



The John and Katie Shanley  
Legacy of Life Foundation

# Adoption Outreach

## Adoption Outreach Campaign Overview

Thanks to your support of the *John and Katie Shanley Legacy of Life Foundation*, St. Joseph County Right to Life is able to reach out to countless individuals with the positive message of adoption, connecting women in crisis with resources they need to make “the loving option” a “loving reality.”



Turn the unplanned into a loving plan.

# ADOPTION

**AdoptSB.com**



The Adoption Outreach Campaign strategically uses new media to reach out to abortion-vulnerable women and their support systems through the following:

- Billboards
- Social Media
- TV Commercials
- Desktop Ads
- Website
- Mobile Ads
- Bus Stop Benches
- Video Pre-Roll

We have **initiated 241 successful connections with Adoption Support Center in the first year of this campaign.** Read on to find out how! To see the digital versions in action, visit our interactive page at [adoptsb.com/adoption-campaign-at-a-glance](http://adoptsb.com/adoption-campaign-at-a-glance).



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# The Adoption Outreach Campaign At a Glance

Our **billboard messaging** promotes adoption on a large scale, helping us to **remove its stigma** in our community and encouraging a woman in crisis to consider a loving option **for both her and her baby.**



Our **bus stop benches** in urban areas reach countless women who feel like abortion is their only option when they are not ready to support a child.



Our **digital and social media ads** have received **80,607 impressions** in seven months!



Our **video pre-roll ads** have prompted **71,841 impressions**, leading **thousands of people** to visit our site and seriously consider adoption!

Our website, recently revamped, has received **2,810 visits**, educating women and their support systems about the loving option!



We recently produced **5 TV commercials** which share the story of Adri, who walked out of her scheduled abortion and chose adoption! They are **set to air in April** and will reach hundreds of thousands!



Like what you see?

You can help continue this campaign for another year and expand its reach by making your contribution to the *John and Katie Shanley Legacy of Life Foundation* today! Call 574-232-LIFE (5433) or donate online at [ProLifeMichiana.org/Donate](http://ProLifeMichiana.org/Donate).