

# The Pro-Life Dilemma



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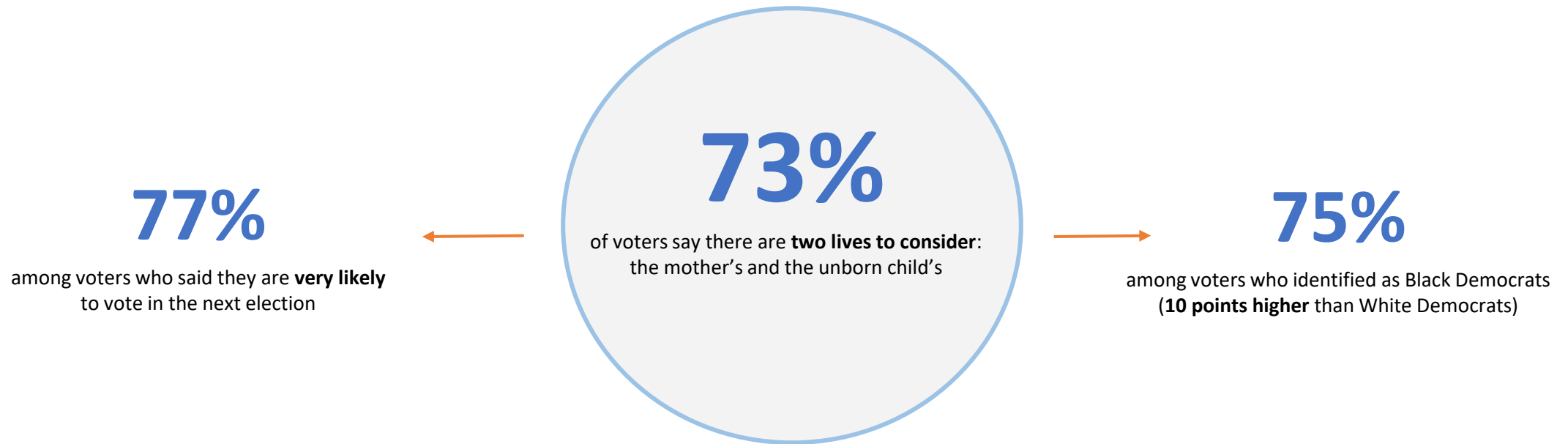
# The Core Discipline



- When riding waves, first sight **landmark as home base**
- After each ride, check to see **how far the current has taken you** by seeking out landmark
- **Return to home base** before catching next wave



# The Majority Recognizes Life



# Voters Overwhelmingly Restrict Extremism

5%

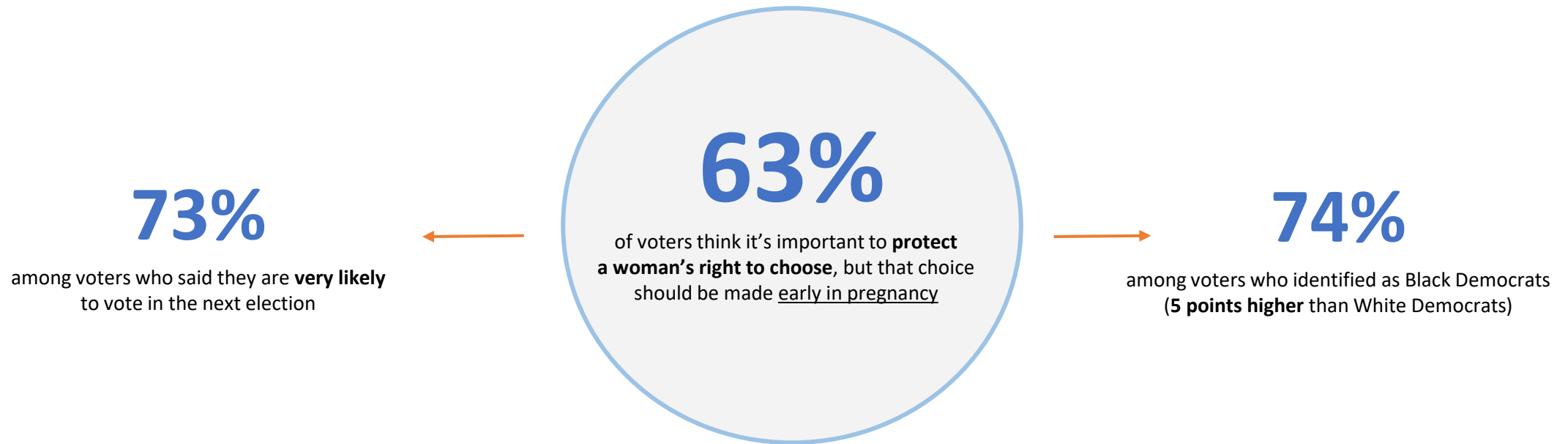
of voters reject **all exceptions**,  
including rape, incest, and risk to  
the life of the mother

5%

of voters reject **all restrictions**,  
including notifying the father,  
notifying the parents of a  
teenager, and waiting periods



