

# LIVE ACTION

April 13, 2016

Prolife American  
123 Sample St.  
Sampletown, TN 37013

Dear Prolife American,

This is HUGE!

You have made Live Action's new, game-changing "**Abortion Procedures**" campaign videos the most viewed pro-life videos of all time with more than **41.2 MILLION** views and counting!

I can't thank you enough. As a faithful supporter, you've made this record-smashing campaign possible - **and helped save countless preborn lives.**

**Our work isn't finished yet. I hope you'll give to Live Action to continue this critical work and reach more women and save lives. Before I go on about that, I want to share with you one particular story that really tugged on my heartstrings.**

After watching one of our Abortion Procedures videos, a pregnant woman commented on Facebook, "***Omggg I can't do this god please talk to me.***"

A member of our Live Action team reached out to her and received this response, "*I didn't like it (the video) it made me feel a lot of ways see I am pregnant and I don't think I am ready but once I seen that I feel like I ain't got no other choice.*"

And it warmed my heart when I saw an update. The expecting Mother wrote after we reached out to her with other resources and options available to her: "***Thinking about adoption can't do abortion tho.***"

Thanks to supporters like you, a person has received the greatest gift of all – LIFE!

**Prolife American, will you give a gift of \$25, \$50, or even \$100 to get these videos in front of more abortion-minded women to move them to choose life?**

But our work with this project is not finished yet. We have to get these videos in front of EVERY American – that’s over 300 Million MORE people who still have not had an encounter with the truth about abortion.

The stakes have never been higher in the fight to protect and defend our innocent preborn children. That’s why you’re needed now more than ever.

Here’s how your support will help:

### Our “Abortion Procedures” Video Campaign



For the first time in their life, many Americans are exposed to the violence that abortion inflicts upon the preborn baby because of YOU.

If you remember, our “**Abortion Procedures**” videos feature Dr. Anthony Levatino – a former abortionist.

With the help of detailed medical animations, Dr. Levatino describes the violence committed against preborn children in four of the most common abortion procedures.

**Will you give a gift TODAY to get these videos in front of abortion-minded women?** By helping us purchase Google Ads, **your gift will save preborn lives** by helping us reach these women and give them an encounter with the humanity of their preborn child and the violence abortion will do to them both.

These videos educate. They aren't sensationalized and don't use graphic photos of abortions. They're just the hard facts based on undisputed medical science.

The videos are having such a powerful response because they obliterate the abortion industry's lies and euphemisms that an abortion merely removes a "clump of cells" or "tissue." They also describe the very real risks abortion poses to the mother.

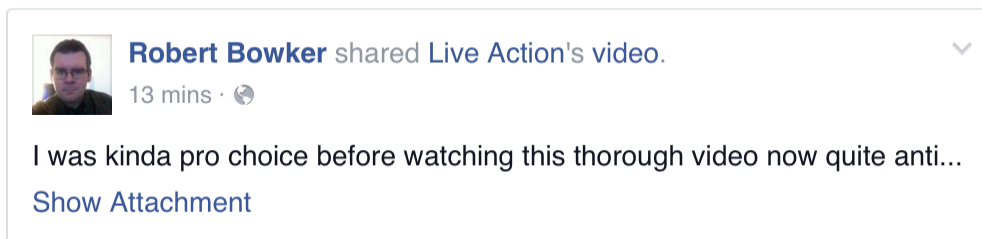
Let me tell you why your support is so important. If the average "pro-choice" American knew that abortionists use . . .

- **vacuums** 20 times more powerful than a household vacuum cleaner to rip the limbs off babies' bodies so they can extract them from their mothers;
- **forceps** to cut and pull apart the torsos of living children and crush their skulls; and
- **chemicals** that cause babies' little hearts to stop beating;

