

Pro-Life in the Public Square: Additional Funding Needs for 2026

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Our nonprofit consists of two ministries, Pro – Life Waco, founded in 1995, and the new Pro-Life in the Public Square, with a national reach. We ask you to become a financial partner and welcome your counsel along the way. This page outlines the four top financial needs for a year of growth toward full potential for Pro-Life in the Public Square.

1. Staff Support

PLPS currently employs individuals for particular projects. In 2026, we will need the equivalent of a half-time support position. Individuals will handle administrative assistance, database development, graphic design, telephone support, and social media engagement.

2. Funding to Cover Subsidized Sign Distribution

The second major budget need results from our core strategy of providing signs below our cost for public square outreach. Pro-Life Yard Signs Across America sells signs for \$4, with a cost of approximately \$8 to produce and ship. Our current subsidy is roughly equal to the price we charge. The PLPS board projects sales to increase from 1,500 yard signs in 2025 to 7,500 yard in 2026. This increase will require \$24,000 to cover sign subsidies (6,000 signs x \$4 subsidy per sign).

3. Transition to New Leadership

Executive Director John Pisciotta has led our ministry for 30 years. Our board will proactively plan a leadership transition in this decade. For the first time, the organization will provide a salary for the Executive Director position. We will start to build a salary reserve to prepare for this transition. Pisciotta would remain in a support role and mentor new leadership.

4. Travel and Meetings

The Executive Director must actively engage with fellow foot soldiers and ministry leaders nationwide. This will require significantly more face-to-face interaction than in the past. These personal encounters will not only strengthen relationships but may also help identify individuals capable of leading Pro-Life in the Public Square.