

# The Adoption Campaign at a Glance

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**

 RIGHT TO LIFE  
SAINT JOSEPH COUNTY



“My birth mom is my hero.”

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SAINT JOSEPH COUNTY

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. **We have initiated dozens of successful connections between these women and Adoption Support Center!**



Turn the unplanned into a loving plan...

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 RIGHT TO LIFE  
SAINT JOSEPH COUNTY **(574) 232-5433**

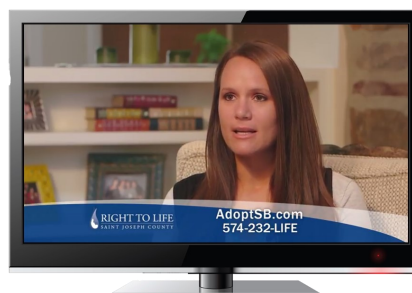



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**Consider Adoption**

What is adoption?

Our mobile, tablet, desktop, and video pre-roll ads have had over **56,600 views** in just a few months, **drawing nearly 1,500 individuals to visit our site** and consider adoption! With your help we will magnify our reach exponentially by adding television commercials very soon!