



HLA Action News

Fall 2020

Volume 43 | Number 1

humanlifealliance
“Pro-life Information that Saves Lives”

Dear Pro-life Friend,

Fall is finally upon us. Did you ever think we'd get to October 2020?

Some students have returned to campus, some have already left, and others just stayed home this semester. It's an unusual year and I didn't even mention the elections!

Just like you've heard from many other pro-life organizations, reaching students on campus remains a significant challenge as we reel from the cultural wrecking ball called COVID-19.

We're not sure we'll be able to put our Campus Impact Team on the road later this fall or even next spring, but the one thing we know for certain is **young people still need to see and learn truthful pro-life messages.**

Because of you, HLA has been able to pivot from relying on printed magazines and physical distribution to the use of a dynamic new “flip book.” It's designed to reach young people via their mobile phones and tablets. This innovative resource provides a new student outreach opportunity.

***Stay Woke*, HLA's trendy campus impact magazine which encourages high school and college students to learn about the life of the child in the womb and grave consequences of abortion, is being delivered to young people as you read this newsletter by means of multiple social media advertising campaigns.**

I'm proud HLA has been able to move with the times. The founding board of directors sought to inform and inspire people to protect all human life in the 1970s. By the early 1990s, we created 12 and 16-page advertising supplements to buy our way around the mass-media's embargo on all forms of pro-life information.

Then a friend in California, copywriter John Finn, suggested HLA take the same approach using campus newspapers. It created a groundbreaking pro-life outreach never before seen. **Millions and millions of students on campus were reached with powerful pro-life publications—and these supplements transformed the beliefs of the Millennial generation.**

I'll never forget how women and men shared their stories with HLA. Real life testimonies telling us how the supplements, and later magazines, impacted their lives.

One young woman, Kristina Garza, credits HLA campus materials as the reason for her pro-life conversion, **“It was an HLA publication that started my personal conversion to the pro-life side. I am indebted to HLA for helping me do my pro-life work.”**

She went on to lead Survivors of the Abortion Holocaust campus teams, become active in the Hispanic pro-life community, contribute to HLA publications and more.

Another young woman, Sarah, had the courage to let us know she used an HLA publication to convince her mother she shouldn't have an abortion—it's a powerful testimony:

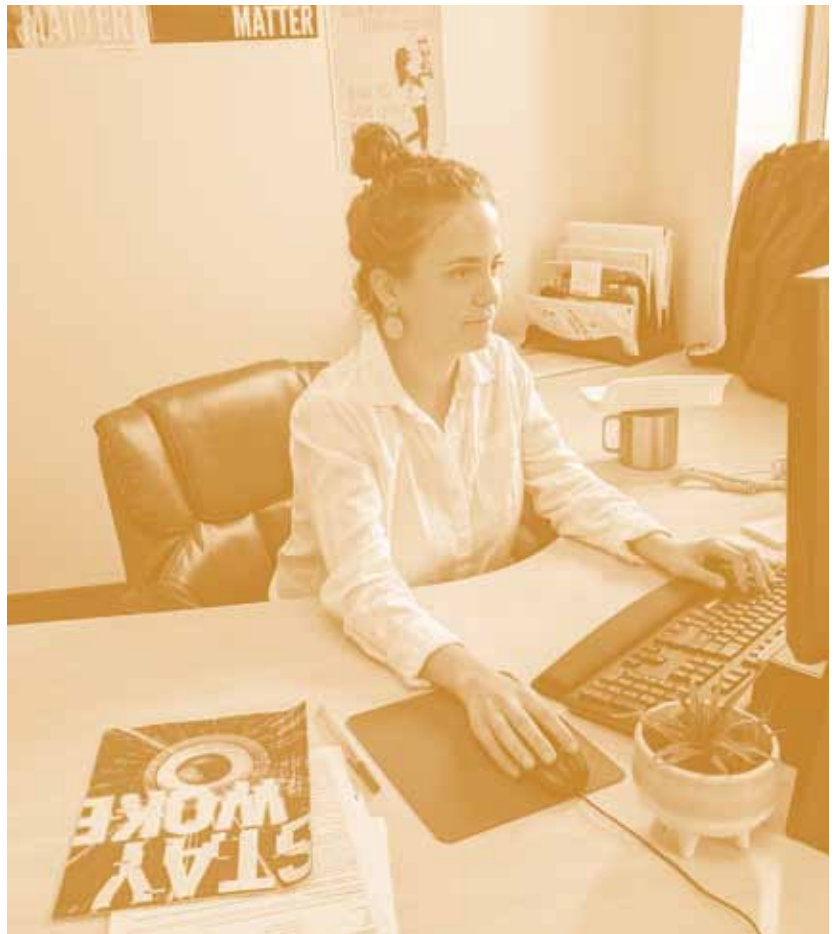
“I became pregnant and used your supplement to convince my mother that abortion was not the ‘easy way out.’ I was 21 when I had Isaiah; he was born two days after finals! He is the most wonderful person I’ve ever met. He’s a charming little boy, with bright eyes and a captivating smile. He’s teaching me so much about life, happiness, [and growing up].”

