



## History of Abortion

Since abortion became legal on demand in the U.S. on January 22, 1973, over 60 million babies have been aborted. Many of their parents are now living with regret and will carry that with them for a lifetime.

There was a time in American history when abortions per capita were as high as they are today. According to Dr. Marvin Olasky's article titled "Victorian Secret," Olasky discovered that from the mid-1860s to 1910, abortions declined to the lowest per capita number in American history. He attributed this decline to the work of the early feminists along with churches and caring citizens who provided positive alternatives.

These civic and church leaders led the way to what is now the Pregnancy Help Center movement which has over 2,700 centers serving women throughout the U.S.

## Missouri Knights' Involvement at the Beginning

Shortly after the infamous Roe v. Wade decision, the Missouri Knights of Columbus made the abortion issue a top priority. The Rose for Life campaign ensured elected officials at the state and federal level knew their constituents were pro-life.

The Meet Life Campaign originated in 2011 under State Deputy John Appelbaum. This was a first in the history of the pro-life movement to establish a statewide, joint venture to measurably reduce abortion numbers.

Over 40 Missouri Pregnancy Help Centers (PHCs) received a free ultrasound from the Knights of Columbus. Half of the funds were generated by Supreme; the other half by local councils. The Knights also provided funds to the Vitae Foundation for digital marketing, the most effective medium to reach abortion-minded women. No other state is providing this comprehensive approach involving the Knights, Vitae and the Alliance for Life—Missouri's state-wide network of PHCs.



## Meet Life

A Joint Initiative of the  
Missouri Knights of Columbus  
Vitae Foundation  
Alliance for Life

## Funding for Phase II

The Knights are poised to make further reductions in abortion here in the Show Me state. The lives of women and their preborn babies hang in the balance. We must get to them first! Your gift to the Meet Life Campaign will result in lives saved...lives that will know a future without regret.

**Donate today! We must get rid of this scourge called abortion.**

Make checks payable to:

**Columbian Charities**

Send To:

**Ralph Cupelli, Treasurer**

**#6 Circle Lane**

**Kirkville, MO 63501**



Reducing Missouri Abortion  
Numbers by Leading Women  
to Life-Affirming Resources





## Meet Life Works!

The highest number of Missouri resident abortions occurred in 1980, at over 21,000. The year before Meet Life began, there were 9,796 abortions in Missouri. In 2017, the last year abortions were tabulated by the state, abortions were down to 6,790—the lowest number of abortions since it became legal in 1973. Meet Life has been highly effective, and we must keep moving forward!

## Meet Life Phase Two

As the U.S. Supreme Court changes, and the abortion issue possibly reverses back to the states, we must be ready. Pro-life leaders expect the abortion issue to measurably change with abortion advocates aggressively pushing “Do It Yourself” abortions, including home kits and how to use abortion pills available online. This presents new challenges. All this is an effort to keep abortion legal.

Marketing will be the key to continual reduction of abortion along with the assistance of Pregnancy Help Centers. Obviously, the need continues for updated ultrasound equipment and resources for women to give life to their children. The Meet Life strategy in Phase Two needs to enthusiastically proceed as it did when it began. The battle is not over, but simply changed.

The number of lives saved will be determined by the number of women reached during her moment of decision-making. Getting

her connected with a PHC where she can meet her baby via ultrasound is critical. We are going up against Planned Parenthood, that has government support and tax-payer funding. The online strategies are far superior when compared to Planned Parenthood’s. We simply must keep these strategies in place, so women don’t end up at Planned Parenthood’s door.

It will take a massive amount of money to sustain our Meet Life efforts in the coming years. An endowment will be a key new source of revenue. Until that is in place, every Knights Council will be instrumental in maintaining Meet Life.

When you combine Knights of Columbus funding for marketing and ultrasound equipment, the marketing expertise of the Vitae Foundation, and the authentic care given to women at Pregnancy Help Centers, abortion numbers drop. **Meet Life saves lives.**



## The Power of Digital Marketing

The Vitae Foundation has researched, designed and executed digital strategies by connecting more abortion-determined women with PHCs than ever before. How does this work?

Vitae has the world’s largest knowledge base of abortion decision-making. That research drives its messaging, like the Google ads written to speak to her and give her a place to go where she will be cared for and empowered. In addition, Vitae provides ongoing review of PHC websites (their electronic front door), making sure they, too, are aligned with Vitae’s research on abortion-minded women. The woman’s first impression of the website will determine if she stays or goes. That’s why it’s important we reach her first!

Digital marketing is constantly evolving and changing. Vitae provides its expertise of this powerful marketing tool to the Knights of Columbus at no cost. The funding from the Knights is crucial. Combine it with Vitae’s research-backed messages and the life-saving work of PHCs, it has become a winning strategy.

