

Year #1 of Pro-Life in the Public Square



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Leaders of Pro-Life Waco launched a national organization named Pro-Life in the Public Square (PLPS) in October of 2024. PLW has toiled in the grassroots of McLennan County, Texas, for three decades.

Adverse events following the fall of Roe in the 2022 Dobbs Court decision triggered the creation of Pro-Life in the Public Square. Despite our joy over the end of Roe, harmful setbacks soon followed:

1. Pro-life has lost 14 of 17 statewide ballots on abortion.
2. In March of 2024, CVS and Walgreens entered the abortion industry by filling chemical abortion prescriptions. Now in over twenty states.
3. Chemical abortions have surged to over 60% of all abortions with the availability of mail-order and pharmacy abortion pills.
4. Three years into the post-Roe era, there is no clear evidence of a national reduction in the number of abortions.

The PLW team did not simply shrug and accept these setbacks. Rather, we reflected and drew one central conclusion: **The pro-life movement has not adequately influenced the vast, undecided, and unaware midsection of our communities and the electorate.**

Our perspective aligns with the thinking of Abraham Lincoln. In the Lincoln-Douglas debates, Lincoln proclaimed, "In this country, public sentiment is everything. With it, nothing can fail. Against it, nothing can succeed. Whoever molds public sentiment goes deeper, lasts longer than he who enacts laws or pronounces judicial decisions."

The name of our new organization clearly expresses our goal. The mission is to promote engagement with the broad cross-section of our communities to shift public sentiment in the pro-life direction. Our particular focus is the "mushy middle," a group largely neglected in the past.

The central strategy of PLPS is offering free or deeply subsidized outreach signs to pro-life groups, churches, and individuals to expand their public square outreach.

At its launch, Pro-Life in the Public Square had three initiatives in support of other local organizations:

Pro-Life Yard Signs Across America. Yard signs are a low-cost and powerful way to influence the full spectrum of the public square. We provide yard signs for \$4.

Pharmacy Outreach "Quick Start Packs". The starter pack is 10 signs and 100 chemical abortion flyers.

Billboards at the Edge of Town. A small or mid-size city with regional highways running through town has an outstanding billboard opportunity.

PLPS began as "an Idea" in response to disturbing post-Roe developments. Yet even a good idea does not guarantee success. It is gratifying that after one year, **PLPS has advanced from an idea to a start-up organization.**

The key breakthrough came in mid-2025. Pro-Life Yard Signs Across America promotions generated increasing participation from grassroots activists. From August through October, yard signs distributed rose from 200 to 1,200--with substantial enthusiasm from 16 states. Yard Signs Across America will be the solid backbone of PLPS as we expand. Our growth opportunities in all fifty states are clearly substantial.

As our first year ends, we are grateful for our transformation from idea to start-up and now look forward to becoming a major national contributor to the pro-life movement by encouraging and supporting public square outreach across America.