

# HLA Action News

Summer 2022 Volume 44 • Number 4

humanlifealliance  
"Inform • Inspire • Involve"

**Editor's note: This edition went to press before the release of the Dobbs decision.**

Dear Friend,


Every May I send a "President's Letter" to the past year's donors. I try to communicate the need for support during the slower summer months and share some opportunities or challenges that lie ahead. This year I couldn't fit it all in my letter. So, I decided to interview Joe Langfeld (HLA Executive Director) to share some more information with you. I hope you find his answers informative and encouraging.

**M: People know HLA for its campus outreach. Can you tell us what to expect this fall?**

**J:** We've settled on a theme for the 2022-23 academic year — "Ready or Not." Most of the text and design concepts will be complete by the time people read this newsletter. Everyone should recognize the phrase "Ready or Not" from the childhood game hide-and-seek. But it's the depth of concept that should engage students. Will they be ready to interact with their peers after years of pandemic quarantine? Will they be open to new ideas? Will they be able to see the truth about the child in the womb? We pray a little, brainstorm a lot, and hope the Holy Spirit guides us to a theme that hits the kids right in the heart. So far, He hasn't let us down.

HLA's digital outreach has grown during the pandemic as well. In 2020-21 over 1.5 million young people engaged our social media ads. Now in 2021-22 ads have just under one million views with months to go. Meta, we used to call them Facebook and Instagram, shut us down for two months last fall. We'll likely fill in the gap over the summer. This shows a real weakness when we rely on social media giants to deliver a pro-life message. Our staff sought out a solution to this problem last winter. It's an app developed for non-profits called Feathr.

Feathr's digital advertising toolkit helps reach targeted audiences online. We'll use it to contact young people via their cell phones. It should bypass the social media gatekeepers. Most non-profits use apps like this for fundraising. We'll use it to reach students on high school and university campuses.

 California Right to Life  
February 21 · 🌐

We reached thousands of high school students today with the truth about abortion and distributed hundreds of pieces of persuasive literature from Human Life Alliance. Many thanks to the volunteers who came out to help!



**Facebook post highlighting a campus project.**

This approach takes us back to the core of HLA’s college outreach — using modern advertising methods to reach students. We’ll need to increase our campus budget. Feathr costs \$5,000 a year. Approximately \$10,000 in advertising fees should reach one million (plus) students. The more funds dedicated to these ads, the more students will see a pro-life message. Another \$10,000 will allow us to have an unmatched impact on young adults. I’d love to use this same technology to reach women entering abortion facilities.

***M: So much of our efforts move beyond abortion in respect for human life. What’s next on the euthanasia and assisted suicide front?***

**J:** HLA’s board has been working on a special project for a few years now. They commissioned a series of unique, never investigated, psychological studies. It provided a distinctive insight into problems surrounding euthanasia and assisted suicide. I guess this is our first public announcement.

These studies unlocked some unique information. We’re finalizing a simple solution for people who encounter medical professionals who hasten death. I can’t release the final details until we complete testing the concept this summer. In a first for HLA, it’s designed to help churches provide much-needed protection for at-risk people in their congregations.

Once HLA completes the testing, we’ll create a web portal for everyone to use this program. New legal documents must be created for each state, so that will come with a cost. I estimate \$1,500 per state to launch the entire program. To keep this service as inexpensive as possible, we’ll roll out the documents (by state) as funds become available.

***M: With over 4,200 volunteers sharing HLA materials, most readers during the pandemic encountered our magazine one-on-one. Any big distributions on the horizon?***

**J:** Sure. On average, most of our volunteers hand out 75-100 magazines each. Key partners share hundreds or even use thousands on campus. Some people stock church pamphlet racks; others do lit-drops in their own neighborhoods. The opportunities are endless. I’m always amazed by people’s creativity.

This summer California Right to Life, an affiliate of Life Legal Defense Foundation, is testing a modified version of our 2021-22 campus magazine in southwestern California. HLA printed 105,000 units for a test mailing at the end of May. This new edition exposes Governor Newsom’s abortion sanctuary



***HLA materials in a parish pamphlet rack.***

## 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 235.4 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](http://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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*Photo Credits: Getty Images/HLA*

policies and expansion plans for new abortion centers. It's pure evil. This is a perfect example of how pro-life organizations work together. In this case, HLA provided the magazines and CARTL paid for the mailing. It's almost a 50/50 split. We covered the printing at \$9,738 plus some staff time. I estimate the mail house and postage for CARTL was \$10,500. Approximately 315,000 people will see this magazine.

