



## 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, internship programs, 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, they have launched an historic Pro-Life Field Program dedicated to starting college pro-life groups across the United States. SFLA has started over 258 new campus pro-life groups, growing the number of active pro-life groups from 181 in August of 2006 to 480 in December of 2008. There are now Students for Life groups in 43 states. 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". The signature is written in a cursive style.

Kristan Hawkins  
Executive Director

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### **Our Mission**

The mission of Students for Life of America (SFLA) 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 developed an effective strategy to support existing groups, help pro-life students start new groups, and train the future leaders of the pro-life movement.

- Field Program
- Educational Materials
- Training Workshops
- Student Networking Events

### **Our Vision**

The vision of SFLA is to create a true student pro-life movement that is capable of leading the charge to permanently end abortion in America using all three pro-life approaches: pastoral, political, and prophetic.



**Kristan Hawkins**  
**SFLA Executive Director**

As Executive Director, Kristan is responsible for managing the daily operations of SFLA as well as its other employees. In addition, Kristan serves as the organization's official spokeswoman and has appeared on the Fox News Channel show *Hannity & Colmes*; she has also been quoted in numerous national and regional newspapers. In addition, she speaks to youth and adult pro-life organizations across the country. She came to SFLA after serving as a political appointee in the Bush administration at the U.S. Department of Health and Human Services' Center for Faith-Based and Community Initiative. Kristan founded and served as President of both her high school and college pro-life organizations. She has also worked on the Bush/Cheney 2004 campaign and at the Republican National Committee. She currently hosts the syndicated radio show "On Campus with Students for Life" on National Pro-life Radio and is a co-host on the tv show, *LifeTalk*. In 2008, Kristan was awarded the Susan B. Anthony Young Leader Award and the Dr. William Hogan Education Award for her pro-life leadership. Kristan is a Summa Cum Laude graduate of Bethany College in West Virginia. She resides in Martinsburg, West Virginia with her husband, Jonathan. They are expecting their first child in January of 2009.

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## Resources and 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. Since launching the Field Program, SFLA has helped start 258 new campus pro-life organizations.

### Activism Kit

The SFLA 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. It also provides educational materials, fetal models, wristbands, 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.

The training menu includes:

- Organizational Development
- Fundraising
- Media/Public Relations
- Activism
- Sidewalk Counseling

In addition, the Field Department maintains contact with the 480 active campus pro-life groups by building relationships with the group leaders. The Field Coordinators track the membership and activity level of each group and use the information to provide personalized tips to increase each group's effectiveness.

### College Pro-Life Network

In order to connect pro-life college students across the country, SFLA holds monthly conference calls which give students the opportunity to share what they are doing on their campuses and hear from a national pro-life leader. SFLA also encourages pro-life students to network via their online social network where students have the ability to ask SFLA staff

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questions and share ideas with one another. SFLA also has a weekly e-mail newsletter that keeps students up-to-date with activism ideas, upcoming events, student contests, 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.

In addition, SFLA has helped 17 statewide groups form to continue the statewide networking process. Each of these statewide organizations provide additional regional conferences, trainings, and resources.

### Internship Program

In 2007, Students for Life of America launched its internship program dedicated to bringing pro-life student leaders to their office in Arlington, V.A. every semester to train them in what it takes to be a pro-life leaders. In the summer of 2008, SFLA launched its *Missionaries for Life* program which brought 6 student leaders to Washington, D.C. to work in a 9-week rotating internship with SFLA, another pro-life organization, and a pro-life Congressman.

### Annual Conference

Every January, Students for Life of America holds an annual pro-life conference in Washington, D.C. Students from across the country come for training, speakers, discussions, and the opportunity to meet other pro-life students. For the past 2 years, the conference has sold out.



## 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."

- 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

### 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

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