



## Students for Life of America Press Kit

Students for Life of America began as American Collegians for Life in 1988. Since then, it has evolved into a national non-profit organization with a professional staff and student officers who are overseen by a board of directors. SFLA works to provide college students with the resources they need to overturn *Roe v. Wade* and to end abortion.

SFLA recognizes that college students are the future generation of leaders and activists within the pro-life movement and yet have been an overlooked sector of pro-life activity. In the past, the college pro-life movement has lacked stability. Typically a campus group will start, grow, see the active members graduate, and will, all too often, struggle to overcome this transition. SFLA is working to reverse this trend.

SFLA collaborates with student groups in order to: educate pro-life college students about the issues of abortion, euthanasia, and infanticide; identify pro-life student leaders; equip college pro-lifers with the training, skills and resources to be effective and successful; and promote student activity to other local, college and national groups. SFLA offers this stability and support by providing campus groups with the needed resources to keep the groups active including: educational materials, activism ideas, training, networking opportunities and an annual conference in Washington, D.C. All of this strengthens and fuels the pro-life movement on the college campus.

Since SFLA hired its staff in August of 2006, we have launched an historic Pro-Life Field Program dedicated to starting college pro-life groups across the United States. In 18 months, SFLA has started over 154 new campus pro-life groups, growing the number of active pro-life groups from 181 in August of 2006 to 405 in December of 2007. In addition, SFLA has seen its annual conference almost double in 1 year, growing from 450 in 2007 to 800 in 2008.

The included information will provide you with a better understanding of Students for Life of America. Please feel welcome to contact us with any questions.

For Life,

A handwritten signature in black ink that reads "Kristan Hawkins".

Kristan Hawkins  
Executive Director

**Equipping the Pro-Life Generation • One Campus at a Time**



## **Our Mission**

The mission of Students for Life of America is to: educate pro-life college students about the issues of abortion, euthanasia, and infanticide; identify pro-life student leaders; equip college pro-lifers with the training, skills and resources to be effective and successful; and promote student activity to other local, college and national groups.

## **Our Strategy**

To build a stable network of college pro-life students, Students for Life of America has planned an effective strategy to support existing groups and help pro-life students start new groups on college campuses:

- Field Program
- Educational Materials
- Training Workshops
- Student Network

## **Our Vision**

Currently there are approximately 405 active pro-life groups on college campuses in the United States. SFLA's goal is to raise that number to 1000 in the coming years. By supporting already existing college groups and providing students the means necessary to create new stable groups, SFLA intends to make the pro-life movement a permanent and influential factor on college campuses.

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## **Kristan Hawkins**

*EXECUTIVE DIRECTOR, STUDENTS FOR LIFE OF AMERICA*

Kristan Mercer Hawkins is the Executive Director of Students for Life of America, a national nonprofit organization that works to mobilize and strengthen the campus pro-life movement. In August of 2006, she moved SFLA into its new office in Arlington, Virginia and built its professional staff to include a two Field Coordinators, a Development Coordinator, a Programs Coordinator, and an Office Manager. Under her direction, SFLA launched a historic field program which helped students start 154 campus pro-life groups in only 17 months. She also hosts a weekly radio show called *Face the Truth Coast to Coast* on National Pro-Life Radio.

Kristan graduated in 2005 from Bethany College in West Virginia where she was the founder and president of Bethanians for Life as well as the former president for West Virginia Teens for Life. Before coming to SFLA, she worked for the Bush-Cheney '04 Re-election Campaign, the Republican National Committee, and the U.S. Department of Health and Human Services Center for Faith-Based and Community Initiatives.

She is married to Jonathan Hawkins, and they reside in Gaithersburg, Maryland with their dog, Kramer, and rabbit, Florence.

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## **Resources & Services**

### **Field Program**

The SFLA Field Program is an eleven-week program where our Field Agents travel to college campuses to work with pro-life students to help start new pro-life groups or support existing groups. During its first year –SFLA’s Field Program helped students start 114 new campus pro-life groups.

### **Activism Kit**

Our Activism Kit is a tool for new or struggling pro-life groups. The primary component is our Activism Workbook which discusses organizational tips, event ideas, sample flyers and press releases, plans for membership retention, fundraising ideas, etc. We also provide educational materials, fetal models, wristbands, pro-life newspapers, posters, and materials from a number of pro-life organizations.

### **Training**

Students for Life of America has a Programs Department which sends trainers to college campuses free of charge to teach student groups how to develop a lasting organization, participate in politics, hold activism events on campus, fundraise, and sidewalk counsel. SFLA also offers many resources on its website developed to help groups grow and change their campuses for life including step-by-step guides and a comprehensive pro-life speaker list.

### **College Pro-Life Network**

In order to connect pro-life college students across the country, SFLA holds monthly conference calls during which students are able to share what they are doing on their campuses. We also have a bi-monthly e-mail newsletter that keeps students up-to-date with activism ideas, upcoming events, and pro-life issues in the news. SFLA also has state pro-life groups on Facebook where students can make contacts in their state and hold joint events.

### **Annual Conference**

Students for Life of America holds an annual pro-life conference in Washington, D.C. on the Saturday before the March for Life. Students from across the country come for training, speakers, discussions, and the opportunity to meet other pro-life students. New student officers are also chosen at the conference.

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## **What Others Are Saying About SFLA**

### **On SFLA's Vision:**

"Students for Life of America has a vision that is long overdue, a plan that works, and the talent to carry out the plan. Watch for SFLA to change the conversation about life in the next generation."

- Connie Marshner, advisor to President Reagan

### **On SFLA's Impact:**

"Students for Life of America is building the next generation of pro-life leadership, one campus group at a time. Their students, and the groups they help start, will become the legislators and activists who will overturn Roe, and end abortion in America."

- Marjorie Dannenfelser, President of the Susan B. Anthony List

### **On SFLA's Efforts:**

"We commend Students for Life of America for their tireless efforts to promote a culture of life. Their work to educate college students about alternatives and support for college women who find themselves in unplanned pregnancies should be applauded. SFLA's continued work will be of great help to Democrats for Life of America as we work to reduce the abortion rate in America through support and help for pregnant women."

- Kristan Day, Executive Director of Democrats for Life of America

### **On SFLA's 2007 Conference:**

"I have been so pleased to watch the increased participation by student leaders at American Collegians for Life, now Students for Life of America, conferences over the past 12 years. This year's turnout appeared to be the best ever. The energy of these campus leaders and activists is infectious, and the work you put into educating the leaders of tomorrow is sure to create a better world for women and children at highest risk of abortion."

- Serrin M. Foster, President of Feminists for Life of America

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### **On SFLA's Mission:**

“As a pro-life elected official and the former president of my college pro-life group, I know firsthand the need for more pro-life activists, students and leaders. If our cause is to succeed, the pro-life movement needs Students for Life of America to succeed with their aggressive field program and emphasis on building pro-life activists. I’m confident that with their direction, leadership and vision, they will.”

- Senator Alex Mooney (R-MD)

### **On SFLA's Strategy:**

“Students for Life of America is working to end abortions in the one place many women decide to have them: college campuses. As a professor, and someone who has spent time on many college campuses, I know that Students for Life of America is working in the right place, at the right time, with the right skills to end abortion.”

- Dr. Michael J. New, Assistant Professor at the University of Alabama