



HLA Action News

Fall 2022

Volume 45 • Number 1

humanlifealliance

"Inform • Inspire • Involve"

Dear Pro-life Friend,

By now you should have received Human Life Alliance's 2022-23 campus magazine on abortion entitled *Ready or Not*. It's the latest ground-breaking edition for high school and college students.

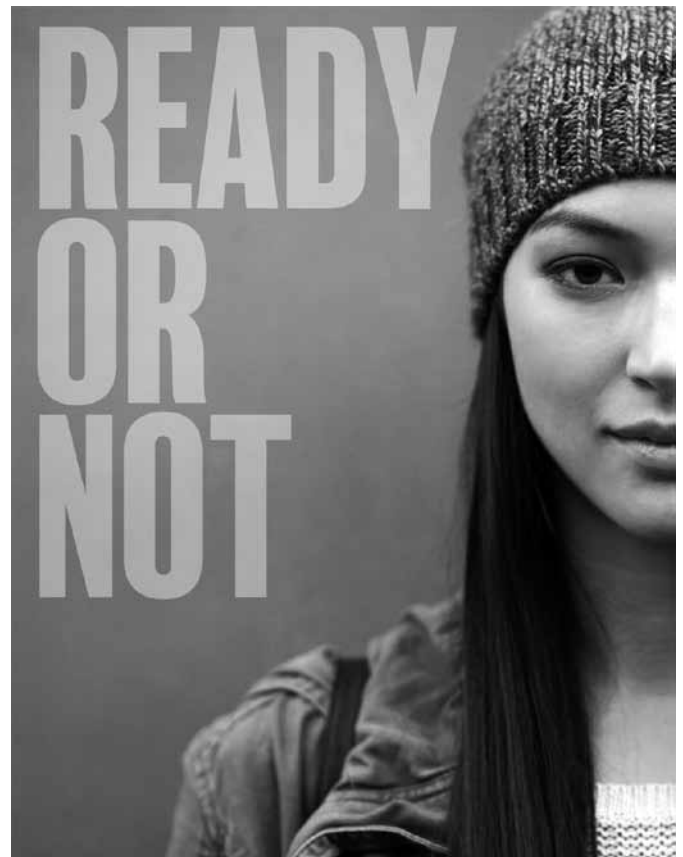
This new magazine is a perfect transition for people of all ages who seek to build a pro-life dialog in their community after the fall of *Roe v. Wade*.

Already the feedback has been tremendous. Student clubs are excited. Volunteers across the nation have increased their orders. Many new pregnancy centers are reaching out for copies as well. Even staff and volunteers at churches are requesting copies for every church family and commenting, ***"This isn't just for students. I love the cover. Ready or not, what does that mean? Then people open the cover and get hit with the facts through the quiz. What a great way to start the conversation."***

In this edition of *HLA Action News* I provide you with an update on the summer test of a new cooperative initiative with California Right to Life (CRTL). We've joined forces to boldly proclaim a comprehensive pro-life message across their entire state. This important effort is bearing much fruit. So, consider the rest of this newsletter a preliminary report to you on the successes and difficulties of the project.

To give you a little background, Mary Rose Short, the new Executive Director at CRTL (not an affiliate of National Right to Life, but rather Life Legal Defense Foundation) contacted HLA with a request to help them counter the expanding abortion culture in California.

After the fall of *Roe* Mary Rose watched in horror as California Governor Gavin Newsome encouraged



abortion providers to open new death centers to support the increase demand from abortion tourists. “They even passed AB 2223, which allows anyone to perform abortions, by any means, at any stage of pregnancy,” said Mary Rose.

Ms. Short has a great pro-life background. “I was raised in an active pro-life family and remember leafleting cars before I was tall enough to see over the hoods. I’ve known what abortion is for as long as I can remember.” Many Short family members have worked with key partners of HLA over the years including Survivors of the Abortion Holocaust.



Mary Rose Short

As a new leader at CRTL, Mary Rose sought to respond to the Governor’s promise to increase abortions. She called Joe Langfeld, HLA Executive Director, to discuss mailing pro-life magazines to thousands of homes.

“I realized it was a great way to reach a large number of people with the truth about abortion, even with a very small staff,” Ms. Short explained. “It’s physically impossible for me to have in-depth conversations about abortion with tens of thousands of people, but HLA publications are designed to reach people that I couldn’t through a one-on-one conversation. These magazines address almost every reason someone would support abortion and do so in an engaging way.”

Together, HLA and CRTL mailed out 105,000 copies to homes in southwestern California — to reach approximately 315,000 people.

“For that size project we print ‘special editions’ modified for the receiving audience,” noted Langfeld. “We used last year’s campus magazine as a starting point. Then we updated the cover, introduction, and added an entire article about proposed changes to California law which included the governor’s declaration as an ‘abortion sanctuary state’.”

Each residential home received a copy via the United States Post Office’s Every Door Direct Mail Program. Then the phone lines lit up. Both CRTL and HLA received calls.

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.

HLA’s pro-life materials have reached 236.2 million readers in more than 88 different countries. They include high school and college students, church members, young women on the streets, medically vulnerable individuals, and those

who care for them.

