



# Special Reports

Autumn 2007

Life Decisions International

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## THE HOLIDAYS AND PLANNED PARENTHOOD

### Messages Have An Underlying Theme—Money

by Douglas R. Scott, Jr.

No sculpture or painting could better show the immense skill of the artists.

No ballet or opera could be produced and directed with greater elegance.

No poem could ever more fully capture and transform the mood of the reader,

Planned Parenthood has turned fund-raising into an art form—especially during the holiday season.

#### Overview



At Planned Parenthood any time is a good time to ask for money. And the holiday season tends to bring out the generosity in even the most devoted Scrooge. This edition of *Special Reports* tracks Planned Parenthood fund-raising from just before Thanksgiving through December 28, 2007. Who says Planned Parenthood has no use for Christmas?

In the fund-raising message sent before Thanksgiving, the following banner was used as the heading:



From the day after Thanksgiving through the end of the year, this banner was used at the top of every fund-raising message:



#### November 20, 2007



Thanksgiving Day in the United States is just two days hence. Planned Parenthood Action (PPA), the advocacy division of Planned Parenthood Federation of America (PPFA), sent an e-mail to its supporters. The message, from PPFA President Cecile Richards, is headed, “Taking a moment.” The note is filled with pleasantries (underlined text indicates a link to another webpage in the original):

Here I am on the eve of another holiday, and I'm taking stock.

I know—that's what we do, right? We wait for the holidays, or something like them, to say what we ought to say all along.

So, here's what I need to say: Thank you.

I'm thinking about the past few months, when I and my colleagues at Planned Parenthood have turned to you again and again for action, support, kind words, more—and always, you are there.

I'm also thinking about my travels each day, when I meet so many people who feel such solidarity with Planned Parenthood and the women we serve. I admit that it still surprises me, and it humbles me, too.

I'm headed home to spend time with my family for the next few days. Please know this: In my heart, I am also spending the holidays with you, my Planned Parenthood family. Thank you for that. My warmest wishes for you and yours during the holidays.

Sincerely,

*Cecile Richards*

Cecile Richards  
President, Planned Parenthood Federation of America

P.S. Your generosity is always needed and appreciated.  
Thank you.

Clicking on the “Your generosity...” link brings one to a page on PPFA’s website headed, “Donate Online”:

#### Support Planned Parenthood’s work!

Yes! I want to support and expand Planned Parenthood’s work across the country and around the world!

Below are four important areas where you can direct your gift. Click on links below for more information.

#### Where the Need Is Greatest

Local

National

International

Click on each of the areas where one may designate a donation and a *little* more information is provided:



Some of our staff, saying thank you.

## Where the Need Is Greatest

Planned Parenthood works in communities in every state, in Washington DC, and overseas to ensure that women, men, and teens have access to the health care and information they need to live full and responsible lives. Your gift will help support the many critical programs that Planned Parenthood conducts every day.

### Local

Across the United States, local Planned Parenthood organizations provide clinical services and comprehensive, accurate sexual health information to the thousands of people who turn to them every day. Your gift will help support the community-based work of Planned Parenthood throughout the United States.

### National

Planned Parenthood Federation of America works at the national level to ensure universal access to health care services related to sexuality, reproduction, methods of contraception, abortion, and parenthood. Your gift will help support Planned Parenthood's political, education and other programs at the national level.

### International

Planned Parenthood's innovative international programs build partnerships to share ideas and expertise; nurture local leadership to foster sustainable health programs; and share our experience in linking health services and education with advocacy for sexual and reproductive rights. Your gift will help support Planned Parenthood's programs in local communities around the world.

In addition to making an immediate online donation with a credit card, supporters are given three “Other Ways to Give...”:

- [Print a donation form you can mail in](#)
- [Find out about other ways of giving](#)
- Call 1-800-798-7092 to donate over the phone

Supporters who click on “Find out about other ways...” are given several additional suggestions:

Planned Parenthood offers you the following creative options for helping to further our important work. It's through the support of generous individuals that Planned Parenthood is able to provide millions of women, men, and teens across the nation with reproductive health care, education, and information to help them make healthy, responsible decisions.

