

PRESSING ONWARD FOR TOTAL VICTORY

The Pro-Life Generation's

Operation: Promised Land



BUILDING THE ARMY TO REACH THE PROMISED LAND

Dear Friends,

After more than **50 years** of tireless marching, praying, and organizing, the *Pro-Life Generation* was honored to witness the fall of our own Jericho - *Roe v. Wade*. That towering legal stronghold that once seemed unshakable has collapsed. But as any student of history - or scripture - knows, the fall of Jericho was only the beginning.

Many cities still stand. Many kings still reign. And many battles must still be won to achieve total victory.

Just like the Israelites who fought city by city to possess the Promised Land, we too face a long & determined campaign to make abortion unthinkable and illegal throughout our land.

The recent one-year federal defunding of *Planned Parenthood*, America's Abortion Goliath, is a huge step forward - **a battle Students for Life has been bringing cavalry to since our launch 19 years ago**. But that was just one step, one battle. And we know evil will not go down without a spectacular fight.

There is no "playbook" for a movement like ours, but I do believe we can learn from those who came before us. In her book *How Change Happens*, Leslie Crutchfield and her Georgetown students studied why some social movements fail and others win. Her conclusion? **Successful movements all had one thing in common: they turned grassroots into gold.**

And that's a role we proudly play at *Students for Life* and across the *Pro-Life Generation*. **We are the pro-life movement's talent pipeline.**

We are the army builder that's training, equipping, and mobilizing the most passionate, prepared, and persistent activists in America today.

This is our moment to press onward for total victory.

This is our Operation: Promised Land.

On the next pages, you'll see the ten key battles - our "cities to conquer" - that we believe are essential to reaching our Promised Land. From ending Chemical Abortion, to shutting down *Planned Parenthood* and their political & cultural influence, to transforming campuses & communities into life-affirming sanctuaries, we are well on our way in each of these campaigns.

And while we continue to grow our army and engage in these battles, culture is changing before us. According to a June 2025 Gallup survey, **young adults (age 18-34) have moved 11 points towards the pro-life view in just the last year**, marking one of the most dramatic generational shifts we've ever witnessed. We aren't just building an army and changing laws...we're changing minds.

Your support and prayers of our mission are ensuring that we just don't defend Life, **we're pressing onward towards a total victory** - that means an America where every child is protected and every mother is supported. And that means that every "city" that stands in our way - Chemical Abortion Pills, radical state laws, weak-on-Life Republicans, and, yes, *Planned Parenthood's* grip on our taxpayer dollars - is going down.

So, keep marching with us by ensuring *Students for Life* builds the largest army in the history of the world to defeat the evil of abortion. We've got many more cities to conquer to reach our Promised Land.

For the end of abortion,



Kristan Hawkins

President

Students for Life of America & Students for Life Action

STUDENTS FOR LIFE IS THE ARMY WE NEED.

In almost every battle won in our movement in the last 19 years, the *Pro-Life Generation* has been the force multiplier, bringing energy, troops & innovative tactics to the fight. As the **Talent Pipeline of the Pro-Life Movement**, we know the future of our movement depends on our success. Here's a glimpse of the victories we saw, *big and small*, in the 2024-2025 year.

RECRUITING

 **1,575**
student groups in **all 50 states**

236,107
students trained 

2.27M+
online followers 

90,805 social followers activated
 

1,600+
youth attended the 2025 *National Pro-Life Summit* 

young leaders accepted into our *National Leadership Collective fellowship* **101**


MOBILIZING

\$29M+ 
in volunteer services donated by students

17 anti-pregnancy policies changed on campus


4 Christian schools kicked *Planned Parenthood* off of campus 

Educated & activated students and adults for 18 years, leading to Congress finally defunding *Planned Parenthood* for **one year**

32 lobby days held at the state & federal level 

Mobilized the movement to pressure the GOP to successfully retain it's pro-life plank in July 2024



115,429
doors knocked by student leaders

Knocked doors & ran strategic campaigns in South Dakota & Florida to **defeat late-term abortion referenda** 

Developed model Chemical Abortion Pill legislation that has become the **"gold standard"** recommendation from the *National Association of Christian Lawmakers* 

TRANSFORMING

 **197M+**
video views educated millions nationwide

8.5% 
of students changed their minds after campus conversations

\$1.2B+
in earned media amplified our message

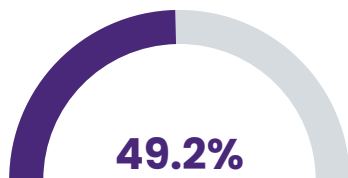
9 states introduced our Post-Roe Roadmap model legislation 

15% increase in Pregnancy Center awareness in our Colorado Springs "test city"

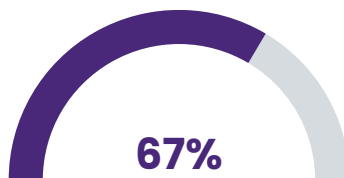
10% drop in trust of the local *Planned Parenthood* in our Colorado Springs "test city"

THE GROUND WE MUST GAIN...

