

ABORT73.COM

III. Bringing an End to Abortion / A. The Abort73 Approach / 3. Abort73 T-Shirts
<http://abort73.com/HTML/III-A-3-shirts.html>

What Good Can a Shirt Do?

There is a very specific strategy behind all of the Abort73 Gear we produce, and it goes like this. Our gear is not designed to educate people about abortion, it is designed to bring people to this website so they can be educated about abortion. The reason is simple. The evidence in the case against abortion is too vast to be adequately communicated on a single t-shirt or bumper sticker. You can communicate an opinion, but you can't communicate much in the way of fact.

The internet, however, offers a remarkably effective way to dynamically distribute massive amounts of information. All the facts, all the evidence, all of the research and source material can be easily compiled and distributed across the globe, offering visitors an exhaustive abortion education. When they leave the Abort73 website, they will not just be leaving with our opinion, they will be leaving with all the facts that brought us to that opinion. That makes a big difference. The trick, of course, is to get people to the website who wouldn't normally be giving any thought to abortion. To that end, we offer a wide range of Abort73 Gear.

The following is a breakdown of the pros and cons of our approach verses the standard approach:



THE ABORT73 APPROACH

PROS: Directs people to an easily accessible, free resource which provides a comprehensive abortion education. The website offers the evidence that will compel them to the right conclusion.

CONS: Requires that those seeing the shirts actually go to the website.



THE STANDARD APPROACH

PROS: Requires no secondary action on the part of those seeing the shirts.

CONS: It delivers a message without providing any factual support. People are likely to see the shirt and think, "that's just an opinion". Without evidence that compels viewers to the right conclusion, it is unlikely anyone will change their minds.

We recognize that our approach is a two-step process (see the shirt, go to the website), but since the alternative is unlikely to change minds in any significant way, this is our best option. And it is an option that can be very effective.

The most suitable venue for these shirts is on a school campus where students consistently pass by the same people day after day. Here's how it might play out. You wear an Abort73 shirt to school one day. Lots of people see the shirt, most of them forget about it, maybe a few go to the website out of curiosity (the name "Abort73" was chosen to be short enough to remember, but ambiguous enough to be a mystery). A few days later you wear another Abort73 shirt. People see it a second time and a few more people are curious. The next week you wear one again, and again, and again. Week after week, month after month, students see "Abort73.com". Eventually their curiosity gets the best of them and significant numbers of students come to the site. Now imagine that a couple more students (or 10 or 20) start wearing the shirts to school. That would go a long way towards educating a campus about abortion. Of course for any of this to work, we need students who don't only oppose abortion in theory, but are willing to actually do something to make a difference.