

Pro-Life Speaker Event

Proposal by Derek Ekwall

Overview

One of the most divisive topics of the day is the morality and acceptance of abortion. The Holy Catholic Church appears to stand alone in her steadfast defence of the unborn. Many Catholics do not have a full understanding of the reasoning for protecting the unborn and may therefore dissent from Church teaching, while other Catholics who remain faithful to the Church's teaching may be unable to provide a clear and concise defense of their pro-life beliefs when confronted with pro-choice statements and arguments.

Purpose of the Event

1. Spread the pro-life message in defense of the unborn and the sanctity of human life.
2. Educate, inspire, and encourage the faithful to remain steadfast in their defense of the unborn and Church teaching, enabling them to approach individuals of the pro-choice ideology with confidence.
3. Raise money and awareness for pro-life institutions and pregnancy crisis centers in the Sacramento area.

Details

Speaker

Trent Horn of "Catholic Answers"

After his conversion to the Catholic Faith, Trent Horn earned a master's degree in theology from Franciscan University of Steubenville and is currently pursuing a graduate degree in philosophy from Holy Apostles College.



He serves as a staff apologist for Catholic Answers and specializes in teaching Catholics to graciously and persuasively engage those who disagree with them. Trent models that approach each week on the radio program *Catholic Answers Live* where he dialogues with atheists, pro-choice advocates, and other non-Catholic callers.

Trent is also a lecturer who travels throughout the world speaking on subjects related to the Catholic faith and the co-host of *Hearts and Minds*, a weekly radio program that discusses timely issues from an eternal perspective. In addition to being a public speaker, Trent is the author of three books: *Answering Atheism*, *Persuasive Pro-life*, and his latest book *Hard Sayings: A Catholic Approach to Answering Bible Difficulties*.

(Biograph and picture from <http://www.catholic.com/TrentHorn>)

Topic of the Night

The Case for Life (Trent Horn) Ever get tongue-tied trying to explain why you're pro-life? Trent presents the scientific and philosophical reasons to oppose abortion and equips pro-life advocates to make their case in the public square. He also teaches pro-life advocates to be ambassadors who graciously make their case and always, in the words of St. Paul, "speak the truth in love."

Date, Time, Location

Ticket Cost: Per Catholic Answers, ticket costs vary, from \$5 at the door to \$45 pre-register only

Date: TBD

Time: TBD

Length: Trent Horn typical presentation time is 45-60 minutes, plus ~20 minutes for Q&A.

Location: St. John Vianney Catholic Parish, Rancho Cordova CA

Speaker(s) Costs:

Trent Horn

- Honorarium
 - \$1,500 for one talk (+\$500 for each additional talk)
- Airfare (plus baggage fee if any)

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- Hotel lodging (set up by us)
 - \$50 per diem per day (travel days plus talk days)
 - Mileage and parking

Because the presentation time for Trent is ~60 minutes, an option that we could consider is to either have Trent speak more than once during the day, or we could have a second speaker give a presentation. This would allow us to have a longer, more in-depth event as well as help justify having a slightly higher ticket price. Overall, this would allow us to donate more money to pro-life organizations in Sacramento. For pro-life talks, Jennifer at Catholic Answers says that Karlo Broussard is also an excellent choice. His honorarium information is as follows:

- \$1,000 1st day up to 3 talks,
- \$750 2nd day up to 3 talks,
- \$500 3rd day up to 3 talks.
- Weekend specials offered at \$1,500 for up to 5 talks.

[NOTE: The presentation time for Trent, the honorarium information for Karlo Broussard, and the proposal of a second presenter/presentation is new information that was not available and therefore not proposed during the General Meeting on Thursday. This is simply additional information that has been obtained along with ideas that could be considered for the event.]

To lock in a date:

- Sign and submit contract
- Submit half of honorarium fee as deposit to confirm event

As date approaches, CA will correspond with us for confirmation and details of the trip

- Invoice will be sent to Council for the rest of the costs
- CA will send books and CDs to be sold at the event
 - CA requests 2-3 volunteers for the sales

(For an overview of the initial estimated costs, please see the spreadsheet on the next page).

Event Promotion

Parishes

Create flyers to post at nearby parishes and churches as well reaching out to other Councils

Radio

We can advertise and promote the event on Immaculate Heart Radio. The following information was obtained from corresponding with Tom Huckins (Community Relations Officer) at Immaculate Heart Radio:

- Radio spots (in Sacramento) are \$12 each; IHR recommends at least 3 spots per day
 - Spots are run for 21 days
 - $(21 \text{ days}) \times (3 \text{ spots/day}) \times (\$12/\text{spot}) = \underline{\$756}$ for 3 weeks of advertising 3x per day
- If we choose to make IHR our “Media Partners”, requiring four (4) cross promotions, such as:
 - Allow us to show our 8 minute video or 5 minutes of "mic" time
 - Signage at the event (A banner) and/or our logo on printed materials such as programs, flyers, posters
 - Materials at the event for people to take
 - Some tickets to the event

...then IHR will offer up to a 40% discount

- $\$756 - 40\% = \underline{\$453}$ for 3 weeks of advertising 3x per day.

Tom Huckins suggests 5 spots per day for maximum exposure:

- $(21 \text{ days}) \times (5 \text{ spots/day}) \times (\$12/\text{spot}) - (40\% \text{ Media Partner Discount}) = \underline{\$756}$ for 3 weeks of advertising

Overview of the Initial Estimated Costs

<u>Speaker Costs</u>				
Honorarium	\$1,500.00	(Speaking 1 time)		
Hotel/Lodging	\$90 to \$200	(Marriott Hotel due to close proximity)		
Per Diem Cost	\$100.00	(x2 days)		
Mileage/Parking	Unknown at this time			
Total (Tentative)	\$1,800.00	(assuming \$200 for one night at Marriott)		
<u>Promotions with Immaculate Heart Radio</u>				
# of Days	21.00			
# of Spots/Day	\$5.00			
Cost per Spot	\$12.00			
Media Partner	-40.00%			
Total (Final)	\$756.00			
Est. Intial Cost	\$2,556.00			
# of Guests	200	200	200	200
Cost per Ticket	\$30.00	\$35.00	\$40.00	\$50.00
Total Revenue	\$6,000.00	\$7,000.00	\$8,000.00	\$10,000.00
# of Guests	400	400	400	400
Cost per Ticket	\$30.00	\$35.00	\$40.00	\$50.00
Total Revenue	\$12,000.00	\$14,000.00	\$16,000.00	\$20,000.00
# of Guests	600	600	600	600
Cost per Ticket	\$30.00	\$35.00	\$40.00	\$50.00
Total Revenue	\$18,000.00	\$21,000.00	\$24,000.00	\$30,000.00

Fundraising Recipients

Any funds raised from this event (after covering all costs) would go to one or more of the following Pro-Life agencies in Sacramento:

- Bishop Gallegos Maternity Home
- The Gabriel Project
- Alternatives Pregnancy Resource Center

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- Love Them Both Ministries Maternity Home
 - Sacramento Life Center
 - Trinity Life Pregnancy Center

This event has the approval and support of Father Chuck Kelly as well as the support of Chris Bailey, SJV Respect Life Parish Coordinator. In a recent email with Chris, she stated that “many people keep asking me if our parish will host a speaker event soon.” Father Kelly only requests that Council #5322 cover the costs of the event, and that we try to schedule the event to coincide with one of the pro-life events held by the parish. Therefore, it would be best to schedule the event for the second “40 Days for Life” that SJV will have in the fall (aiming for October).