The first suggestion is “Monthly Giving”:

Our Monthly Donors provide Planned Parenthood with a steady predictable source of income—which is vitally important to assist in our planning effort.

Additional information is provided about “Monthly Giving” through a link:

Your commitment to a small monthly gift provides predictable and steady funding for our important programs. As a Sustaining Member, you will be regularly updated on the critical legislative, legal, and public mobilization efforts Planned Parenthood is pursuing.

For your convenience, many supporters prefer to sign up online using a credit or debit card. By using the secure form below, you can become a monthly donor, today.

The second suggestion is “Honorary or Memorial Donations”:

Give a gift to Planned Parenthood in honor or in memory of a friend or loved one.

Additional information is provided about “Honorary or Memorial Donations” through a link:

Your generous donation in the name of a friend or loved one will help support and expand Planned Parenthood's important work across the country and around the world!

When we receive your online gift, we will mail a personalized card notifying the individual or family you have chosen to remember.

The third suggestion is “Bequests and Planned Gifts”:

Fund the future of Planned Parenthood through your estate planning or special gifts

Additional information is provided about “Bequests and Planned Gifts” through a link:

You can make a crucial difference in the ability of Planned Parenthood to provide reproductive health care in the United States and abroad. Remembering Planned Parenthood in your will, a trust, or through an annuity is one of the most meaningful gifts you can give future generations.

This type of giving is broken down even further through yet another link:

#### The Range of Gift Plans

To find the way that is best for you to establish a planned gift or bequest for Planned Parenthood please make your selection...

- [Bequests through your will or living trust](#)
- [Giving retirement funds, insurance policies, and bank/brokerage accounts](#)
- [Gifts from your IRA account](#)

Gifts that give you income for life:

- [Charitable gift annuities](#)
- [Charitable remainder trusts](#)
- [Pooled income fund](#)

Two more mechanisms are proffered in the area of “Bequests and Planned Gifts”:

#### The Heritage Club

Members of Planned Parenthood's Heritage Club are extraordinary women and men who have created a legacy for Planned Parenthood.

#### Information for Lawyers and Executors

If you are working on the estate plans of a client or if you are working on an estate in probate, please see [additional information](#).

The fourth suggestion regards donations of “Stocks or Securities”:

The gift of an appreciated asset is a powerful way to support Planned Parenthood's work.

Additional information is provided about “Stocks or Securities” through a link:

The gift of an appreciated asset is a powerful way to support Planned Parenthood's work. While this giving strategy has many obvious benefits, no doubt the most important is the satisfaction of knowing that your support helps advance reproductive and sexual health information and access for people across the globe!

...

You can instruct your broker or bank to call 800-430-4907 to speak with someone on our donor services team or if you hold the physical securities, you can directly mail or hand deliver the certificate(s) without any endorsement or assignment...

### The final suggestion is "Workplace Giving":

Make a gift through your workplace giving program

### Details are provided through a link:

If you are a military or federal employee, you can help support the work of Planned Parenthood in the United States and overseas by participating in the Combined Federal Campaign (CFC). Many state and local government employees—and even those employed by private corporations—can also support Planned Parenthood through payroll deduction.

### December 12, 2007



Christmas is fast approaching. Richards sends a message to supporters through Planned Parenthood Action. Headed, "I know what's possible," the fund-raising message employs a common—and appalling—trick.

## Planned Parenthood

I saw it happen in Aurora, in Kansas, and in countless communities across the nation... the power of us.

When you and I and countless others joined forces this year, we created some pretty amazing support and energy to overcome unprecedented assaults on Planned Parenthood and the women and families we serve. I'd like to understand exactly what we all did right, in order to keep our momentum going in 2008.