# Most Want “Choice” Made Early



# The Pro-Life Dilemma

**54%**

of voters support a 15-week abortion ban

**45%**

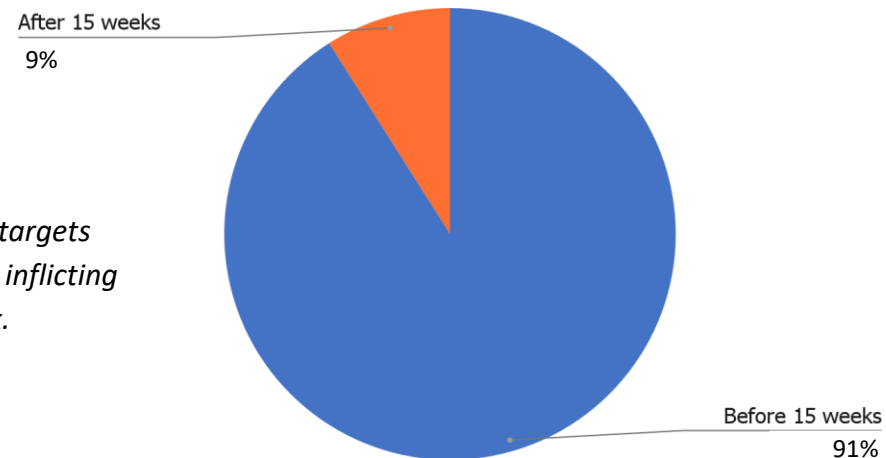
of voters support any enforcement of a 15-week ban

**28%**

of voters believe stricter laws will significantly reduce the number of abortions

**In reality... 91% of abortions take place before 15 weeks.**

**DILEMMA:**  
*The current abortion debate targets fewer than 10% of cases, while inflicting significant political risk.*



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# Recommended Messaging

Focus on **results** not process

The goal is **fewer abortions** not **perfect laws**

**Being 100% pro-life means supporting policies that help women and lead to fewer abortions.**



# Picking Your Battles Wisely

**We lose 84-12**  
when the fight is about making  
abortion illegal.



**We win 61-19**  
when the fight is about having  
fewer abortions.

Only **28%** of voters believe stricter laws will significantly reduce abortion.

By a 55% to 22% margin, voters believe **providing support for women in difficult situations** will reduce the number of abortions.

By a 47% to 28% margin, voters believe **holding a man financially responsible** will reduce the number of abortions.



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# Unite the Right by Building on Strength

**65%**

of voters favor an abortion regulation that requires a three-day waiting period for a woman considering an abortion

**71%**

of voters favor an abortion regulation that requires parents of a teenager to be notified before an abortion

**61%**

of voters favor government program that encourages women in difficult situations to give birth rather than have an abortion

**70%**

of voters favor investing in resources for women facing unplanned pregnancies such as counseling, material aid (diapers, formula, car seats), and even housing

**60%**

of voters favor a regulation that requires a woman to undergo an ultrasound before deciding to have an abortion

**64%**

of voters favor a regulation that requires the father of a child to be notified before an abortion

**83%**

of voters favor a regulation that requires abortion clinics to meet health and medical standards applied to other healthcare facilities



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# Radical Incrementalism

79%

of voters believe if a man gets a woman pregnant **he should be financially responsible** during for mother and child during pregnancy

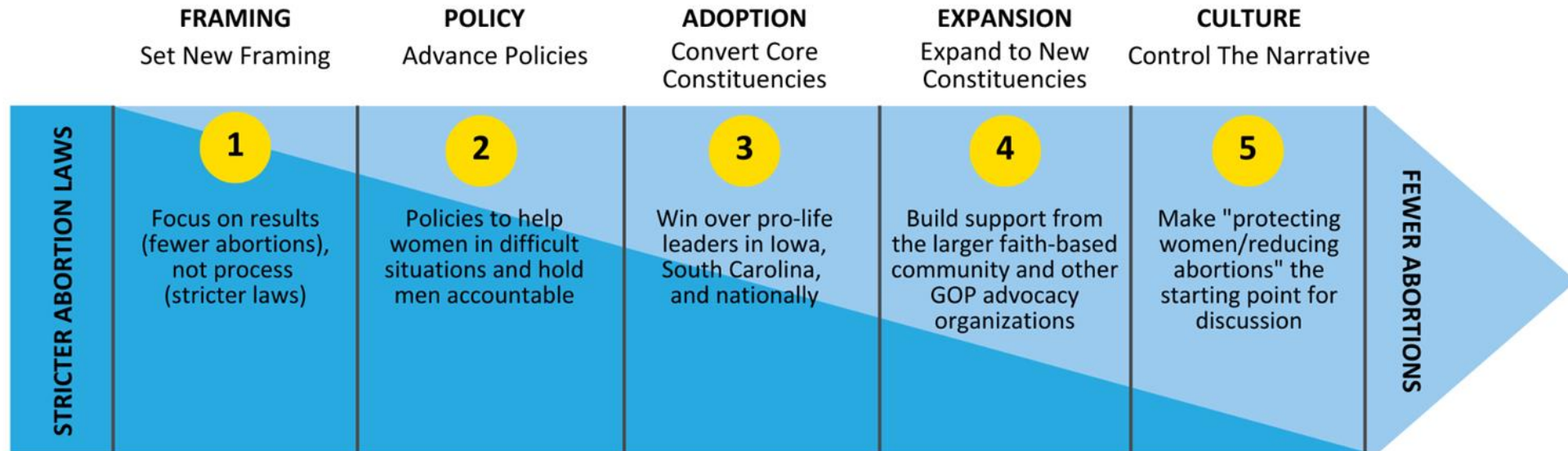
70%

of voters favor support for **mental health programs** to help women who have an abortion but have regrets



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# Positive Leadership on the Abortion Debate



**Note:** In each phase, the sole objective is to get to the next phase.



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# Questions?



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