GROUND CONQUERED



590 GROUPS



802 GROUPS &
DIGITAL PRESENCE

2025-2026 GROUND TO GAIN

End the school year with **official SFL groups** at **670 campuses** (starting 80 new groups) and have **digital presence** on another **346 campuses**. Activate **5% of social media followers** to take action.

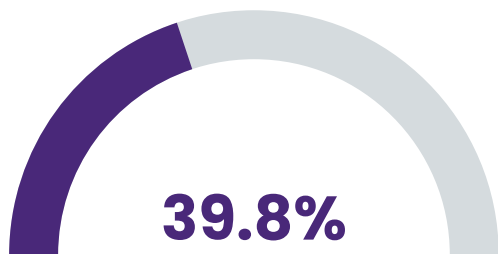


CITY ONE

Using in-person and digital recruitment efforts, **take & hold ground at every traditional university (1,200)**.



GROUND CONQUERED



527 GROUPS

2025-2026 GROUND TO GAIN

Start **new groups at 42** new Catholic diocesan high schools and end the year with **50 Catholic dioceses in a relationship** with *Students for Life*.



CITY TWO

Gain a **pro-life presence in every Catholic diocesan high school (1,323)**.



...TO ACHIEVE TOTAL VICTORY

GROUND CONQUERED

50% of *Students for Life* groups on a Christian campus with *Planned Parenthood* present are engaged in a battle to kick them off.

Since 2020, ***Planned Parenthood & the abortion industry has been kicked off of 59 Christian campuses*** (90 unique victories).

2025–2026 GROUND TO GAIN

Research every Christian college (725) to see which have a relationship with *Planned Parenthood*. Grow the number of SFL groups with the Abortion Goliath on campus engaged in kicking them off to **75%**



Kick *Planned Parenthood* off every Christian campus that belongs to a pro-life denomination.



Recruit & elect **Pro-Life Champions** at **every state house** who will serve the pro-life movement, not just their political party.

GROUND CONQUERED

Since launching SFLAction, we've **helped elect 333 Pro-Life Legislators** and have worked with **71** in **44** state houses. In 2024, we were proud to play a role in the defeat of Florida & South Dakota's extreme abortion ballot measures.

2025–2026 GROUND TO GAIN

Recruit volunteers for **10 door knocking deployments in Virginia's legislative elections** to stop a 2027 late-term abortion ballot amendment. Host **30** Virginia campus displays & **10** grassroots trainings before Election Day.

Host **5 legislative door knocking deployments in 5–7 states** to pass priority legislation. Engage in key Spring 2026 State Legislative Primaries against "Pro-Life in Name Only" Elected Officials.



Position **alumni to serve in every national, state, and regional pro-life organization** & in political offices in **every state house**.

GROUND CONQUERED

We have **263 alumni who have served** in the pro-life movement at **205 organizations** and **11** serving in state legislatures.

2025–2026 GROUND TO GAIN

See **106 student leaders** enrolled in SFLA's *National Leaders Collective*. Ensure **88 young leaders are launched** in the pro-life movement (*part time, full time, or internship*) before June 2026.



CITY SIX

Lead the call to finally **debar & defund** **Planned Parenthood** of federal tax dollars.

GROUND CONQUERED

Continuing our 18-year-long call for Congress to defund the Abortion Goliath, in the 2024-2025 school year, *Students for Life* visited 100+ campuses, led more than 100 community rallies, organized a massive rally at the U.S. Capitol, and coordinated 66 Congressional District Office Visits, 13 literature drops, & 2 nationwide webcasts to complement our Capitol Hill lobby efforts. Our **national TV ad & digital campaign** was seen by nearly **45 million Americans**. In July 2025, **Planned Parenthood was defunded of its Medicaid funding (80%) for one year in the "Big, Beautiful" Budget Bill!**

2025-2026 GROUND TO GAIN

Host **112** displays, **80** trainings, and Pro-Life Chalk Days at **200 campuses**. In Washington, *Students for Life* will be the **primary driver for a federal debarment campaign alongside our partner...Sen. Rand Paul.**

GROUND CONQUERED

Since 2020, we've spearheaded **48** policies being enacted to end discrimination or support pregnant & parenting students. **Groups** at **104** out of 1,200 (8.6%) campuses have **created & promoted a pathway for success**. We also launched a **National Scholars Fund** & awarded our first four scholarships.