### Will you take just five minutes to let me know in our quick online survey?

I hope you will take a few minutes to give us your input. The way I see it, you, I and the rest of the Planned Parenthood community are a team. **Our team is only as strong as the hearts and minds of our members—and never, in my years of working on causes I believe in, have I seen a greater need for the ideas, passion and dedication of pro-choice supporters like you.**

From the anti-choice hardliners who badgered local officials to try to shut down our new clinic in Aurora, to the "40 Days for Life" protesters who picketed clinics across the country this fall—we are seeing an escalating level of threats to our clinics and to the rights of the women and families we serve.

So far, thanks to the actions of people like you, we've overcome these attacks. (Just one example: Our embattled Aurora health center is now not only open, it is thriving, and serving the people who need it!)

But to meet the challenge of the coming year, we will certainly need your help—and we want to make it as easy as possible for you to get involved and make a difference. **So please, take our online survey to tell us your ideas, what you need, what inspires you, and how we can serve you better in 2008.**

[http://www.surveymonkey.com/s.aspx?sm=Hi55nCOqkWD1gqCXSwYcg\\_3d\\_3d](http://www.surveymonkey.com/s.aspx?sm=Hi55nCOqkWD1gqCXSwYcg_3d_3d)

With your ideas and input on our side, I am confident that nothing will stop us from being a powerful, effective and unyielding advocate for everyone's reproductive freedom in 2008.

Many thanks,

*Cecile Richards*

Cecile Richards

President, Planned Parenthood Federation of America

The vast majority of surveys and petition drives are nothing more than fund-raising gimmicks. PPA's is no exception, as evidenced by the juvenile—even silly—nature of the questions posed. As you read the questions and possible responses, ask yourself, how much chance is there that Planned Parenthood will alter its agenda and/or tactics based on the results of this survey? Another question to keep in mind: Is the design of these questions really to help Planned Parenthood determine its agenda and course, or is it just to make donors believe they are having their say?

## Planned Parenthood

### We'd love to hear from you!

Thank you so much for taking a few minutes today to complete our survey!

1. First, which of the following best describes your relationship to Planned Parenthood? Select all that apply:

- I have used Planned Parenthood services at some point in my life.
- I have encouraged friends/family to use Planned Parenthood services.
- I am a Planned Parenthood donor.
- I stay informed by reading Planned Parenthood email messages.
- I take actions offered by Planned Parenthood online.
- I receive Planned Parenthood mail.
- I am openly pro-choice and support leaders who represent pro-choice views.
- I sometimes talk to my friends and family about choice and/or Planned Parenthood's work.
- I am a Planned Parenthood activist.
- I volunteer with my local Planned Parenthood clinic or affiliate.
- Other (please specify):

2. What inspires you to be involved with Planned Parenthood? Select up to two of the following options:

- I don't currently use Planned Parenthood services, but want them to be there for women and families who need them.
- I use Planned Parenthood services, and want to make sure they continue for me and/or others who need them.
- I value the information and educational resources that Planned Parenthood provides to communities.
- I am pro-choice and trust that Planned Parenthood will fight to protect choice for all women.

- There is so much happening around the country regarding reproductive health care, and Planned Parenthood helps me understand what's most urgent.
- Supporting Planned Parenthood is just the right thing to do.
- Other (please specify)

3. We've learned a lot through this year's struggles, and we've isolated some key ways we must provide and safeguard reproductive health services for people who need them in 2008 and beyond. Of the following priorities, which ones are most important to you? Select up to three of the following options:

- Opening (and keeping open!) Planned Parenthood clinics in communities across the country
- Fighting against abstinence-only sex "education" programs
- Making all forms of birth control more available, regardless of ability to pay
- Keeping reproductive choice legal and reproductive healthcare services accessible in every state
- Providing community sex education resources
- Supporting regional and national leaders who represent pro-choice views
- All are equally important to me.
- Other (please specify)

4. We respect your time, and we know you don't have much of it to spare! We know you may not read every email or take action on every issue—but what CAN we count on from you in the next 12-18 months? Select all that apply:

