



Talking Points

Overview

From September 23 – November 1, our community will unite with many others from coast to coast – and internationally – for a major simultaneous pro-life mobilization – the 40 Days for Life campaign. Faithful believers are praying that these efforts will mark the beginning of the end of abortion.

Vision and Mission

40 Days for Life is a focused pro-life campaign with a **vision** to access God's power through prayer, fasting, and peaceful vigil to end abortion.

The **mission** of the campaign is to bring together the body of Christ in a spirit of unity during a focused 40 day campaign of prayer, fasting, and peaceful activism, with the purpose of repentance, to seek God's favor to turn hearts and minds from a culture of death to a culture of life, thus bringing an end to abortion.

Campaign Components

One of the strengths of 40 Days for Life is its simplicity. The campaign is made up of three key components:

- **Prayer and Fasting:** inviting people of faith throughout our city and across the country to join together for 40 days of fervent prayer and fasting for an end to abortion
- **Peaceful Vigil:** standing for life through a 40-day peaceful public witness outside the local Toledo Women's Center at 1160 W Sylvania Ave, Toledo, OH 43612
- **Community Outreach:** taking a positive, upbeat pro-life message to every corner of our city through media efforts, church and school outreach, petition drives, and public visibility

Potential Benefits

There are many potential benefits that our community could experience:

- Reduce abortion rates – by 15%... 20%... 25%... Or more!
- Recruit and mobilize hundreds – perhaps even thousands – of new people into effective, life-saving efforts
- Lead post-abortive women – and men – into proven and effective healing programs
- Develop dynamic new leaders to increase the future impact of pro-life efforts
- Bring churches together in an historic display of Christian unity and action
- Generate enormous “buzz” by getting prominent pro-life news coverage – even from biased media outlets
- Increase local financial support for pro-life efforts
- Make the sanctity of human life a crucial issue throughout our community and in upcoming local, state and national elections

All of these results have actually been realized in other communities, and – with God’s help – could happen here in our town as well.

Why 40 Days?

God has used the period of 40 days throughout history to bring about major transformation...

- **Noah** experienced transformation during 40 days of rain
- **Moses** was transformed by 40 days on Mount Sinai
- **David** was transformed by Goliath’s 40-day challenge
- **Elijah** was transformed when God gave him 40 days of strength from one meal
- **Nineveh** was transformed when God gave the city 40 days to remain faithful
- **Jesus** transformed the world following His 40 days in the desert
- **The disciples** were transformed after spending 40 days with Jesus following His resurrection

What will God accomplish when people of faith across our community and beyond unite for 40 days of prayer and fasting, pulling out all the stops to end the violence of abortion?

We don’t know, but we’re sure excited to find out!

Track Record of Results

The first 40 Days for Life campaign was held in the fall of 2004 in Bryan/College Station, Texas. Stories of the campaign's successes with energizing local churches and pro-life members of the community spread by word of mouth. Six other cities conducted their own campaigns over the next two years. In the fall of 2007, the first coordinated, simultaneous 40 Days for Life campaign was held in 89 cities in the United States.

Between 2004 and 2025, over 8,000 cities in over 70 nations have conducted 40 Days for Life campaigns with measurable, lifesaving results:

- More than 1,000,000 people of faith and conscience have joined together to pray and fast for an end to abortion
- More than 20,000 church congregations were activated and united for life
- More than 26,000 children have been saved from abortion — and those are just the ones we know about
- Thousands of women — and men — have been spared from the pain and regret of abortion
- Many individuals with abortion experiences in their past found healing
- Dozens of abortion facilities have experienced sharp setbacks, cutting back hours and closing down for days at a time
- Over 275 abortion workers have quit their jobs
- More than 180 abortion facilities have closed and gone out of business following 40 Days for Life campaigns outside their doors
- Media outlets have given the pro-life position prominent coverage with thousands of news stories about the 40 Days for Life effort
- 30% of the participants in 40 Days for Life are first-time pro-life volunteers who have been recruited, trained, and mobilized
- Funds have been raised to expand local pro-life organizations and projects
- 92% of 40 Days for Life participants reported that they grew spiritually and personally through their involvement in the campaign
- People have turned back to God with renewed HOPE

Pro-Life Unity

There are numerous advantages to holding 40 Days for Life campaigns in many areas at the same time:

- Unity is fostered as cities and towns join together for this initiative
- Our city will have a network of support from other communities that are engaged in the same activity concurrently
- Better coordination and training will be available since all participating communities are at the same stage at the same time
- The media will stand up and take notice when many cities are generating local news coverage during one focused period
- The costs of conducting a local campaign will be significantly reduced by sharing resources across all participating communities
- The abortion industry will have a difficult time defending itself when it is besieged with prayer on many fronts simultaneously
- The positive results experienced during the 40 days build strong momentum which leads to involvement long after the campaign

How YOU Can Make a Difference

Please pray and ask God to show you the unique role He has for you in the 40 Days for Life effort:

- **Prayer volunteers** are needed to fast and petition God that He will bless this effort and do as He promised in 2 Chronicles 7:14; that He will hear our prayer and heal our land.
- **Vigil participation** may be your role. God could be asking you to peacefully stand as His witness outside the local abortion facility as a sign to the community that what goes on inside that building is simply wrong.
- **Community outreach** might be your specialty. If you're a person with an outgoing personality, please consider this. Or maybe you're being called to take a leap of faith and step out to educate your city about God's truth.
- **Leadership** is needed in the following areas:
 - ✓ Call Team

If you still need more information to help you decide where to get involved:

- Contact Kevin Jorrey at (419) 214-4933 or at kjorrey@toledodiocese.org
- Take time to pray and ask God to show you His plans for your involvement