



CATHOLIC PRO-LIFE COMMUNITY

RESPECT LIFE MINISTRY OF THE DIOCESE OF DALLAS

August 30, 2024

Exciting News from CPLC

Dear Brothers and Sisters in the Pro-Life Movement,

Throughout our great nation, the culture of life is entering a new era that includes unique challenges and additional opportunities for impact. Here in Texas, we have an even greater opportunity to lead the way as a model for others, and that is why we are excited about the transformation underway at the Catholic Pro-Life Community (CPLC).

New Leadership

My name is Jeff Schiefelbein, and I am the Interim Executive Director for the CPLC. As a long-time supporter of the pro-life movement and a nationally recognized growth and culture expert, I am humbled and honored to bring my talents and gifts to this organization and this community.

In addition to my new post as head of CPLC, I am a Managing Partner for Undivided Life, a consulting firm focusing on growth and culture for various organizations. Leveraging the combined expertise of the Undivided Life team, we have taken a fresh approach to this opportunity, and every member of our staff is now engaged in the work of CPLC. This unique structure multiplies the impact of my role by capitalizing on the time, talent, and experience of many others.

My team and I are committed to excellence in this effort, and we are sincerely grateful for the work of everyone who came before us to ensure CPLC's success, including our former Executive Director, GERALYN KAMINSKY.

Honoring the Past, Preparing for the Future

I have long respected CPLC's work and reputation and seek to honor the organization's legacy and impact for the past 30+ years while establishing a new path forward for the next 30 years. As an organization steeped in the tradition of sidewalk counseling, our future may look slightly different. Still, we remain deeply rooted in prayer, ministry, and service to those most in need. As a financially stable organization, CPLC continues to provide critical services throughout North Texas, including support to moms at all stages of their motherhood journey, healing after abortion retreats, and engaging the parishes to promote and support the dignity of life at all stages.

You may wonder why you're only hearing about these changes now. The answer is simply that we wanted to ensure the stability and readiness of the organization first before announcing a bold new future. Our first-order priorities were internally focused, and we quickly uncovered ways to enhance the CPLC culture, communication, and impact. I am happy to report that we are making great strides on all fronts and shifting our focus outward now to bring exciting updates to this community.

An Unprecedented Approach

Our extensive reach throughout the Diocese of Dallas, along with our financial strength, prayerfulness, and large volunteer base, position CPLC to chart a bold future for the pro-life movement in Dallas. To that end, we are moving beyond the current state of referrals and mutual support among many of the Catholic pro-life organizations in the area and actively exploring the best ways to merge or combine several of these organizations and their assets to create a more centralized solution set for women and families we serve.

This unprecedented approach is designed to capitalize on best-in-class service and skills from each organization while eliminating redundancies, unifying our culture of life messaging and brand, and simplifying the system for benefactors and those we serve simultaneously. We are blessed to work in a Diocese with dynamic leadership, and we are grateful for their ongoing advice, wisdom, and support.

An Invitation to Join Us

In the Gospel of Matthew, Jesus said, “The harvest is abundant, but the laborers are few.” We humbly ask that you consider your current and future involvement in the culture of life community that we, and many others, are building throughout North Texas. Will you join us in this effort to discover what’s possible when we combine our efforts to serve and support the culture of life? Are you ready to engage deeper or get reunited with the work of CPLC by sharing your time, talent, and treasure?

With God’s grace and through the work of the Holy Spirit, we are building something special. We invite you to join us on this journey and welcome your feedback and support.

God bless,

Jeff Schiefelbein