- I will occasionally read your emails to stay informed and educated.
- I will regularly read your emails to stay informed and educated.
- I will occasionally take action online during the coming year.
- I will regularly take action online during the coming year.
- I would be willing to wear a button or put a bumper sticker on my car that shows I'm pro-choice and/or I support Planned Parenthood.
- I will display my support for Planned Parenthood on my social network (Facebook, MySpace, other).
- I will organize friends to support Planned Parenthood on my social network (Facebook, MySpace, other).
- I will tell friends and family about Planned Parenthood actions and information at least a few times in the coming year.
- I will donate to support Planned Parenthood's work and services.
- I will volunteer with the Planned Parenthood clinic or affiliate in my own community.
- I will post information and actions on my blog.
- I will become a monthly donor to Planned Parenthood.
- I would be willing to receive text messages on my mobile phone about important reproductive health and reproductive rights issues.
- I'm not quite sure what I can commit to yet
- Other (please specify)

5. Time isn't the only thing that's limited—we also know you care passionately about more than one issue. Where does your commitment to a woman's right to choose rank in your concerns?...

- Nope, no other issues come close—reproductive rights and access to reproductive health care ranks #1.
- Reproductive rights and access to reproductive health care is one of my top three issues.

- Reproductive rights and access to reproductive health care is one of my top 10 issues.
- Reproductive rights and access to reproductive health care is important to me, but it's just one of many things I care about.
- Other (please specify)

6. We're always looking for new and better ways to keep you informed and connected to our online work here at Planned Parenthood. Of the following, select any that you'd like to see from us (some of these are things we already do, some are new):

- Opportunities to take online action
- Opportunities to get involved in my community
- Information about attacks on Planned Parenthood and the women, men, and young people we serve
- Expert Q&A's and information about sexual health
- Stories from the people we serve and the clinics they rely on
- Short, easy-to-read action and information messages
- Quizzes, surveys, polls
- Recommendations for books and events
- Planned Parenthood and pro-choice gear (T-shirts, buttons, bumper stickers, etc.)
- Frank discussions and insights from Planned Parenthood leaders
- Blogs
- Other (please specify)

7. When you think about online actions/messages/websites from Planned Parenthood or other organizations, what kind of content is most effective at keeping you involved? Select three...options:

- Easy to read, easy to understand, easy to take action
- Shows how my money or action will make a difference
- Short, punchy messages about issues
- Longer, in-depth messages about issues
- Funny, clever, humorous websites, videos, or other kinds of campaigns
- Ways I can help lead a campaign
- Being rewarded for taking actions or telling friends
- Using video—serious or funny
- Good things to put on my social network page
- Blogs and/or other personal styles of communication
- Other (please specify)

The ruse is of no concern to Planned Parenthood. Most of its supporters will surely believe they are actually having an impact on the course PPFA will take over the next year. Many will donate, just for being asked.

### December 14, 2007



This message, too, was sent by PPA in the name of Cecile Richards. The subject of the message, "Choice on earth..." seems to be a touching and even sentimental. But Planned Parenthood never sends such

messages without a "catch":

#### Choice on earth...good will to all.

...as I reflect upon the past year and consider the next, I can't help but feel a sense of good will. Good will toward the women, men, and families that we serve. Good will toward you, my Planned Parenthood family. And good, determined will to accomplish the work that lies ahead in the new year.

Warm wishes for you and yours during this holiday season. And thank you for your help and commitment.

