



THE FIVE THRESHOLDS

The Thresholds are a pattern of growth that people who evangelize noticed in those they work with. This process of growth is human and natural in genuine relationships and can be used to message in the Pro-life Movement. While, it is natural for us to message in a way that makes sense within the threshold that we belong to, we have to meet people where they are at. How would you speak to someone at each level of the 5 thresholds?

Meet Them Where They Are At	How would you message to a person in the threshold of...
<p>Pre-Trust A person does not have a positive association with a pro-life person or the movement. They may even be visibly upset by it.</p>	<p>Pre-Trust</p>
<p>Trust A person has a positive association with a Pro-Life person. This is when our friends come to us for advice and are free to be themselves around us.</p>	<p>Trust</p>
<p>Curiosity A person is intrigued by our pro-life beliefs. Our friends begin asking about our stance on abortion, but they may not be open to changing their own beliefs.</p>	<p>Curiosity</p>
<p>Openness to Change A person becomes open to changing his/her mindset, admitting that they may not have thought the issues through to the end.</p>	<p>Openness to Change</p>
<p>Seeking A person becomes intentional about their search, actively seeking answers about abortion, human dignity, etc.</p>	<p>Seeking</p>
<p>Follower A person changes sides on the issue and even agrees to begin working toward a better answer than abortion.</p>	<p>Follower</p>