Another college student told us the following, **“I want to personally thank you for this insert. Before I read it, I was pretty much riding the fence on the issue of abortion. I believed it was a woman’s right to choose, but I personally would never get one. Now after having read this article through tears, I have a strong opinion. This article really opened my eyes. Thank you very much. Continue educating people in this way, and we may be able to something about this barbaric practice.”**

Thanks to you, a new staff member has joined HLA this fall to share that same great pro-life information with more students. She'll help us save even more lives and change the beliefs of Generation Z through the new flip book campus initiative. You can see various versions online at wokefacts.org or view the flip book at humanlife.org/campus.

Even though we have this great new resource, HLA remains committed to print materials. They offer several advantages to learning as opposed to screens or devices:

- People read 25% faster on paper than screens.
- Readers learn complex information better through the tactile feel of paper.
- Magazines are easy to share.



New HLA staff member Missy Giles sets up some social media advertising campaigns to introduce the Stay Woke flip book.



Last fall, two young men stopped for a conversation about what it means to be pro-life on a college campus.

I myself love to read books and magazines, but the times just keep changing. So now we turn to flip books as an important digital addition to our pro-life efforts.

Just two weeks ago, a young woman named Samar called from New Jersey, excited to share pro-life information with people in her community. She had never seen an HLA magazine before and it helped her realize she too could join the cause. She exclaimed over the phone, **“A friend handed it to me and I’ve never seen anything like it with all this information on abortion, growth of a baby in the womb, and more. I had no idea this ever existed!”**

I hope you know, none of these successes could happen without you.

As a quick reminder, remember to vote via absentee ballot by mail or in person by November 3. The Presidential Election will determine the makeup of the Supreme Court for decades to come. House and Senate seats will directly impact abortion law and rights of the child in the womb immediately in 2021. This year it’s critical that all pro-lifers vote.

Your gift to support the social media advertising campaign for young people is desperately needed. This is an expanding area of the budget we had only hoped to “test” this fall. The COVID crisis has forced us to advance the timeline—beyond HLA’s current budget allocation. Your donation, big or small, will reach students like Kristina, Sarah, Samar, and others with a transformational pro-life message.

Keep up your good work in defense of the most vulnerable among us. Please let us know how HLA can help you share pro-life information in your community.

In Life,

Melanie A. Freimuth
HLA Board President

P.S. Please volunteer to share *Stay Woke* with students, teachers and youth group leaders you know. Over the years we’ve been fortunate have thousands of volunteers help share these influential pro-life resources—and we still need you to help reach people in your community. Kids today struggle to find and know truth. Your support is important; when you step out to share pro-life information with someone, you’ll be part of changing hearts and minds forever.

New WOKEFACTS.ORG Website Released

In light of COVID-19 restrictions on college campuses, HLA developed a new pro-life website to reach college students online. Wokefacts.org is based on the campus impact magazine Stay Woke and will generate new pro-life activity on social media with college students day and night. When young people visit the webpage, they'll be challenged and more importantly engage their minds to learn pro-life truths.

To accompany the website, a digital "Flip Book" of Stay Woke is available for students—or you—to read on tablets, phones, or laptops. Just go to wokefacts.org to access the articles or visit humanlife.org/campus.



Memorials & Celebrations

Human Life Alliance thanks those who honor their deceased loved ones or celebrate an important event by making a financial gift to HLA.

In memory of Ramona Clairmont
by Thomas Clairmont

In memory of Mom
by James Boen

In memory of Margaret Langfeld
by Joe & Caroline Langfeld

In honor of all HLA donors
by Anonymous

In honor of Bev Aplikowski
by HLA Board and Staff

In honor of President Trump
by Anonymous

About HLA

Human Life Alliance [HLA] is dedicated to creating a culture in which all human life—from the process of fertilization to natural death—is respected and cherished.

Distribution of comprehensive pro-life materials has helped high school and college students, church members, young women, medically vulnerable people, sidewalk counselors and pro-life organizations reach 230.1 million

readers around the globe.

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