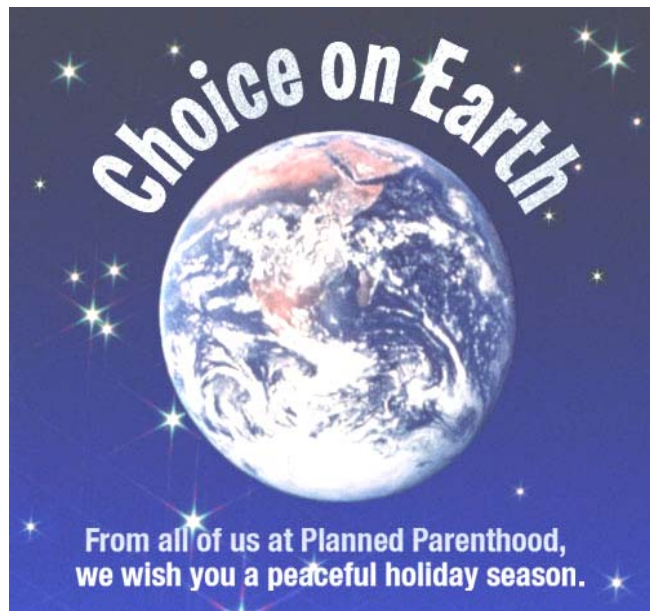
Many thanks,

*Cecile Richards*

Cecile Richards

President, Planned Parenthood Federation of America

“Planned Parenthood family”? Okay. The statement was followed by a large graphic and holiday message:



The graphic doubled as a link to PPA’s donation page:

Thank you for supporting Planned Parenthood and the women, men and young people we serve with your tax-deductible donation today.

Right now, we have a special opportunity: **A long-time supporter will match, dollar for dollar, every gift that we receive through December 31, 2007, up to a total of \$250,000.**

Use the form below to make a secure, tax-deductible donation today. You can also [print a donation form](#) to mail in, or donate by phone at 1-800-798-7092.

I would like to make a gift to Planned Parenthood Federation of America:

- \$250 (worth \$500 when matched!)
- \$100 (worth \$200 when matched!)
- \$75 (worth \$150 when matched!)
- \$50 (worth \$100 when matched!)
- \$25 (worth \$50 when matched!)
- \$1,000 (worth \$2,000 when matched!)
- \$5,000 (worth \$10,000 when matched!)
- Other: \$

## December 18, 2007



As Christmas draws closer, PPA messages are sent more frequently. This day’s message is headed, “Take a look! Our year in pictures...” In this message, Richards unveils a Planned Parenthood promotional video that consists of a series of captioned still photographs:

The list is long.

When we sat down to consider 2007—what we learned, and what we achieved, the battles fought, and those we still face—the list is long indeed.

It’s been quite a year for Planned Parenthood and the women, men, and young people we serve. And while there were certainly many challenging days, there were also many moments when I was reminded of why we do this work. I hope you’ll share those moments with me. Take a look—just click here.



Take care and many thanks,

*Cecile Richards*

Cecile Richards

President, Planned Parenthood Federation of America



The two minute and 33 seconds piece of work would have made Paul Joseph Goebbels proud. Here is the text:

**2007...was a year of standing strong on behalf of the women, men, and families we serve.**

People in all corners of the country fought with us for prevention including REAL sex education.

We rallied to keep birth control affordable.

You expressed outrage about the federal abortion ban on the streets and through our online Wall of Protest.

Activists rallied support for women’s health leading up to the Nevada caucus.

**Planned Parenthood staff did what it takes to serve, educate, and advocate in 2007.**

Eve Gartner became the first Planned Parenthood attorney...to argue before the U.S. Supreme Court.

We hit the streets to raise awareness of emergency contraception and birth control pills.

We shared our stories on the “I am Emily X” blog.

We fought for fair airtime for prevention on network television.

We lobbied to keep birth control affordable for everyone.

**We had much to celebrate in 2007...**

...honoring celebrities for speaking out—honoring our champions—honoring staff and volunteers for making our work possible—celebrating Cecile Richards’ first year as Planned Parenthood’s president.

## We reached out, far and wide, in 2007.

Young leaders from around the country gathered to organize and educate.

We visited our international partner, Centro Obstetrico Mujer Sana, in Peru and we supported youth peer educators in India.

## Our victories in 2007 were hard-won.

We helped ensure that Eric Keroack is no longer running the nation's family planning program.

With your help, we defeated attempts to eliminate federal funding for our services.

We took to the streets in Missouri to keep our health centers open.

Sex ed victory! Governors in several states rejected abstinence-only funding.

