

ABORT73.COM

III. Bringing an End to Abortion / B. 10 Ways You Can Help / 3. A Shirt A Day...
http://abort73.com/HTML/III-B-3-shirt_aday.html

A SHIRT A DAY, KEEPS ABORTION AWAY

If the average high schooler knew what abortion is and does, abortion would all but disappear from the schools, and it would eventually disappear altogether. Beginning this fall, Abort73.com is enlisting students from around the country to wear an Abort73 shirt onto their campus everyday for an entire semester. These shirts, in turn, are designed to introduce other students to Abort73.com, pique their curiosity, and bring them into the website. The basic operating principle is this. T-shirts, in themselves, are not a sufficient forum for making an adequate case against abortion. They can convey right opinions, "Abortion is Murder", "Choose Life", etc., but without compelling facts, minds will not change. The depth and breadth of what must be communicated cannot happen on a shirt. As such, Abort73 takes a different approach. We don't use our shirts to educate. We use our shirts to help bring people to a place where they can be educated, thoroughly and completely.

DOES IT WORK?

Consider the following testimony from Granada Hills, CA:

I was a lost and confused 15 year old... I thought I was pregnant and considered my options. Abortion seemed a fair enough option as no one would ever know (especially my parents). I saw my friend wearing a shirt that said "Abort73". I didn't ask her about it, but I was curious what it was about. Later when I got home I visited the site - after 5 minutes my jaw dropped and I realized just how horrible abortion was. Thank you abort73! I am convinced.

WHY EVERYDAY?

Movie marketing experts estimate that a person must see a movie ad at least 8 times before they will go and see the movie. Without steady repetition, the mind forgets. If we apply this equation to the Abort73 website, we can conclude that high-schoolers may need to see an Abort73 T-shirt 8 times before they'll actually visit the site. If a student wears an Abort73 T-shirt once a week, it will be 2 months before other students see that shirt 8 times. If a student wears the shirt every other week, it will be four months, and if they wear it only once a month, it will take an entire school year. If a student wears an Abort73 shirt everyday, however, that will round out to something like 160 impressions a year. If more students start wearing the shirts, those 160 impressions begin to double. Suddenly, it becomes a distinct and even likely possibility that everyone on campus will eventually end up on the Abort73 website. And what happens when students end up on the Abort73 website? To date (among those visitors who have filled out our feedback form), 30% of the people who came into the site supporting abortion, left the site opposing abortion.

EXTRA BENEFITS

Wearing an Abort73 shirt to school everyday will almost certainly label you as a little bit strange. That's OK. If you're a believer, that's actually a very good thing. Romans 12:2 tells us to not be conformed to this world, but to be transformed by the renewing of our minds. One of the most basic and obvious ways that the average Christian high schooler conforms to the culture around them is through the clothes they wear. Think of it this way. There are 1000 students at the average high school. Each year a quarter of those students graduate and another quarter takes their place. Over four years, you'll go to school with 1,750 different students, and chances are you don't have anywhere near 1,750 friends. This

means that, unless you're a star athlete or the class president, the vast majority of your peers will only know you by two things, the way you look and the way you dress. So what will people conclude of you based on this simple criteria? If you're a Christian, and you wear the same brands across your chest as all your unbelieving peers, the subtle message is "I want to be just like everyone else...I'm committed to wearing what's fashionable." If you don't wear the same brands and messages as everyone else, though, you suddenly start to stand out, and this fact alone, may open to you all sorts of new evangelistic opportunities.

THE LOGISTICS

For those who will commit to wearing an Abort73 T-shirt everyday for an entire semester (at least four out of five days each week), we will provide you with the necessary gear at a price that is less than it costs us to produce. This is not a money-making scheme. You will also receive your own Abort73 email address and the opportunity to chronicle any of your Abort73-related interactions in an online journal that will be linked from our site. As the program grows, we'll begin to list participating high schools as we take aim at eventually reaching all 22,000.

If you're a high school or junior high student who would like to do something a little radical this semester in application of Proverbs 24:11 and Ephesians 5:11. This is your opportunity.

Visit Abort73.com/shirtaday to get started in the program.

If you're not a student, but you would like to see this program succeed and grow, please make a tax-free donation to help us produce more gear, send out more mailings in support of this project and start to purchase ad space in leading Christian periodicals. This is your opportunity to invest in a better eternity for American young people.

Visit Abort73.com/donate to donate.