

Deep Thoughts from the Executive Director

June 16, 2005

Dear Friend for Life,

In 1896, the Italian economist Vilfredo Pareto conceived and published The Law of Income Distribution, which is now commonly known as the 80/20 rule. Pareto noted that throughout history, 20% of the population of any given society will always earn and control 80% of the income and wealth. However, this ratio has been discovered to have myriad applications.

To develop our strengths, the entire Texas Right to Life staff began studying, as a group, time and business management theory, including the 80/20 Rule. An organization such as ours is created and remains in existence not only to pool the strengths of individuals who share a common goal, but also to diminish their deficiencies. The strengths, however, must outweigh the weaknesses, and the strengths must be exercised and sharpened to keep the organization effective and vibrant. Texas Right to Life has been evolving over the last decade from a small group of gifted individuals into an organization of professional team leaders.

In the last eleven years, Texas Right to Life has grown by 2,000% both in membership and revenue dedicated toward protecting innocent human life. However, to grow another twenty-fold, we recognize that, like all business ventures, whatever worked last time will not again work as effectively--if at all.

Thus, in applying the Pareto Principle, if Texas Right to Life is to rise to the next level and become one of the five most effective Pro-Life organizations in the world within seven years, 80% of our challenge is to improve ourselves individually and organizationally. Moreover, Texas Right to Life and the greater Pro-Life movement will not radically improve unless we are willing to commensurately transform ourselves. We need to be less distracted by side issues and focus primarily on becoming all that God intended us to be for all of eternity both as individuals and, more importantly, as an organization.

To that end, Elizabeth and I started working with Brian Tracy (a leadership and business development expert) in San Diego. Each quarter, we spend a day with Mr. Tracy and a group of executives studying our respective businesses and coaching each other. (Yes, we see Texas Right to Life as a business in addition to a ministry.) These sessions have forced us to meticulously analyze the 20% of our action that yields 80% of all value. There have been a few epiphanies, but most of our discoveries we already sensed deep down; we were just in a little bit of denial--the dispensation of which prompted us into higher efficiency and smoother operations.

Not a week passes now without some sort of improvement in streamlining the 20% that ultimately impacts the greatest number of innocent human lives (the 80% return):

- New key staff members were hired in the most important areas.
- Our office space expanded by 1/3 when we could grow no more because of the spatial limitations.
- Two new computer servers were built to maximize our speed and capabilities.
- A complete computer backup system was created to protect all our data, files, and records even if the



entire office computer system is destroyed/attacked.

- Hundreds of new members join Texas Right to Life monthly, broadening our scope of involvement and effectiveness into the far corners of Texas.

With constant personal development programs and a rebuilt infrastructure, our attention now turns to aggressively building a truly statewide Pro-Life organization. New grassroots county Right to Life chapters are forming in Ft. Worth, Houston, San Antonio, Conroe, Tyler, Katy, Madison County, and El Paso. While other groups and organizations will help advance the Culture of Life, fundamentally our sole job, our calling, is to restore the sanctity of innocent human life from fertilization until natural death. We must grow our movement organically. The chapter system allows us—God willing—to increase our efforts, size, and success far more rapidly in the next 7 years than in our first 32 years.

While all this analysis and continuous betterment is enlightening and exhilarating, the growing pains are real. Please keep Texas Right to Life in your daily prayers. Please ask others to pray for the success of our efforts. Millions of innocent lives are depending on the results of our noble venture.

Our staff prays together daily at noon that you and your family will be blessed by peace and happiness. Be sure to visit the Texas Pro-Life headquarters if you are in Houston this summer.

Still Fighting, Winning, and Yours for Their Lives,



James J. Graham, Executive Director
Texas Right to Life

p.s. If you ever need to reach me and don't find me at work, try me on my cell (713.299.3751) or email me at JimJGraham@aol.com.