You helped us open a new clinic in Aurora, Illinois and an education center in Austin, Texas!

We are Planned Parenthood.

YOU are Planned Parenthood, too.

Thank you for your support and dedication this year.

Happy holidays and a happy New Year from all of us at



[www.plannedparenthood.org](http://www.plannedparenthood.org)

PPFA's "A Year in Pictures 2007" propaganda video may be viewed online ([www.youtube.com/watch?v=8ZNM8eWNVc](http://www.youtube.com/watch?v=8ZNM8eWNVc)).

## December 20, 2007



There are now just five days until Christmas and PPA shows no sign of letting up. In this message, Richards shares her hopes and dreams. And guess what she hopes for and dreams about most? Okay, that is an easy question:

Here is what I'm hoping:

I'm hoping that, as you make your year-end giving decisions, you will remember just how much your support for Planned Parenthood means to the women, men, and families who struggle to protect their health and their futures every day.

Your support means open doors in communities that may have no other options available for low-income families; it means a place to turn when a young person needs information or health care; and it means access to affordable birth control.

And right now, your support can mean even more: a **generous donor has agreed to match every donation we receive by December 31, up to a total of \$250,000.** That means that every donation, no matter how much, will go twice as far toward helping us ensure that our health centers can continue providing critical services to millions of people. You can help. **Make a tax-deductible year-end contribution here, quickly and securely.**

I've spent much of 2007 traveling around the country, visiting health centers, raising the funds that keep our doors open, and talking to people everywhere about how critical it is that we protect a woman's right to make decisions about her health.

Everywhere I go, I hear the stories—the stories of what Planned Parenthood's services have meant to people. After nearly two

years on the job, I shouldn't be surprised at the sheer number of women, men, and families who have stories to tell me. But I am. I am reminded every day of how critical Planned Parenthood's services are.

In fact, it's hard to even imagine the kind of the impact we've made with your help. **This year alone, Planned Parenthood provided sexual and reproductive health care, education, and information to nearly five million women, men, and adolescents worldwide.**

And then there's this: **Did you know that one in four American women has visited a Planned Parenthood health center at some point in her life?**

These are impressive statistics, sure—but they only begin to tell the story of how important your assistance really is.

The real story of Planned Parenthood is about a community of people like you who maintain a legacy of caring. So many of our members actually became donors after one of their own visits to a Planned Parenthood health center—and now they support Planned Parenthood just as we once supported them.

When our clinics are the only source of family planning and reproductive health care for so many of the women and families we serve—the importance of your continued support cannot be overstated.

**That's why we're hoping you'll consider making a year-end donation to Planned Parenthood Federation of America.**

I thank you for standing with us, and I send our best wishes to you and yours for a healthy and safe New Year.

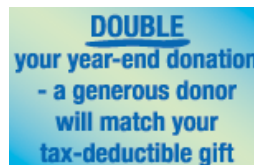


Many thanks,

*Cecile Richards*

Cecile Richards

President, Planned Parenthood Federation of America



This particular message had a special section which read, "You can help Planned Parenthood continue to serve women, men, and families around the country in 2008." It was followed by a link headed "**DOUBLE**". Click on the link and a new page emerges that is virtually identical to that seen on earlier dates—with one major difference.

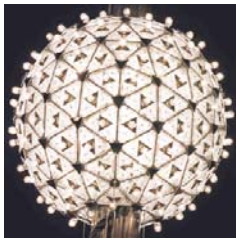
Anyone who tried to visit a Planned Parenthood website (local or national) after December 20, 2007, was automatically redirected to a special page.

Right now, we have this special page up instead of our usual home page because we have an extraordinary opportunity: A long-time supporter will match, dollar for dollar, every donation that we receive through December 31, 2007, up to a total of \$250,000.

Your tax-deductible year-end donation today will go twice as far to support Planned Parenthood and the women, men, and families we serve. Your donation means so much, to so many: it means open doors in communities that may have no other options available for low-income families [sic]; it means a place to turn when a young person needs information or health care; and it means access to affordable birth control.