2025-2026 GROUND TO GAIN

See at least **295 campuses** out of 1,200 (20%) will create & promote a pathway for success for pregnant & parenting students. Mentor *Students for Life* groups to see **10 new campus policy changes** to end discrimination.



CITY SEVEN

Ensure **every state college has a public pathway for success** for pregnant & parenting women.

GROUND CONQUERED

SFLAction-inspired legislation to support mothers on campuses passed the U.S. House of Representatives in January 2024. And in 2025, we were critical partners to see the Expanded Child Tax Credit & Paid Family Leave provisions passed in the “Big, Beautiful” Budget Bill.

2025–2026 GROUND TO GAIN

Host a Capitol Hill briefing & lobby day as well as **47 state lobby days** supporting the introduction of 5 state adoption laws.



Advance laws that support mothers & families to choose Life.



Stop the proliferation of Chemical Abortion Pills.

GROUND CONQUERED

We are leading the charge against the new frontier of abortion.

- **322 campuses** hosted our Chemical Abortion Tours
- “Unplanned” screenings on **438 campuses**
- **48 state laws** introduced & **12** passed
- **12** meetings with state Attorneys General
- **5 Citizen Petitions** to the FDA
- **2** Member of Congress letters to the EPA
- **2 SFLAction**-inspired federal law introduced
- **More than \$50,000,000** in earned media

2025–2026 GROUND TO GAIN

- Publish first-of-its-kind paper proving Chemical Abortion Pills are polluting America’s drinking water
- See **10 state laws & 1 federal law** introduced
- Host **10 state & 1 federal** lobby days and host **2** Trump Administration Meetings
- Generate **\$50,000,000** in earned media coverage



Revive community pro-life activism and engage alumni by launching & maintaining **Abortion Free Cities** campaigns in **250 key communities**.

GROUND CONQUERED

We support **41 city-wide campaigns** that have knocked on 262,270 doors, resulting in 43,639 in-person conversations & 14,114 activations. We’ve also mentored 10 campaigns to reduce local abortion facility influence & launched 1 SFL alumni into a Community Organizer position. In our Colorado Springs “test city” in the 2024–2025 year, we decreased trust of the local abortion facility decrease by 10%, increased awareness of the local pregnancy center by 15%, and built 18 partnerships with churches.

2025–2026 GROUND TO GAIN

Reach 71 city-wide campaigns, mentor 3 more cities to reduce local abortion facility influence, and launch 2 SFL alumni into Community Organizer roles. In each city, we plan to increase awareness of local pregnancy centers by 50%.

THE PRO-LIFE GENERATION'S BRIGADES



**STUDENTS
FOR LIFE®**
OF AMERICA

Recruits, trains, and mobilizes pro-life young people across the United States to change hearts & minds of those targeted by the abortion industry on campuses and online.



**STUDENTS
FOR LIFE**
ACTION

Trains and mobilizes young pro-life leaders to impact public policy and influence key elections in order to restrict & abolish abortion in America.



CAMPAIGN FOR
**ABORTION
FREE CITIES®**

Energizes and mobilizes SFLA alumni and other pro-life volunteers to change culture in communities by increasing awareness of pro-life pregnancy centers & decreasing trust of abortion facilities.



**standing
with you®**

Equips pro-life students to transform campuses so *no woman stands alone* and helps young parents in crisis find the answers they need to choose Life.



DEMETREE
INSTITUTE FOR PRO-LIFE ADVANCEMENT

Researches & promotes the best ways to communicate our opposition to the violence of abortion and unites the movement in innovative transformational action.

HELP US CONQUER CITIES ON OUR WAY TO VICTORY



TAKE & HOLD GROUND AT EVERY TRADITIONAL UNIVERSITY

Reaching our goal of having a *Students for Life* presence at every four-year university requires increasing the staff of *Students for Life of America's* National Field Team to mentor & serve more student leaders as well as expanding our Digital Field Team to recruit new student leaders.

FUND OUR 2025–2026 WAR CHEST



Sponsor a *Regional Coordinator* or *Campus Formation Coordinator* for **\$85,000** for the school year or **\$42,500** for one semester.



Sponsor one stop on Kristan Hawkins' or Lydia Davis' National Campus Speaking Tour for **\$5,500** & allow our Digital Field Team to produce videos that will be viewed millions of times.



LAUNCH A PRO-LIFE GROUP AT EVERY DIOCESAN HIGH SCHOOL

It should be 'low-hanging' fruit to establish pro-life groups in Catholic high schools, but it's not. Yet, these school groups are critical to multiplying the growth of the *Pro-Life Generation*.