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Tax-deductible gifts may be made online at humanlife.org, by calling

(651) 484-1040, or mailed to 1614 93rd Lane NE, Blaine, MN 55449.

Board of Directors: Christine Arntzen, Matt Flanders, Melanie Freimuth, Tony Hartman, Paulette Kostick, Richard Larkin McLay, Sonya May, Hayley Tschetter, Dave Racer, and Dan Wegner.

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“Many people called or emailed with their thoughts. When those who were pro-abortion complained about the ‘trash’ or ‘propaganda,’ I would ask them if they could point to anything in the magazine that was untrue. All of them had to admit that it was factually accurate and it was the facts themselves that made them uncomfortable,” commented Short.

Langfeld noted, “Both Mary Rose and I heard from pro-life people who read the material. ***They said it inspired them to start sidewalk counseling, volunteering at a pregnancy care center, or use the magazine to educate their friends and family about abortion.***”

Multiple pregnancy centers asked for additional copies of the magazine to share in their own neighborhoods. ***“One center told us that they had a record-breaking number of clients the month after the magazine was delivered in the surrounding community,”*** Mary Rose exclaimed.

“Another pregnancy center counselor told me the magazine was the best she had ever seen, dynamite. She used the copy that she received at her home to counsel a woman in the center. ***The woman chose life for her baby because of the information in the magazine.***”

Both Langfeld and Short said they could continue with the testimonies, but cautioned that many of the calls were not positive. “I personally enjoy those calls,” Langfeld said. “Many people called to challenge the information in the magazines. Most used hollow rhetoric enforced by the abortion cartel. Our comprehensive information contests the other side’s deceptive language. In any discussion, we win. The truth always wins. The Author of Truth always win. It’s just takes time for some people to accept.”

The cost for this project came in at 7.9 cents per person – just under \$25,000. Langfeld said, “It feels like a lot of money, even when shared by both organizations, but I get excited about the cooperation. It shows people how we work together. We know babies’ lives were saved, pro-lifers were encouraged into action, and those who didn’t know the truth about abortion heard a life-saving message. Perhaps the first time.”



CRTL tabling in public with HLA fetal development posters.



CRTL on the street with HLA magazines.

Support HLA

humanlifealliance is a 501(c)(3) tax-deductible organization supported by people like you. Several options are available for those who wish to make a financial gift to HLA. Credit card donations may be made online at humanlife.org. Special memorial or honorary cards can be sent by HLA staff at your request. You may also want to consider a “Legacy for Life” bequest to support pro-life efforts long after your passing. Becoming an *Ally for Life* or monthly donor ensures your donations get spent directly on outreach and keeps overhead costs low. Please call the office at (651) 484-1040 or email jangfeld@humanlife.org for more information. **Thank you!**

CRTL has requested a revised edition of the new *Ready or Not* to ship in October so it will arrive at the height of election season. “The timing is crucial,” said Short. **“Education changes people. If you show people the truth in a winsome way, in a way that the people are open to receive, they will change. The truth is on our side, we just have to communicate it. HLA publications make that communication easy.”**

Mary Rose shared one final comment, “We’re looking forward to future collaborations with HLA. You make the best pro-life literature and we want to distribute it to as many people as possible. HLA’s publications are one of the most effective tools we have to help bring California back from the culture of death.”

This type of community project has the power to transform the hearts and minds of hundreds of thousands of people at a time. If you would like HLA to help you coordinate a mailer in your community, big or small, please reach out to Joe Langfeld at jlangfeld@humanlife.org or call HLA’s office at 651-484-1040. Together we can stand for the truth in our communities.

For Life,



Melanie A. Freimuth

Board President

P.S. HLA received two special gifts this past August – the most challenging financial month of our year. One was \$25,000 from an anonymous source and another \$10,000 from a donor whose largest gift to date was \$200. Wow! Even though we cannot call you, please know your support really encouraged us. Thank you!

Memorials & Celebration

Honor a loved one or donate in someone else’s name to advance the cause of life. Your gift to HLA as an honorarium or memorial will encourage pro-life efforts and help share compelling, comprehensive information across the nation.

HLA will send an acknowledgment card to the honored person or family of the deceased and confirm receipt of the gift to you. By acknowledging these gifts in the quarterly newsletter, your contributions encourage other pro-lifers to see the value of this life-saving work — you may remain anonymous. Your gift is tax-deductible to the fullest extent of the law and sincerely appreciated. THANK YOU!

In honor of Caitlin Owens

by Marianne Fahey

In honor of Dobbs

by Colleen Toder

In memory of Greg Morrow, Street Counselor

by John McCartney Jr.

In memory of deceased family members

by Robert Cebulld

In memory of son of James and Mary Campbell

by Joseph and Mary Sparks

In memory of John T. Hall

by Naresh and Carmen Swaroop

In memory of Mary Ellen and Trish

by John and Carolyn Naughton

In memory of my son Gregory Mack

by Michael E. Mack

In memory of my parents, Abby & Richard, late husband, Richard and his parents, Marguerite and John

by Nora Doherty

Memory of Margaret Lord, my wife

by Keith Lord