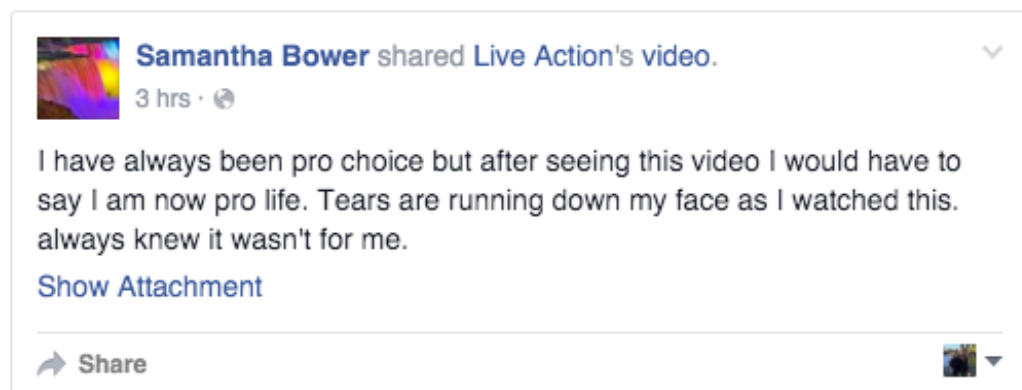
. . . we both know their minds would be changed.

Here are quotes from just a few of the many new pro-lifers who were converted through these videos:

***"Never again will I ever think about an abortion and never will I get an abortion . . . especially after watching this."***



***"Wow! I was on the fence as that it should be a woman's choice, but I am NOW completely PRO LIFE!!!"***



The abortion industry relies on people not wanting to talk about abortion in polite company and not understanding the violent reality of abortion.

**By shattering the lies and misconceptions about abortion through these videos with YOUR GIFT, YOU reach abortion-minded women to save lives. Young women confused or afraid on account of their unexpected pregnancy turn to the internet for answers to their situation. YOU can be there for them by getting these new videos in front of them through Google Ads.**

We are able to bypass the abortion industry and target both young women searching for information about or considering abortion AND people on the fence about abortion and get the truth in front of them through Google ads.

### **Our New Undercover Investigation . . .**

You're critical to the success of all of Live Action's work. That's why I'm going to let you in on a little secret. ***NOTE: Please don't spread this around as I'm only telling our most loyal supporters.***

We plan on launching videos of our next major undercover investigation operation early this summer. I can't get into the details yet because of the sensitive and confidential nature of this investigative work.

As you know from our past investigations, we've uncovered a systemic pattern of despicable practices, corruption, and violence by Planned Parenthood and the abortion industry.

Why is our undercover journalism so important? Without it, we never would have caught Big Abortion's rampant and widespread willingness to . . .

- **Cover-up** the sexual abuse of pregnant minors by ignoring federal law that requires them to report statutory rape to the authorities;
- **Harbor** sickening views on late-term abortion, with some abortionists even suggesting that preborn babies who have been delivered don't have a right to life;
- **Aiding and abetting** sex-trafficking of minor girls by providing secret abortions;
- **Engage** in sex-selective abortions, even in states where such abortions are illegal; and much, much more!

**And thanks to your support, these investigations have helped shut down abortion mills across the country and defund Planned Parenthood of more than \$74 MILLION.**

But our work is not yet finished. Abortion facilities are still in business, committing these atrocities every day in our own neighborhoods. It's critical that we shed light on them over and

over and over again, fighting back against the lies and the violence. And that's what we plan to do with our investigations in 2016 and beyond.

At the beginning of the year, we set ambitious goals to make 2016 the most historic year for the pro-life movement.

And we've already made a major impact with **“Abortion Procedures” – the most viewed pro-life videos of all time!**

But we urgently need to continue this momentum throughout the rest of the year and reach young women considering abortion, exposing them to the barbaric violence preborn children suffer by abortion and the harm to them as well.

**So please send a generous gift tax- deductible TODAY to save an abortion-minded woman from choosing abortion - and save her preborn child's life!**

Through our investigative journalism AND our educational videos, you are truly saving lives and bringing the end of abortion in our country closer than ever.

Thank you again for your generous support and for everything you do to fight to protect and defend preborn children! I'll be sure to look for your immediate response.

Yours in the fight for life,

Lila Rose, President

P.S. Pro-life American, put our Abortion Procedures videos in front of abortion-minded women by investing **\$25, \$50, or even \$100 to save preborn lives** by giving women who are searching for information about abortion an encounter with the humanity of their preborn child and the violence abortion will do to them both.

P.P.S. Our **“Abortion Procedures”** videos have already made pro-life history with more than 41.2 MILLION views! **But we need to continue to reach millions more each week.**

P.P.P.S. Every dollar you contribute today will help us reach women with these life-saving videos. Just think, your gift of \$100 will reach countless women with the truth about the violence of abortion, and could change someone's heart and mind.