

Challenging the Business Enablers of Planned Parenthood



John Pisciotta

Founding Director of Pro-Life Waco

Founding Faculty Sponsor of Baylor Bears for Life

Baylor (4-3) plays West Virginia (5-1) on Oct. 27 in Morgantown, WV. The Baylor football coaching staff should give major attention to Baylor's:

- a. Running offense**
- b. Passing offense**
- c. Team defense**
- d. Special teams**
- e. All of the above**

Three Tributaries to the pro-life river

1. Pregnancy outreach and support

2. Public square outreach

- Protest PP events, e.g. fundraisers
- **Protest the business enablers of PP.**
- Non-protest outreach: rallies, Life Chain, overpass signs, & fairs and festivals.
- Media: signs and electronic.
- Personal attire.
- Writing for life: e. g, letters to the editor.

3. Political engagement

How business enablers support PP

- Provide needed products and services.
- Provide financial and in-kind donations.
- Lend their good name to Planned Parenthood.
- Normalize abortion and Planned Parenthood in your hometown.

Waco battles with PP enablers

- WACOAN Magazine.
- Waco Girl Scout Cookie boycott of 2004.
- Baylor Department of Social Work.
- Waco Chamber of Commerce.
- Central National Bank of Waco.
- Komen Race for the Cure.
- Bank of America.
- Target (sold “50 Shades of Grey” product line).

How to deliver the challenge (be selective and be creative)

- 1st, communicate your concerns to ABC Inc.
- Protest ABC Inc. in the public square.
- Boycott ABC Inc.
- Challenge the revenues streams of ABC Inc.
- Online or offline petition.

What do public square protests achieve?

1. Possibly, victory on central protest goal.
2. Another “black eye” for Planned Parenthood.
3. Send a message to the entire business community of your city.
4. An opportunity to show your neighbors that they have neighbors who truly care about babies in the womb and their moms.
5. Energize and motivate the ranks of your life-defender group.
6. Another participation option for your life-defenders.