

REACH. CONNECT. SAVE

20  
24

# MISSION REPORT

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As a long-term investor in Heroic Media, I can attest to their commitment to proven methods, resulting in life-saving impact. Their strategic, data-driven approach has empowered countless women facing unexpected pregnancies with the information needed to choose life. Heroic Media is positioned to make substantial strides towards countering the influence of the abortion industry.

- Don Greiner, Heroic Media Benefactor

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# Message from our CEO

Dear supporters,

In the quickly evolving landscape of pro-life work since the 2022 overturning of *Roe v. Wade*, Heroic Media has embarked on a dynamic path to meet the demands of women's healthcare. In 2023, we fully embraced a new strategy, focusing on expanding from targeted ads to include a mass media branding campaign for telehealthcare and to combat the widespread availability of the abortion pill.

The focus on brand advertising stemmed from a thorough examination of the abortion landscape, revealing the primary barrier to connecting women with life-affirming resources: *most women simply don't know where to go to seek help.*

While Pregnancy Help Centers offer valuable support, what's missing is a unified, women-centric national brand capable of attracting women that can link them to the financial and emotional resources that these centers can provide. We have set out to build that brand, positioned directly against abortion industry brands, notably Planned Parenthood.

As we move forward with our telehealthcare brand, we plan to expand to more markets in 2024. I ask you to pray for the success of our expansion, and, most importantly, pray for the young women that we will reach, and that hearts and minds will be open to the beautiful gift of life.



# Heroic Media Update

## Four Strategic Pillars

The fight against the abortion industry is complex and multi-faceted. Our strategy is specifically designed to combat every element of the abortion industrial complex by using effective tactics supported by experience and data.



### **NAVIGATING THE ABORTION PILL THREAT**

The majority of abortions done in 2024 are conducted with the abortion pill. Women can have the pill mailed to their home, even if it is illegal in their state. Life-affirming telehealthcare combats the pill at the decision level.

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### **MARKETING A WOMEN-CENTRIC BRAND**

Studies show that 6 out of 10 women would have chosen life if they had access to financial and emotional resources. Thousands of Pregnancy Help Centers offer these resources, and yet women don't know about them.

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### **EXPANDING TELEHEALTHCARE**

Offering telehealth drastically improves show rates for women who schedule appointments with Pregnancy Help Centers by reducing the "speed to nurse" from first point of contact to merely a few minutes, instead of a few days.

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### **AMPLIFYING PREGNANCY HELP CENTERS**

Our 20 years of experience in advertising for pro-life organizations places us in a unique position to excel in an increasingly marketing and content-driven world.

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# Multiplying Impact

## Life-Saving Metrics

Our metric-driven model has yielded profound results since its founding in 2004. 3,199 reported lives have been saved since tracking outcomes in 2016. Yet, our mission to create a massive impact remains ongoing.



2016 - 2024

**3,199**  
reported  
lives saved

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## Women Need to Know

In addition to executing targeted direct-response ads, we are amplifying our strategy with brand advertising to inform women *before* facing an unexpected pregnancy about the support available to them.

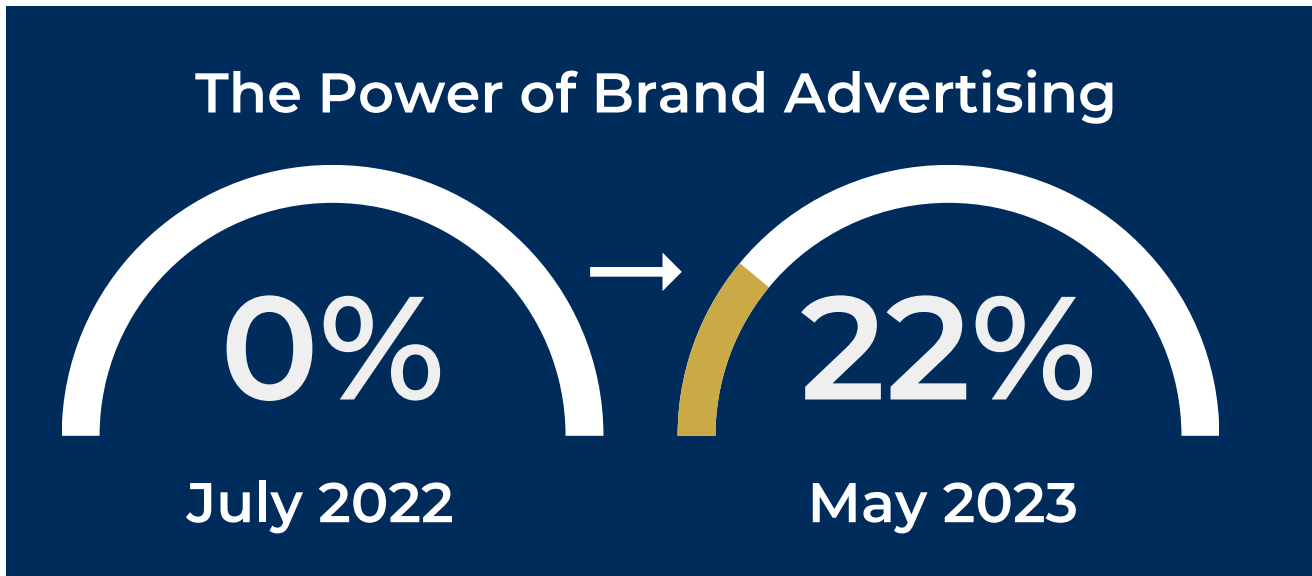
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abortion-seeking women would choose life if they knew about the financial and emotional resources available to them.



## Proof-of-Concept in Oklahoma City

In 2023, our brand awareness test for an aspirational pro-life brand yielded a remarkable **22% increase in awareness over 10 months**, independently verified by a reputable research firm.



## Telehealth: Pro-Life's Secret Weapon

The abortion pill can now be ordered online and delivered by mail, which has led the pill to account for over 60% of all abortions nationwide.

**The immediacy of telehealth has become a powerful weapon capable of outmaneuvering the abortion pill.**



# Future Plans

## 2024 and Beyond

In response to the evolving post-Roe landscape, we strategically plan to expand our impact, pioneering innovative efforts to counter the abortion industry and empower women with life-affirming resources.

To best honor our investors and the women we serve, we want to be measured in our approach moving forward. Our discernment has led us to three key goals ahead.

### **01** Launching our national pro-woman brand

Our top priority is bringing a relevant, powerful, and pro-woman brand to market using the advertising channels we have expertise with.

### **02** Expanding to the 25 largest cities in America over the next decade

The vast majority of abortions take place in the most populous cities in America. In order to reach abortion-determined women, we need to be in the largest population centers.

### **03** Creating a comprehensive pro-life network

Our network will include organizations offering practical support to young women, extending beyond immediate needs related to unexpected pregnancies. Our emphasis lies in equipping them with emotional and financial resources necessary for long-term empowerment.



*Thank you*

to all our benefactors  
for your continued  
support to empower  
women and save lives  
from abortion.

## CONTACT



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