Sponsor a bus of 52 students from one Catholic high school to the *National March for Life* & SFLA's *National Pro-Life Summit* for **\$8,000**.



Fund the cost to start one *Students for Life* group at a Catholic high school for **\$2,500**.



POSITION ALUMNI TO SERVE IN EVERY NATIONAL, STATE, & REGIONAL PRO-LIFE ORGANIZATION, AND IN EVERY STATE HOUSE

In order to take this "city," *Students for Life of America's* National Leaders Collective must grow the number of student leaders we accept into our year-long mentorship program.



Sponsor one student in the National Leaders Collective for **\$3,200**, which covers their trip to our national training & year-long personal support.



RECRUIT & ELECT PRO-LIFE CHAMPIONS AT EVERY STATE HOUSE WHO WILL SERVE THE PRO-LIFE MOVEMENT

Students for Life Action is the only national pro-life organization willing to engage in Republican primary battles, and we do it for one reason – *to elect champions, not political disappointments*. Further engaging in state legislatures is one of the most cost-effective ways to shape the future of the Republican Party and save lives via laws in a Post-Roe America.



Enable *SFLAction* to send student volunteers door knocking in one state legislative Republican primary and secure a champion's victory for as little as **\$3,500**.



KICK PLANNED PARENTHOOD OFF EVERY CHRISTIAN CAMPUS

Kicking the Abortion Goliath off of a Christian campus requires a strong & bold *Students for Life* group willing to make waves.



Support one battle on a Christian campus to kick *Planned Parenthood* to the curb by supporting the *Students for Life* group, activism event(s), and digital campaign to the college's supporters and alumni for **\$1,500**.



LEAD THE BATTLE TO DEFUND & DEBAR PLANNED PARENTHOOD

With the one-year Congressional pause of nearly 80% of *Planned Parenthood's* federal funding in judicial limbo, the *Pro-Life Generation* must press forward seeking full debarment of the Abortion Goliath.



Sponsor one *SFLAction* Debar & Defund *Planned Parenthood* Washington, D.C. lobby day for **\$5,000** or one "Unplanned" movie screening on five campuses of **\$1,250**.



ENSURE EVERY COLLEGE HAS A PATHWAY OF SUCCESS FOR PREGNANT & PARENTING STUDENTS

Our *Standing With You* initiative works with *Students for Life* groups to end discriminatory policies on college campuses that dissuade women from choosing life and promote non-violent alternatives.



Fund one campus policy change battle for **\$7,500**.



REVIVE COMMUNITY PRO-LIFE ACTIVISM & ENGAGE ALUMNI BY LAUNCHING ABORTION FREE CITIES CAMPAIGNS IN 250 COMMUNITIES

Our alumni program, *Campaign for Abortion Free Cities*, was founded to keep the young people we've trained engaged in the movement after graduation, as well as to rebuild local pro-life organizations, which are key to educating communities about pregnancy centers, and reducing the influence of the local abortion vendor.



Support a campaign (digital ads, door knocking, church partnerships) in one city to increase the local pregnancy center awareness by 50% for **\$15,000**.



STOP CHEMICAL ABORTION PILLS

Chemical Abortion Pills are the new frontier of the abortion industry. Even in so-called "pro-life" states, these drugs are widely available online. They kill babies, harm mothers, and pollute our environment.



Sponsor the introduction of *SFLAction's* Anti-Chemical Abortion Pill Trafficking Act in one state for **\$12,000**.



Enable our *Demetree Institute for Pro-Life Advancement* to produce a national awareness campaign of Chemical Abortion Pill water pollution for **\$160,000** (video production and ad spending).



ADVANCE LAWS THAT SUPPORT FAMILIES TO CHOOSE LIFE

In this Post-Roe era, every American understands that more must be done to create & promote local, state and federal initiatives to support young families in crisis.



Allow *Students for Life* volunteers to host one lobby day at a state house on common-sense adoption reforms for just **\$1,800**.

HELP US PLAY THE “LONG GAME” TO REACH THE PROMISED LAND

*“That is true of Kristan Hawkins. Winning, she believes, requires confidence and, at times, patience. For half a century, she and her allies have seen themselves as fighting an era-defining human rights battles. It might take another generation or more to secure judicial recognition of fetal personhood, but that does not trouble the activists who had successfully destroyed Roe v. Wade. They have played the long game before.” - Mary Ziegler, **Personhood: The New Civil War over Reproduction** (New York: Yale University Press, 2024),*

Students for Life of America & Students for Life Action need your support. Our margins are tight as supporting nearly 1,600 student groups and mobilizing tens of thousands of young people & graduates to end abortion on their campuses, communities, and state houses will take all of us.

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