Please use the form below to make your secure, tax-deductible donation today. (You can also print a donation form to mail in, or donate by phone at 1-800-798-7092.)

## December 28, 2007



We are rapidly approaching the start of 2008. The ball in Times Square will soon begin to fall. And once the ball starts to fall, the chance for people to take advantage of a 2007 tax deduction will fade away. And nobody knows

this better than Planned Parenthood. In this message, Richards makes another emphatic appeal:

I had hoped to write to you today with warm wishes and to share our past successes and hopes for the coming year.

Then I heard disturbing news from Colorado, where Planned Parenthood is building a new clinic.

We've just learned that the same kind of protesters who try to prevent Planned Parenthood from building new clinics and providing health care at existing clinics across the country have taken things an alarming step further: They are now marching and carrying signs outside the homes of the construction and security workers who are building our new clinic—now, as in during the holidays.

This is what we're up against. And this is why I hope you'll step up to help, again. Right now your tax-deductible year-end gift to Planned Parenthood Federation of America will be matched by a generous donor, up to a total of \$250,000, when you donate before December 31.

I can tell you honestly that, as we ramp up for 2008, this isn't an opportunity that we—and, more importantly, the women, men, and young people we serve—can afford to miss.

**The people we serve count on Planned Parenthood.** They count on us for affordable birth control, for accurate sex education, for health care, for so much that many of them just can't get elsewhere. The fact that so many count on us is why I get up every day, and why I am willing to stand up to people like the anti-choice contingent in Colorado, the groups that badgered local officials to try to shut down our new health center in Aurora, Illinois, or the "40 Days for Life" protesters who picketed clinics across the country this fall.

I'm hoping that, as you make your year-end giving decisions, you'll remember the people we serve and our commitment to continue serving them—and you'll know just how much your matched gift to Planned Parenthood can mean. Sure, it means that your \$100 gift will be worth \$200—but when you think of the real-life impact, it means much, much more. It means...

...opening doors in communities that may have no other options available for low-income families seeking health care...

...providing a place to turn when a young person needs information or health services...

...giving millions of low-income women access to affordable birth control...

Everywhere I go, I hear the stories of what Planned Parenthood's services have meant to people. **And when our clinics are the only source of family planning and reproductive**

health care for so many of the women and families we serve—the importance of your continued support cannot be overstated.

Please, [click here to have your tax-deductible year-end contribution doubled before midnight on December 31](#).

On behalf of our staff, our volunteers, and every person we serve—I thank you for standing with us today and every day.



Best wishes to you and yours for a healthy and safe new year,

*Cecile Richards*

Cecile Richards

President, Planned Parenthood Federation of America

There is deception here. PPA repeatedly states that donations will be matched by the "long-time supporter" up to \$250,000. Assuming there is such a donor, will everybody on PPA's mailing list be notified when the maximum amount of the match has been reached? Think about it; PPA started using this scheme on December 18, if not earlier. Are we supposed to believe that a group the size of Planned Parenthood did not reach the \$250,000 mark in the first day or two? This is part of the inherent ruse with such gimmicks.

Along the right column of the message was a special announcement to motivate supporters:

Right now—during the holidays no less—protesters are marching outside the homes of the construction and security workers who are building our new clinic in Colorado. Unbelievable. These people will stop at nothing in their efforts to prevent Planned Parenthood from serving women, men, and families.

Opening clinics, and keeping them open—despite tremendous hurdles. That's why I hope you'll continue to support Planned Parenthood with your tax-deductible year-end donation. Thank you.

"[D]uring the holidays, no less?" Does Planned Parenthood stop committing deadly acts "during the holidays"? Does Planned Parenthood care at all about the significance of these particular "holidays"? This kind of activity is commonplace, but Planned Parenthood includes it in the fund-raising message as though it is breaking news.

