

Messaging Tools

TOOL: CORE MESSAGES

God creates all life - and values all life equally.

His design of pregnancy is to intertwine a woman and a child, making it impossible for us to help one and bypass the other.

We are not pro-life or pro-choice, because those terms are political and elevate the needs of one over the other. We promote a third option, demonstrating God's value for both the woman and the child

Grace is God's path for transformation. We extend the same grace we have received to every woman facing an unintended pregnancy and those who have experienced an abortion.

We use a counseling-based approach to meet women's emotional [and practical] needs during and after unintended pregnancy, no matter what decision they make.

TOOL: WORD REPLACEMENTS

INSTEAD OF:

- pro-life or life-affirming
- mothers, babies, or unborn
- post-abortive

TRY:

- God creates and values all life
- women and children (together)
- someone who has experienced abortion

TOOL: THEOLOGY

Example for Christians:

THEOLOGY: We believe God values the woman and child equally and wants both of them to thrive.

EXAMPLE OF JESUS: He offers this as a third option in the pro-life/pro-choice debate, just like He created a third option when the Pharisees tried to trap him with the moral dilemmas of his time.

WOMEN'S REALITY: Through years of experience, we've found that the best way to help both the woman and the child is to provide the acceptance and support every woman needs when faced with an unintended pregnancy.

Example for everyone else:

THEOLOGY: As a faith-based organization, we want both women and children to thrive, during and after unintended pregnancy. We also want them to experience unconditional love after abortion, if that occurs.

EXAMPLE OF JESUS: We aren't Pro-Life or Pro-Choice, but we embrace a third option based on how we think Jesus would respond.

WOMEN'S REALITY: Through years of experience, we've found that the best way to help both women and children is to provide the emotional support and practical resources every woman needs when faced with an unintended pregnancy, whatever decision she makes. Our programs are focused on supporting a woman, not influencing her decision.

TOOL: EMAIL TEMPLATES

1. To Church Partners

Subject: Resolving the Tensions Around Abortion

Hi _____!

First of all, we just wanted to say how grateful we are for our ongoing partnership with your congregation. Thank you for helping us to support women, men, and children in our community!

We know better than anyone how complex the topic of unintended pregnancy and abortion is for Christians. We've recently learned about three main tensions people struggle with when it comes to these issues, and we bet you've seen these tensions active within your church as well.

1. People don't know how to talk about abortion.
2. People feel lost in the polarization around abortion.
3. People feel confused about the role of the Church when it comes to abortion.

We find that because of these tensions, Christians often default to secular voices on both ends of the spectrum who dominate the conversation in the culture, or they disengage entirely due to discomfort with conflict.

But there is hope! At [Name of Your Organization] we're working hard to help people resolve their tensions through a grace-focused, Christ-centered perspective. And as part of that, we'd love to share with you a great resource, ProGrace, that will transform your congregation in the way to respond to unintended pregnancy and abortion that is reflective of the Jesus way.

[Click this link] to check out ProGrace, the online training experience we are recommending to all of our partners. We hope you find it to be an excellent resource for individuals, small groups, or your whole community as you continue to support women and children during and after unintended pregnancies.

As always, thank you for being a part of this work. Please let us know how our team can continue to pray for you, your family, and your church.

Signature here

2. Newsletter for Organizations

Subject: A New Language Around Abortion

Hi Friends!

We're grateful for your continued partnership in this work, and we're excited to offer you a new resource!

We partner with an organization called ProGrace that equips Christians with a grace-centered way to think and talk about abortion and unintended pregnancy. If you feel tension because of the polarization around abortion, we know this will be a resource that will encourage you.

(You can choose to list these one at a time as newsletter blurbs, or all at once)

Listen to the podcast

1. Author, speaker, and ordained pastor Skye Jethani discusses a theological way to address abortion that doesn't address the legal battle <https://prograce.org/2-skye-jethani-asks-if-overturning-roe-v-wade-should-be-top-priority-for-christians/>
2. Qualitative researcher Lacey Mason helps us understand the reality for women facing an unintended pregnancy, so we can speak from a place of empathy that transcends the polarization. <https://prograce.org/9-lacey-mason-on-how-understanding-a-pregnant-womans-reality-changes-our-abortion-conversations/>

Take the online course

1. Through this interactive course, you'll learn how to transform the Christian response to abortion by looking through the lens of the Gospel, not the traditional polarizing framework. Go to [prograce.org \(Transform\)](https://prograce.org/transform) for more information.

Our vision is that Christians and churches will be known as safe places to approach when facing an unintended pregnancy. You can be part of making that change!

As always, thank you for being a part of our work. Please let us know how our team can continue to pray for you and your family.

Signature

3. For Messaging to Donors

Subject: Building connections in our community

We are so grateful for you and your ongoing partnership, as your support transforms the lives of hundreds of women and children every year. As we continually focus on increasing our service impact, we partnered with an organization called ProGrace to deepen our church and community engagement.

ProGrace is a training organization that equips Christians with a new response to the abortion issue, going beyond the limits of cultural polarization to demonstrate God's heart for both the woman and the child.

Through this partnership, we honor the resources you bless us with by growing the impact we have. We continue to grow in serving women and men in our community in the same way Jesus would if He were here. In addition, we are now able to offer resources to other Christian leaders and churches in our community. These resources can help individuals and churches develop a new mindset and new language around the issue. Because when Christians embrace a grace-centered approach to abortion, we become safe for women facing unintended pregnancy and create communities where both women and children can thrive, and women who have experienced an abortion can heal.

To learn more of how we address abortion in a Gospel-centered, non-polarizing way visit prograce.org. If you would like to know more, we would welcome a conversation!

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