listening. The leaders of the Pro-Life Movement were seeking some changes to messaging, specifically the reputation — the brand — of the movement to the public. Being in a position to create unity, PPF set out to help. A decision was made to create a video or videos, but what was the best way forward?

Strategically, the messaging themes were complex, and required tiers of understanding — often with at least agreement on some foundational beliefs — in order to be effective. As such, PPF decided to create 11 videos on the themes with focuses that were, at times, on-point and clearly pro-life (Abortion Hurts; Little Pills That Kill), whereas other videos lay the groundwork for a deeper conversation (A Father's Choice; Motherhood). These themes are strategic “umbrellas” where organizations can pick up the conversations and run with them and add nuance. The themes were democratically chosen by over 34 different leaders in the Pro-Life Movement.

It was not enough to just “create” videos, however. So much research had been compiled within the movement that it would be a waste to not aggregate the information and use this as the basis for the videos. As such, many organizations submitted research that was assessed in order to inform the themes and their respective scripts. But even this was not enough, because influencers and leaders within the movement had insight that was far too valuable to not be a part of this process as well. PPF conducted a total of 19 interviews with leaders, influencers, lawyers, doctors, and politicians.

What follows is each theme, as well as bullet points on the research and contemplation for each.

# Video Themes

## Abortion Hurts

- “Abortion Hurts” is meant to be a voice of support to women that are contemplating abortion.
- In the research, women said again and again that if they had support they wouldn’t choose abortion. In past videos on this research, the focus has been on explaining the pain of abortion, which the PPF video does as well, but it ends its focus on explaining the vast resources available to women to help them with an unplanned pregnancy.
- This video solves the debate: All you care about is having a baby be born — you don’t care about women or what happens after the baby is born.

## Late-Term Abortion Is Real

- “Late-Term Abortion Is Real” is meant to expose the reality of the extremes of the abortion industry and the reality that it aborts viable children.
- Planned Parenthood has an article titled “[There’s no such thing as ‘late-term abortion,’](#)” and this video ensures that the person watching understands that Planned Parenthood is lying. In fact, the video ends with a girl calling an abortion clinic that states they “specialize” in late-term abortions!
- This video is a great sign of unity, as it was a Students For Life student leader that made the call to the abortion clinic, and it features footage from LiveAction’s Baby Olivia to demonstrate the baby’s growth at the time an abortion would have taken place.

## What Makes A Hero

- “What Makes A Hero” is meant to encourage men to step up and take care of the pregnant mother and child in an unplanned pregnancy.
- In the research, men repeated that they felt like they did not have a voice in the decision of “keeping the child.” Moreover, they expressed a need to not “be yelled at” regarding what they were supposed to do. As such, this video has a soulful and inspirational feel. The voice is calm and purposefully not perfect in recording. The

idea is that it is vulnerable in order to allow men to hear the message and be inspired to stand up and do the right thing.

## **She Will Rise Above**

- “She Will Rise Above” is meant to demonstrate that women have long faced struggles and always risen to the challenge; a message of empowerment and courage.
- In the research, women did not want to talk about the baby — they wanted to talk about women. They want to be walked through the process and see success and empowerment. There has to be a lot of work upfront for women, and this video facilitates that upfront work.

## **Equal Protection**

- “Equal Protection” is meant to get into the nuanced legal and political elements of understanding equal protection under the law.
- One of the harder subject matters to tackle, it was decided that a single video focused on only explaining the concept of equal protection was necessary to lay the proper foundation for further discussions. As such, this video is meant to offer a simple explanation that all people could understand.
- While the video is not overtly “pro-life” there are subtle nods — like a child in utero — to help people visually and emotionally make the connection without being too obvious.

## **14th Amendment**

- “14th Amendment” is a companion video to “Equal Protection.” It explains how the concept of equal protection comes into existence in American law.
- Again, there are subtle nods to pro-life messaging in this video, similar to “Equal Protection.”
- This was one of the harder videos to create, as it was often discussed that most people probably don't know what the 14th Amendment even is. Therefore, we knew that this video was both important to make and needed to be easy to understand.

## **Little Pills That Kill**

- “Little Pills That Kill” is meant to convey the dangers of the chemical abortion pill, which makes up nearly half of all abortions.
- This video was created in conjunction with And Then There Were None, and utilizes an ex-abortion worker who explains — from personal experience — how Planned Parenthood lies to women seeking the abortion pill, and the dangers that come from its use.

## **The Unthinkable**

- “The Unthinkable” is the true story of woman who chose life, even though her child was conceived in rape.
- The concept is meant to convey hope and courage in the face of dire and horrible circumstances. It also connects itself to the concept that both woman and child — no matter the circumstances — are of value and deserve love.
- This true story was shared with PPF, in confidence, by a pro-life leader, and it connects the watcher to multiple pro-life groups that exist to help women who have been abused.

## **Motherhood**

- “Motherhood” is meant to convey the beauty of motherhood in a media world where motherhood is often portrayed as dysfunctional.
- This video is meant to lay the foundation for a positive and empowering picture of motherhood.
- It was created with the companion video: “A Father’s Choice”

## **A Father’s Choice**

- “A Father’s Choice” is meant to convey a positive perspective on fatherhood and break the chains of past cultural concepts of fatherhood, such as: fathers are dumb, useless, and at times, not present.
- PPF partnered with Americans United for Life CEO John Mize for this video, and used his story as the catalyst for explaining how to break the chains of generational sin and do the right thing.

## **Surviving Abortion**

- “Surviving Abortion” is meant to tell the story of abortion survivors and how abortion does have a real and true victim: a human being.
- PPF partnered with Abortion Survivors Network’s Founder and CEO Melissa Ohden to tell her story of surviving an abortion.
- Footage from LiveAction’s Baby Olivia video was used in this video as well.

# Distribution Strategy

The main objective is to get as many people to see these videos as possible — preferably more than a single video.

The second objective, which serves the first, is to get these videos into the hands of partners and pro-life groups, across the United States and have them share these videos.

The AMERICAN PRO-LIFE MOVEMENT branded videos will be housed on a page found at: [AmericanProlifeMovement.com](http://AmericanProlifeMovement.com). There are also graphics that correlate to each video that can be downloaded and shared as well. Each video will be packaged with a full length horizontal cut (16:9), a full length vertical cut (9:16), and a 60 or 90 second cut (where appropriate and doable). Thumbnails will be provided for each video. These downloadable elements are available to all who wish to share them.

The launch will be a synchronized release of the video Abortion Hurts, and then the groups and partners can release whichever sequence of videos they see fit, so that there is a mix of videos being released over an eleven week period.

The launch will begin with a webinar, hosted by pro-life advocate David Bereit, which will be for leaders and influencers within the Pro-Life Movement, and a second webinar with David that will be for the general public.



[WWW.AMERICANPROLIFEMOVEMENT.COM](http://WWW.AMERICANPROLIFEMOVEMENT.COM)