These are no ordinary "holidays" we celebrate at this time of year. Thanksgiving is not about showing appreciation to the "universe" for the mounds of money one is able to garner over the holiday season. And while Planned Parenthood would not be the first to forget the true meaning of Christmas, it is obvious that its leadership would have no regard for the significance of the day under any circumstances. One just need to read, "Choice on Earth..." to see this is the unfortunate truth.

### Holiday Sales

Planned Parenthood takes advantage of the holiday season by selling various items, some of which may

surprise you. We bet you cannot name even one radical pro-abortion activist who does not absolutely yearn for a gift purchased at Planned Parenthood's online store. And for the discerning pro-abortion buyer there is a lot to, um, *choose* from. Here are two choices:



Many people are aware of Planned Parenthood's controversial holiday cards.

The card labeled "A" depicts the silhouettes of an adult and child. The cover text reads, "Happy Planning for the New Year." Card "B" depicts two birds. The cover text reads, "Choice on Earth."

Despite receiving jeers from Christian groups, the Planned Parenthood hierarchy now uses the

"Choice on Earth" slogan for more than just holiday cards. It is now prominently featured in holiday fundraising efforts. For example, during the holidays, a link was added to PPFA's website (on the home page) under the heading, "Highlights":

<h1 style="margin: 0;">Choice on Earth</h1>	<p><b>Donate Today to Help Ensure Success in 2008!</b></p> <p>In 2007, Planned Parenthood did whatever it took to serve, educate, and advocate. Your support will keep us strong in 2008.</p>
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Another item for sale, the "Sex Ed 101" tee-shirt comes from PPFA's teen website (teenwire.com). The front reads, "Sex Ed 101 teenwire.com." On the back is PPFA's logo. And let us not forget the "Kiss Me I'm Pro-Choice" tee-shirt. These items are sure to draw attention, especially when worn by a pre-teen.

Militant pro-abortion activists would kill for the opportunity to express their "love" for "emergency contraception." PPFA's "I♥EC" tee-shirt is just what this kind of person needs. The wearers of this garment may select between a back that reads, "You have five days..." which notes the amount of time after intercourse that a female has to use the deadly drug. Alternatively, the wearer may want the back of this tee-shirt to read, "Birth control is basic healthcare." This item is sold by Planned Parenthood of Connecticut.



Would you want your 12-year-old daughter to wear a tee-shirt that reads, "The Woman Rebel"? Sure—if you were a fan of Planned Parenthood and its founder, Margaret Higgins Sanger. *The Woman Rebel* is the name of the journal she published in the early years of her career.

Finally, there is the "2008 Get Real, Indiana! Sex Ed Calendar." Published by the Get Real, Indiana! Coalition, which is led by Planned Parenthood Indiana, the calendar is guaranteed to "help you keep communication about sexuality and sexual health at the top of your to-do list!" The Coalition provided additional information:



The 2008 Sex Ed calendar is a daily peel-away calendar with 313 pages (weekends are on one page) worth of talking tips, interesting facts and helpful hints about topics like eating disorders, body image, self-exams, communication skills, assertiveness, contraception, condoms, making good decisions, pregnancy, gender and gender roles, alcohol and drug use, mental health issues like anxiety, depression and anger management, dating violence, child abuse prevention, Internet safety and more!

This calendar would be a great addition to your home and a fantastic holiday gift for that favorite teacher, youth development worker or other professionals who work with young people. The calendar also makes a great gift for family and friends who have kids!

Can you imagine being a teacher and receiving such a "gift" from a student?

### What Did You Expect?

One cannot begrudge the efforts of an organization that seeks to raise money, even when emphasized during the holiday season. After all, every charitable organization—including Life Decisions International—depends upon the generosity of its supporters. But is Planned Parenthood practicing deception?

Should Planned Parenthood make it clear to donors that it has nearly \$400 million sitting around in a savings account every time it asks for money? Should Planned Parenthood use the petition drive and survey gimmicks to raise money it does not even need? Unlike Planned Parenthood, we believe honesty is a virtue.

— Douglas R. Scott, Jr. is president of Life Decisions International

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