



# UNITED STATES ABORTION MEMORIAL MUSEUM

## STRATEGIC PLAN SUMMARY 2023-2028

### MUSEUM'S VISION

- **The permanence of abortion memory, understanding and relevance**
- **A nation in which people confront and prevent abortion while protecting the sanctity of life**

### OUR APPROACH

The Museum is a memorial to the victims and focuses on documenting, examining, and teaching how and especially why that abortions happen, targeting two major audiences: **leaders and youth**.

Abortion is a warning that the unthinkable is possible and that human nature makes all of us susceptible to the abuse of power, and the ability to justify any behavior - including inaction. Its significance is not only that it is still happening daily, now totaling well over 10 times those murdered in the Holocaust and growing, but that it's in the U.S.A. - the most educated, advanced and blessed nation in history - formed as one nation, under God, with a democratic constitution, a rule of law, and freedom of expression.

A harsh reminder of human nature and the fragility of societies, especially for those most helpless and defenseless without a voice, the Museum motivates citizens and leaders to work proactively to fight indifference, prevent abortions, and to protect the sanctity of all human life as being sacred and God given.

### INSTITUTIONAL PRIORITIES

- I. Secure: the Future of the Museum (Founder's Campaign)**
- II. Build: Museum and Collection of Record (Acquire, Preserve, Accessible)**
- III. Expand: Diversify Our Audiences (National, All Media, Digital Engagement)**

### PROGRAM PRIORITIES

- **Accelerate:** Advance future U.S. studies in the field of *Abortion and Prevention*
- **Educate:** Ensure that learning how and why Abortions happen is an important component of the education of American citizens and professions responsible for life and liberty; and that it strengthens critical thinking about their role in society
- **Motivate:** Raise the level of Pro-Life awareness, discourse and legitimacy - across all media communications - in all areas of influence where there is rising abortion and denial
- **Activate:** Ensure that the US government has the institutional structures, tools, and policies to effectively prevent and respond to abortion, feticide, and infanticide that will preserve and protect the sanctity of right to life for all - upon which all other rights are built upon. Without the right to life, all other human rights become meaningless...