

ABORT73.COM

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

THE ABORT73 APPROACH

With so many pro-life organizations already in existence and working hard to eliminate the injustice of abortion, it is fair to wonder, “Why do we need another?” There are hundreds, if not thousands, of pro-life websites online. Why Abort73? These, we believe, are our distinctives.

I. PERSPECTIVE

Abort73.com is part of Loxafamosity Ministries. Loxafamosity is a broadly pro-life organization. We say broadly because we recognize that there are other injustices that demand steady and focused Christian attention. Abortion is just one issue and is symptomatic of the greater problem of sin. Underneath everything we do, we offer the gospel. Union with Jesus Christ, through faith and repentance, is the only means for being reconciled to God and spared from the eternal consequences of our sinful behavior. Nevertheless, abortion is massive and real and requires William Wilberforce like Christians who will love their unborn neighbors enough to pour out their lives in defense of them. We’re not aiming at a more moral America (as if mere morality could solve our problems). We’re aiming at the application of Proverbs 24. “Rescue those who are being taken away to death; hold back those who are stumbling to the slaughter.” God is absolutely sovereign, and could end abortion today with a thought, if He so chose. But with rare exceptions, God is pleased to work through human means, fragile and sinful though we be. Abort73 is our effort to prepare the horse for the battle, while the coming victory, belongs wholly to the Lord (Prov. 21:31)

2. AIM

Simply put, we are out to educate young people about the injustice of abortion through a comprehensive and engaging website. The world wide web is a huge equalizer in the realm of information distribution, but it has never been fully tapped in the fight against abortion. We’re not using our website to educate people about an organization, a project, or an event. We’re focusing squarely on abortion itself, presenting the facts point by point, utilizing the unique format of the internet, believing that a well structured website can be the single most effective way to educate a huge cross section of young people about abortion.

3. CONTENT

Our website is a mixture of dynamic content and solid textual support. It is structured to be as engaging for the junior higher as it is for the collegian, as insightful for the novice as it is for the well-informed. The backbone of Abort73 is a thorough, point-by-point examination of all the pertinent evidence regarding abortion, so that students can examine at great depth or browse the main arguments without having to go from website to website.

4. DESIGN

For better or worse, we are a culture that judges books by the cover. Credibility is given or withheld based on “the look”, and this is especially true for young people (the ones we’re out to reach). We’ve gone to great lengths to create a website that will not be written off for shoddy design. No matter how good the information, an ugly or boring website guarantees that very few people will ever find it.

5. ORGANIZATION

Lack of organization, like bad design, renders countless websites all but useless. If you can't find what you're looking for, or if you don't know where to go, what's the use? Abort73 offers nearly 200 pages of content, carefully organized into manageable sections with clear direction for getting through or going deeper. Whether someone is brand new to the abortion debate or whether they're looking for something very specific, we have the infrastructure to help them on their way.

6. DOCUMENTATION

It's very frustrating, in any line of research, to find facts, quotes, or statistics that are presented without any indication of where they came from, or any way to verify their authenticity. Such frustration has often been ours when researching abortion. While authenticating and properly sourcing can be tedious work, such provision is crucial in further establishing legitimacy and authority in the abortion debate. We've done our best to source everything we cite, and where possible, we link to it.

7. INVOLVEMENT

We've produced a line of merchandise in support of the Abort73 website, all designed to give students an opportunity to participate in introducing their friends and peers to the reality of abortion (by helping get them to this website). Young people have the passion, energy and desire to make a difference in the world. They just need an opportunity that fits their means. Our approach doesn't require them to leave their life or school behind. Rather, we're inviting them to advertise our website right where they're at (instead of advertising for GAP or Abercrombie). Students may not have the money to donate, or the schedule to volunteer, but with the right opportunity, they can play a significant role in marketing this website.