If this test proves successful we'll need to raise enough funds to reach another one to two million homes. Imagine six million people in California reading a comprehensive pro-life message! They say, "As California goes, so goes the nation." I hope so.

***M: What area showed the greatest growth or expansion for HLA this past year?***



***Tabling at a mall.***

***minutes later asked, 'Where's that pregnancy center?' So the packet clearly had some impact. They went to the pregnancy center, they did show up, and the girl chose to keep her baby.***

***J:*** Anything having to do with sidewalk counseling. Besides the *This is not your only choice* street magazine, we produce a variety of fact cards to highlight different aspects of the abortion decision. Readers may view them online at [humanlife.org](http://humanlife.org). In 2020-21 requests for fact cards increased 283% over the previous year. This year, with three months remaining, we're up an extra 141%. Sidewalk counselors using HLA materials have great success. It's a real blessing to hear their stories:

***On Monday, the day before yesterday, one girl, a 14-year-old Hispanic girl who was there with her 32-year-old white mother, both took packets. They did not go to the pregnancy center right away, but they stopped in a parking lot and about 15***

We've been hearing testimonies like this all year long. Many sidewalk counselors who use HLA materials have reported several saves a week. That's miraculous!

***M: What about our financial status? Please provide an update on the past few years.***

***J:*** Times have been tough during the pandemic, lots of ups and downs. Some donors had to cut back, but others increased their giving. Several years ago a large foundation, that had been funding HLA for quite some time, ceased its grant-making activity. We're still recovering from that cutback. It was as much as \$200,000 a year. We're making our way back. Giving during the summer months is always down a little, that's when we feel it the most. To overcome this drop in funding, monthly donors have become our most important source of support. We call them "Allies for Life." Through the generosity of these dedicated pro-lifers we're better able to plan and execute our efforts.

## 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](http://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 Joe Langfeld at (651) 484-1040 or email [jiangfeld@humanlife.org](mailto:jiangfeld@humanlife.org) for more information. **Thank you!**

## ***M: Any final thoughts?***

**J:** Requests for all sorts of products increased compared to last May. Fact Sheets up 117%. Fact Cards up 184%. And magazines – what we’re known for – up 236%! That tells us people are finally out and ready to share a pro-life message in their communities – just in time for the Supreme Court’s *Dobbs* decision.

The pro-life service we provide through others’ generosity is what’s most important. Our volunteers and supporters reach people. They help change hearts and save lives. One high school teacher emailed a pretty simple comment, “**Prayers, thank you for trying to help navigate these challenging times...**” I guess that says it all. Together we help people through their own challenging times.

**M: Well that’s a brief look into what’s happening at HLA.** Because of you, we offer simple, yet powerful, pro-life tools. They’re great to give to political candidates at your door, church members who need to learn how to express pro-life truths, as well as for small group discussions and distribution at large community events. Lives are saved when we share these compelling magazines.

For Life,



Melanie A. Freimuth

Board President

***P.S. Joe offered one last comment. “I hope everyone’s preparing for a post-Roe United States. That means the next step in our struggle to protect and defend all human life is finally here. No matter what happens, HLA will not change its mission to proclaim comprehensive pro-life truth to a lost culture. With the fall of Roe we expect our efforts to inform, inspire, and involve people in a personal pro-life mission will be more important than ever.”***

## **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 Laretta Schneider**  
*by Jeanne Stanek*

**In Honor of Rodger Stockinger**  
*by Kathleen Stockinger*

**In Memory of Dominique (37)**  
*by Diana de Sevren Jacquet*

**In Memory of Mary Ellen and Trish**  
*by John and Carolyn Naughton*

**In Memory of Ivan Wayne Judy**  
*by Teresa Zachary*

**In Memory of innocent lives lost and my sweet baby in heaven** *by Aimie Chalifour*

**In Memory of Blanche Marie McCabe**  
*by Diane McCabe*

**In Memory of Robert A. Hogan (12/4/2014)**  
*by Mrs. Robert A. Hogan*

**In Memory of M. Monica Loch**  
*by Andrew and Carol Ann Rusinko*

**In Memory of Susan L. Schwarz**  
*by Joanne Chernikoff*

**In Memory of Joseph and Roxie Valenson**  
*by Gary Bohigian*

**In Memory of Tom Whiteford**  
*by John Guarente*

**In Memory of Nellie Grey**  
*by Therese Vaughn*

**In Memory of Sidney A. Stewart, Jr.**  
*by John D. Stewart*