



Written by [Alex Newman](#) on March 1, 2023

## Training Up Pro-Life Warriors to WIN

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Conservatives and pro-life activists have a lot to learn about communications, organizing, and winning, but the [Leadership Institute](#) stands ready to help solve that problem, said LI Director of Coalitions Dena Espenscheid in this interview with The New American magazine's Alex Newman. Among other strategies, Espenscheid recommended telling people's stories, rather than simply citing data and statistics. She also warned that conservatives need to use the correct language rather than rely on the manipulations concocted by the Left.

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