



WISCONSIN FAMILY ACTION
Marriage|Family|Life|Liberty

September 2016

Dear Friend,

It's a cut-to-the-chase moment for Wisconsin Family Action (WFA) and Wisconsin Family Council (WFC).

If you value the unique work of WFA and WFC, we are asking you to **prayerfully consider a significant investment in this work**. I say investment because that's exactly what it is: an investment in your future—in your family's future.

These organizations exist for one reason: to accomplish our very important mission of forwarding Judeo-Christian principles and values in our state by strengthening, preserving and promoting marriage, family, life and religious liberty. **That means we are all about you, your family, your faith, your freedom and your future.**



A UNIQUE WORK

We know of no other organization in the state with this mission and focus. There are other pro-life groups, and we are pleased to partner with them to restore a culture of life in WI. But on God's plan for marriage and family and religious freedom, who else is there even talking about those issues, let alone actually doing something? We'd welcome others, but to date that hasn't happened.

[Click here](#) to read a great example of our unique work as it relates to the transgender/gender identity issue. Know this: on this critically important issue, by God's grace, we won't quit—**because you, your children and others are too valuable for us to walk away from this issue.**

And religious freedom? Who else is talking about that in WI except us? A few lawyers from time to time, but mostly WFA and WFC. We aren't just looking for an issue to talk about or doing scare tactics. **This fight is real.** Religious freedom is under vicious attack today in our country. We need to help churches and Christian ministries be ready. We need to make sure our state law is the very best it can be in this area. That's why we stay in regular contact with top-notch conservative constitutional lawyers and concerned legislators.

We have a lot of work to do. We need to help good people get elected to our state assembly and state senate in November. We need to make sure people have access to reliable information on the candidates and the issues as they prepare to vote. We need to be ready to make budget recommendations to Governor Walker. We need to be ready to meet with legislators in January to let them know about our critically important agenda. We need to help churches help their people on all these issues, especially the gender identity matter.

THE "BIG GOAL"

All of this takes financial resources—sizeable financial resources.

Everything we do here is done in full partnership with those who value who we are and what we do—in partnership with people just like you. Our successes are truly joint efforts.

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So here's the reality. It's been a hot dry summer financially—in spite of our best efforts to make it otherwise. We believe Satan is actively attacking our people in numerous ways: family and marriage issues, health concerns, employment problems, and on and on. The bottom line is, we are running through precious, carefully guarded reserves fast. **We need to replenish our resources right now if we are going to get the job done on behalf of you and your family.**

Our “big goal” is [100 people to give \\$1000 to get us quickly to \\$100,000](#). That would certainly be a good start to replenishing and ensuring we have the resources necessary to fight the good fight with and for you.

[Will you be one of those 100 people?](#) Three of our board members have pledged to be part of this 100/1000/100,000 goal—and one of those pledged \$2000! I'll be one of those 100 people, too. And another staff member has also stepped up to help make this goal. And while I was talking about our big goal to a dear friend, she promptly pulled out her checkbook and wrote a check for \$1000! That means we start with 6 people and \$7,000. We're now down to needing 94 people and \$93,000. **Will you at a minimum ask God if you should be one of those [special 94 investors](#)?**

Ok. So what if you can't give \$1000 at all once? Well, perhaps you can give it over 2 or 3 months or between now and December?

And some will say, "there's no way I can give \$1000, even over 2 or 3 months." To that we say, *please give as God directs you*. **We don't want one dime more than what God wants you to give, and we don't want one dime less than what God wants you to give.**

[Click here](#) to invest in "Big Goal; Bigger God"!

Finally, would you share this big goal with others who would be interested in investing in this work? Maybe you can't give—and we understand sometimes that's just not possible—but maybe you know someone who can. **Please prayerfully consider sharing this opportunity with them.**

A BIGGER GOD

The subject line says “Big Goal; Bigger God.” But you haven't seen anything about “Bigger God” yet. I've saved the best for last. I believe God is way “bigger” than this goal; \$100,000 does nothing to deplete any of His resources. I am trusting my “Bigger God” to meet this need. We've made the opportunity available to you to be involved in and invest in something “big,” (at least for us!)—and now we trust God to show Himself to be the amazing “Bigger God” we know He is. Ultimately, He is the One Who meets our needs.

We hope you'll accept our invitation and the challenge—for the sake of your future and your family's future. Please know we are grateful for you and are committed to doing all we can on behalf of you and your family.

God bless you!



Julaine K. Appling

President